

INSIGHT 1

The Chief Purchase Decider's mental load has increased. Again.

Even more women are saying they're the primary influencer of household purchases.

We know from previous studies that women are, in general, more rigorous shoppers than men; her skill at assessing what's a smart purchase and what isn't is even more in demand in these more cautious times.

Also we know from ABS data that hundreds of thousands of women have recently left the workforce altogether, after losing their jobs, taking up the reins of running the young family household. It is not the case that men are increasingly sharing the mental load, in this area.

Primary influencer of household purchases

91%

UP 4%pts
vs 2017

CONSIDER

How are you helping to lighten her mental load, by making her life easier? A small extra utility goes even further right now.



INSIGHT 2

Brand Trust is more appealing than Price Promotion.

These anxious, recessionary times have diminished her appetite for risk. She's less inclined to switch to new brands to chase a lower price. She cannot afford to be wasteful, she needs lasting value and so she's increasingly sticking to what she knows will deliver.

Stick to brands they trust

78%

UP 9%pts
vs 2017

Switch brands for a promo

59%

DOWN 16%pts
vs 2017

Research most purchases thoroughly

73%

UP 11%pts
vs 2017

CONSIDER

What are you doing to become/remain the most trusted against all her alternatives?

MAMAMIA 'RECESSIONARY TIMES' RESEARCH, JUNE 2020 REPORT (APRIL/MAY DIP n=1,422)



INSIGHT 3

She's more conscious than ever that the brands she buys reflect who she is.

The 'system pause' has given her time to consider what she values most. There's been less going out, and more introspect. This seems to have spilled over into what she spends her money on. Not surprising when there's less of that going around too. She's increasingly identifying as choosing values-aligned brands.

'Choose values-aligned brands'

52%

UP 7%pts
vs 2017

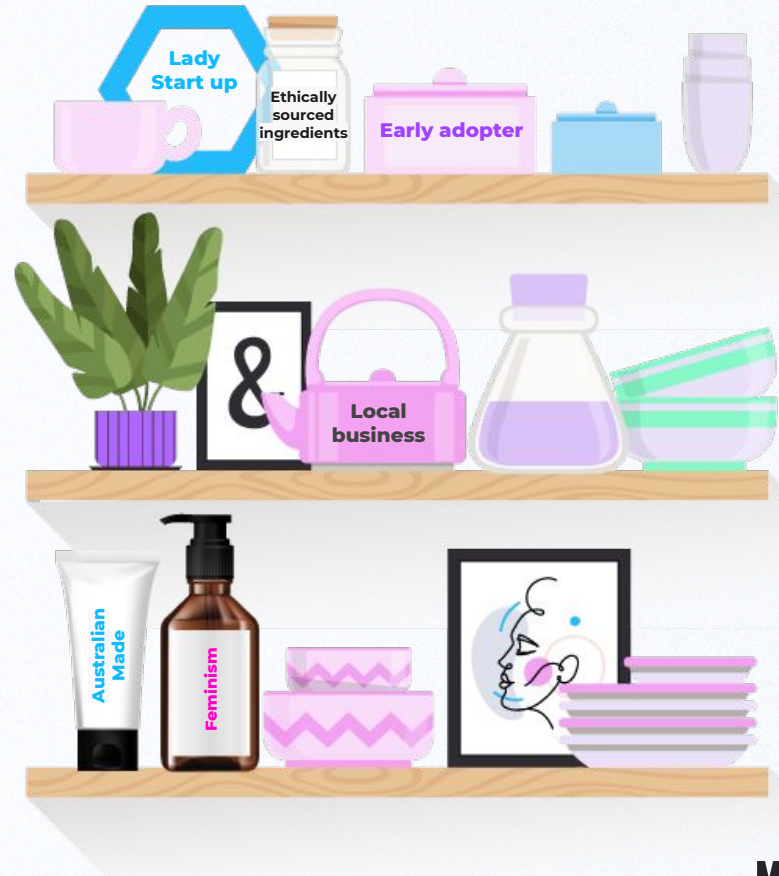
'Brands I buy say a lot about who I am'

49%

UP 20%pts
vs 2017

CONSIDER

**Are you clear on your distinctive set of values?
Can you better connect with customers over
shared values?**



INSIGHT 4

Caution does not preclude joy.

Despite recessionary times, spending on herself hasn't wavered. She considers splurging on herself, and others, essential to bringing some joy during dire times.

'Like to splurge on themselves when shopping every now and again'

90%

CONSISTENT

vs 2017

'Prefer to spend on others'

89%

CONSIDER

What small joys can you bring into her day? Explore all your marketing 'Ps' for opportunities.

