

Contents

List of Figures / xi

List of Tables / xiii

Preface / xv

Foreword / xvii

Acknowledgments / xx

About the Author / xxii

Introduction / 1

Marketing to women is complex / 3

Marketing to women concern #1: Do not forget
the task she is trying to do / 8

Marketing to women concern #2:

Gender washing – not all women are the same / 9

Marketing to women concern #3:

Gender convergence and the blurring
of the gender boundaries / 10

Conclusions / 13

Part I Differences Between Men and Women / 15

1 Demographic Differences Between Men and Women / 17

The population in general / 17

Education / 17

Workforce participation / 25

Household composition / 27

Work–life balance / 29

Self-employment	31
Purchasing power	32
Conclusions	36

2 Psychographic and Behavioral Differences Between Men and Women / 38

Behavioral differences	38
Consumer decision-making	40
Psychographics	46
Uni-dimensional psychographic studies	48
Women and health	51
Multi-attribute psychographic studies	53
Multi-attribute psychographic studies that focus on women	53
Who am I?	57
Conclusions	62

Part II Market Segmentation Theory and Practice / 65

3 An Introduction To Market Segmentation Theory and Practice / 67

The basic idea behind market segmentation	67
Why do organizations segment markets?	70
Where do I start?	72
Product-market strategy	74
Where do I start – again?	79
Conclusions	80

4 Understanding our Products / 81

The organization	81
The organization itself	82
Organization culture	82
Sales and profit trends	82
Step back and ask	83
Current products	83
How do I conduct a product portfolio analysis?	88
Conclusions	95

5 Understanding our Customers / 97

How do I conduct a customer analysis?	98
Selecting variables to describe market segments	99

Some context to the vast number of variables
to describe market segments / 108
Conclusions / 110

6 The Bridge / 111

An introduction to the bridge metaphor / 111
Perceptual maps / 118
Criticisms of perceptual maps / 119
Value propositions and positioning statements / 121
Statements of target market / 124
The brand / 127
BrandMentalModels™ / 128
Conclusions / 129

7 Ansoff's Growth Matrix – In Detail / 131

An introduction to Ansoff's Growth Matrix / 131
Growth through market segment penetration:
Current customers and current products / 131
Growth through market segment penetration:
Lapsed customers and non-customers
who already buy from the product category / 135
Growth through market segment penetration:
Lapsed customers and non-customers
who buy from indirect competitors / 137
Growth through market segment
development: Finding new needs / 139
 Market segment development: What
 other market segments might use our product? / 139
 Market segment development: What
 other tasks can our product complete? / 141
Growth through new product development / 143
Growth through diversification / 145
Conclusions / 146

8 The Problems–Solutions™ Framework / 148

Market creation / 148
Stage 1: You have a problem – Now give me
some ideas for a solution and I'll see what I can do / 150
Stage 2: You have a problem – We'll brainstorm
it and come up with a solution for you / 153

Stage 3: We have a solution – This
will solve your problem / 157

Stage 4: We have a solution – Now
we're going to tell you what your problem is / 158

Can completely new needs be created? / 162

And the organization diversifies / 164

Diversification as a deliberate strategy / 166

Conclusions / 167

Part III Marketing to Women / 169

9 How to More Effectively Market to Women / 171

Relationship marketing / 172

Technology / 174

Trust / 178

How to more effectively market to women:
Women as knowledge workers / 182

Conclusions / 186

10 Masculine and Feminine / 188

The changing role of men / 188

Masculine and feminine cultures / 190

Marketing to women in a feminine culture / 192

Conclusions / 196

11 Conclusions / 197

Message One: Needs first, gender second / 198

Step-by-step guide to market segmentation / 200

Message Two: A woman's identity changes
with context and need / 201

Message Three: Masculine and
feminine convergence / 203

Appendix / 205

Notes / 211

References / 215

Index / 226

List of Figures

- 1.1 Household spending in six categories / 33
- 1.2 Product categories women care about / 34
- 2.1 The consumer decision-making process / 41
- 2.2 Buying a pair of pants. Mission: go to Gap, buy a pair of pants / 45
- 2.3 What women value – Fleishman Hillard / 48
- 2.4 Women are more ambitious and more stressed / 49
- 2.5 What [European] women value – GfK Roper / 49
- 2.6 What women value – BCG / 50
- 2.7 What women value: health and wellness for her – Anthem Blue Cross / 52
- 2.8 What women value: health and wellness for others – Anthem Blue Cross / 52
- 2.9 Five types of women – Insights in Marketing / 54
- 2.10 Women business owners / 56
- 2.11 Segmenting women based on economic class and marital status / 57
- 2.12 Demographic segments – Silverstein and Sayre from BCG / 58
- 3.1 Consumer preference for cars: price and quality / 70
- 3.2 Ansoff's Growth Matrix / 74
- 3.3 Objective and subjective measures of product and market / 78
- 4.1 The three product circles / 85
- 4.2 Summary of the three most important benefits / 90
- 4.3 Determining the most important product classes to the organization / 94
- 4.4 A summary of the most and least important product classes / 95

- 5.1 Customer needs / 106
- 5.2 Customer needs example / 107
- 6.1 A “marketing strategy” bridge / 112
- 6.2 A perceptual map of hotels for business travelers / 118
- 6.3 Positioning statement framework / 123
- 6.4 Points of parity and points of difference / 125
- 6.5 Target market framework / 125
- 8.1 Problems–solutions framework / 151
- 9.1 Marketers are from Mars; women are from Venus / 174

List of Tables

- 1.1 The proportion of the total population 25+ with either 4 years' high school or 4 years' college / 18
- 1.2 Educational attainment for 25-29-year-olds / 19
- 1.3 Most popular fields of study for women at degree level / 20
- 1.4 Most popular fields of study for men at degree level / 21
- 1.5 The 15 fields of study where women outnumber men / 22
- 1.6 Women still earn less than men / 24
- 1.7 Women outnumber men in five occupational categories / 26
- 1.8 Non-family households are on the rise / 27
- 1.9 Single-parent households are on the rise / 28
- 1.10 Industries that attract self-employed women / 31
- 4.1 Applying laddering to the Toyota Camry / 89
- 4.2 A summary of the product class analysis – looking outside the organization / 92
- 4.3 A summary of the product class analysis – looking inside the organization / 93
- 5.1 Characteristics of the customer / 102
- 5.2 Buyer-readiness stage / 102
- 5.3 The customer's relationship with the product: objective measures / 103
- 5.4 The customer's relationship with the product: subjective measures / 104
- 5.5 Response to the marketing mix / 105
- 6.1 Comparing product ladders and customer ladders / 113
- 6.2 Olay product information, skin type and customer need / 117
- 7.1 Ansoff's Growth Matrix / 132
- 7.2 Market segment penetration / 134

- 7.3 Market segment penetration: Marketing strategies / 135
- 7.4 Brand switching / 136
- 7.5 An analysis of direct competitors / 136
- 7.6 Product trial / 138
- 7.7 Indirect competitors [for Garmin] / 138
- 7.8 Market segments and their cells / 140
- 7.9 Alternative uses for products / 141
- 7.10 A laddering example for skincare / 144
- 7.11 A backward laddering example for skincare / 145
- 7.12 A backward laddering example for skincare using a new need / 146
- 8.1 Murray's psychogenic needs / 163
- 9.1 Six digital lifestyles / 177
- 9.2 Top ten information sources / 180
- 9.3 The culture of knowledge transfer / 184
- 10.1 Key differences between feminine and masculine cultures: General norm, family and gender / 191
- 10.2 Key differences between feminine and masculine cultures: The workplace / 192
- 10.3 Marketing in a feminine culture / 194
- 11.1 A summary of the step-by-step guide to market segmentation / 200
- 11.2 Recommendations on how to more effectively market to women / 203
- A.1 Comparing the five types of women entrepreneurs / 209