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ANALYSIS AND RESEARCH ABOUT THE CONSUMPTION OF WOMEN AND YOUNG MOTHERS

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A zia Tina ,

che ha sempre creduto in me ,

per aspera sic itur ad astra.

“ Dagli occhi delle donne derivo la mia dottrina:
essi brillano ancora del vero fuoco di Prometeo
sono i libri, le arti, le accademie, che mostrano,
contengono e nutrono il mondo”

W. Shakespeare

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INTRODUCTION

Women influence about the 64% of the global purchases belonging to all and different categories of product and service, passing far and away the male percentage. The 47% of the higher students of the world are woman and the they represent nearly 1 billion of workforces. These, few but significant data, are essential to understand the new millennium woman's profile: she is characterized by mind openness, curiosity, flexibility but, especially, by a wish to try, explore and affirm her personal autonomy not only in the traditional role but also in new contexts and realties. My study examines the figure of a new woman, analysing several changes which typified her development and the consequent effects on her roles in the society, at work, in the family and, above all, as consumer. Today the woman influences the most part of the purchasing decisions, she is a worker and often she can earn more than her partner, but she is also a mother and often has to manage the trade-off between family and working commitments, in very few time. So, the factor combining all women in the world is the constant research of products and services that can help them in saving time organizing their numerous roles and also finding some moments for the care of themselves. Despite the data confirms the modern woman growing power, she is still underestimated at work, penalised in the society and underrate by companies. The latter have a big opportunity to innovate and grow aimed to the female target because it represents, in this specific period, an ample blue ocean, an unexplored source of business and talent. So, the analysis studies also the companies' point of view and the new aspects to implement female marketing's strategies: today this does not mean to add and to use the female colours as the pink, but to accept and to understand the new weight that all women have about the purchasing power. Their importance is included in few and essential concepts, expressing their have an higher power than men: the stronger loyalty and higher tendency to purchase the same brand if they are satisfied, the capacity of spread positive information activating the useful word of mouth and the change about their role in the familiar balance. There is an highest number of women having a bigger income percentage than the man due to also the complicated economic situation of the last years that has caused more male layoff than female. Focusing on a general globally level and on the Italian context, the study wants to recap the many and different aspects and changes which are characterising, in the last years, the modern profile of the woman.

1. Women role in the society and its changes over time

1.1 Current analysis, Pictures and data across the world

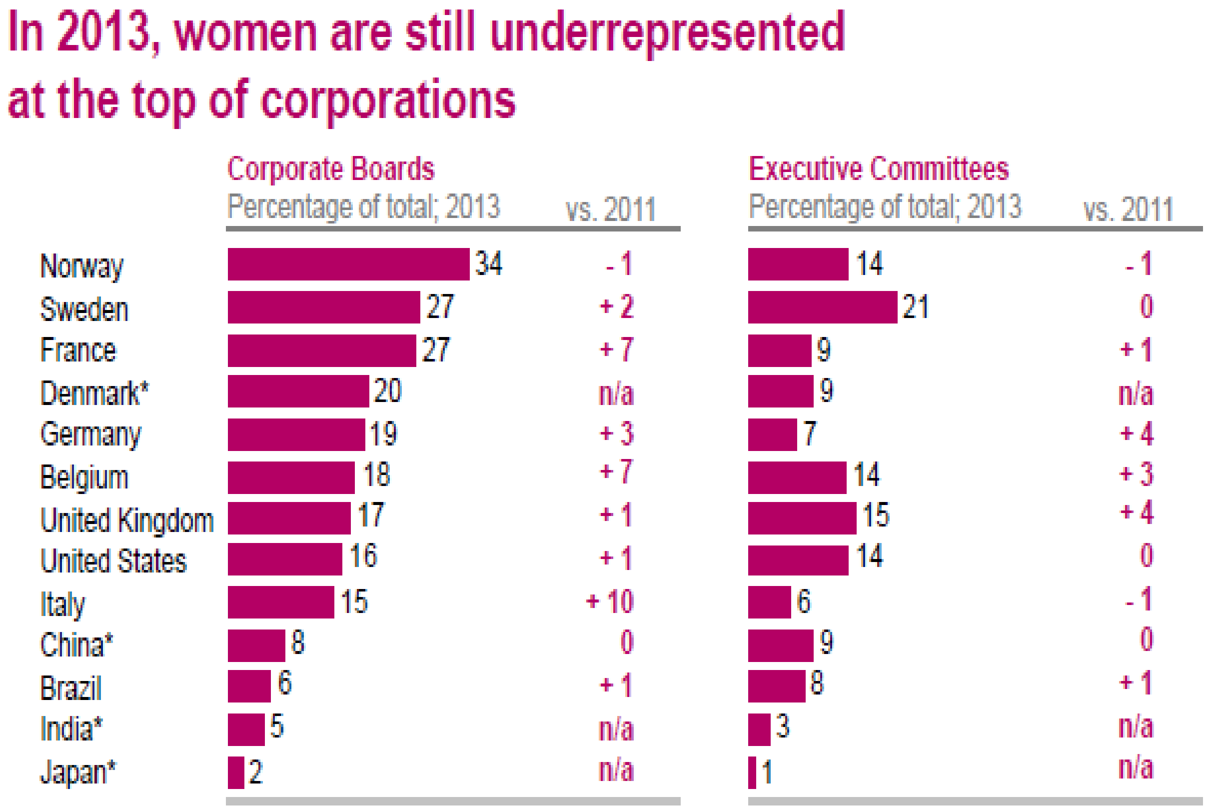
The reason why marketers, economists and researchers are interested in studying and observing women spending behaviours is because they have to reach this target through the media they use and the products they buy. In fact, women have always been object of studies and researches in different fields, based on theirs changes trough the years, influencing the 64% of purchases in the world and taking the majority of household spending decisions. According to Fao's reports, women accounted around 3.214.044,8 people, representing the 48% of world population (men are, more or less, 3.303.022,2 people) and according to ONU the female population, despite has a longest life than men, suffers the gender ratio disadvantages, with a female average of 95,5 for thousand men. During the first half of 21 century, women's role in the professional world has been growing up and starting from 1960's, in Europe, there was a more relevant presence of women in the market labour: the growth of the labour force between 1960's and 1980's (+2,4 millions) occurred for the increased percentage of employed women (from 25% to 34%). Despite several crisis times, this process never stopped, due to the massive number of women workers employed in the services sector: in fact, the third sector was less influenced by recession. Eurostat (Picture 1.1) relates that these data are growing up year by year: in fact, in Europe, employed women in the age group 15-65 accounted around 54,8% (2003's) to 58,8% (2013's), while in Japan, in the same years, percentages were increased from 56,8% to 60,7 %; the only exception was in the USA, where there was recorded an inverse process with a little percentage decreasing of employed women (from 65% to 62,2%). Anyway, Haymarket Business Publications Ltd considers that there is still a considerable difference between men and women at work: in fact, usually, women are employed as part-time workers and the 79% of them earn less respect men working in the same role; possibly this data will increase to 82% by 2007's.

	Male, age group 15–64			Female, age group 15–64			Older workers (55–64 years)		
	2003	2008	2013	2003	2008	2013	2003	2008	2013
EU-28	70.3	72.7	69.4	54.8	58.8	58.8	39.9	45.5	50.1
Euro area (EA-18)	71.4	73.2	68.8	53.8	58.5	58.3	37.8	44.4	50.1
Belgium	67.3	68.6	66.4	51.8	56.2	57.2	28.1	34.5	41.7
Bulgaria (1)	56.0	68.5	62.1	49.0	59.5	56.8	30.0	46.0	47.4
Czech Republic (1)	73.1	75.4	75.7	56.3	57.6	59.6	42.3	47.6	51.6
Denmark	79.6	81.6	75.0	70.5	74.1	70.0	60.2	58.4	61.7
Germany (2)	70.9	75.8	77.7	58.9	64.3	68.8	39.9	53.7	63.5
Estonia	66.3	73.7	71.4	59.9	66.6	65.7	50.9	62.3	62.6
Ireland (1)	75.2	74.9	65.1	55.7	60.2	55.9	49.0	53.7	51.3
Greece	73.4	75.0	58.4	44.3	48.7	40.1	41.3	42.8	35.6
Spain (2)	73.2	73.3	59.2	46.3	55.4	50.3	40.7	45.5	43.2
France	69.9	69.5	67.9	58.2	60.2	60.4	37.0	38.2	45.6
Croatia	60.3	65.0	52.8	46.7	50.7	45.6	28.4	36.7	36.5
Italy (2)	69.6	70.3	64.8	42.7	47.2	46.5	30.3	34.4	42.7
Cyprus (1)	78.8	79.2	67.0	60.4	62.9	56.9	50.4	54.8	49.6
Latvia (1)	66.1	71.5	66.8	57.9	65.2	63.4	44.1	59.1	54.8
Lithuania	64.0	67.2	64.7	58.4	61.8	62.8	44.7	53.0	53.4
Luxembourg (2)	73.3	71.5	72.1	50.9	55.1	59.1	30.3	34.1	40.5
Hungary	63.5	63.0	64.3	50.9	50.6	52.8	28.9	31.4	38.5
Malta (2)	74.5	72.9	74.1	33.6	37.7	47.0	32.5	30.1	36.2
Netherlands (1)	81.1	83.2	78.7	66.0	71.1	69.9	44.3	53.0	60.1
Austria (1)(2)	76.4	78.5	77.1	61.6	65.8	67.6	30.3	41.0	44.9
Poland	56.5	66.3	66.6	46.0	52.4	53.4	26.9	31.6	40.6
Portugal (1)	75.0	74.0	64.0	61.4	62.5	58.2	51.6	50.8	46.7
Romania	63.8	65.7	66.8	51.5	52.5	52.6	38.1	43.1	41.5
Slovenia	67.4	72.7	67.1	57.6	64.2	59.2	23.5	32.8	33.5
Slovakia (1)	63.3	70.0	66.4	52.2	54.6	53.4	24.6	39.2	44.0
Finland	69.7	73.1	69.9	65.7	69.0	67.8	49.6	56.5	58.5
Sweden (2)	74.2	76.7	76.3	71.5	71.8	72.5	68.6	70.1	73.6
United Kingdom	77.8	77.3	75.6	65.3	65.8	65.9	55.4	58.0	59.8
Iceland	86.3	87.3	83.2	80.1	79.6	79.0	83.0	82.9	81.1
Norway	78.3	80.5	77.3	72.6	75.4	73.5	66.9	69.2	71.1
Switzerland (1)	85.1	85.4	84.6	70.7	73.5	74.4	65.8	68.4	71.7
FYR of Macedonia	:	50.7	54.5	:	32.9	37.3	:	31.7	37.9
Turkey	:	66.6	69.5	:	23.5	29.6	:	27.5	31.5
Japan (3)	79.8	81.6	80.3	56.8	59.7	60.7	62.1	66.3	65.4
United States (3)	76.9	76.4	72.3	65.7	65.5	62.2	59.9	62.1	60.7

(1) 2008–13: break in series.
(2) 2003–08: break in series.
(3) 2012 instead of 2013.
Source: Eurostat (online data code: lfsi_emp_a)

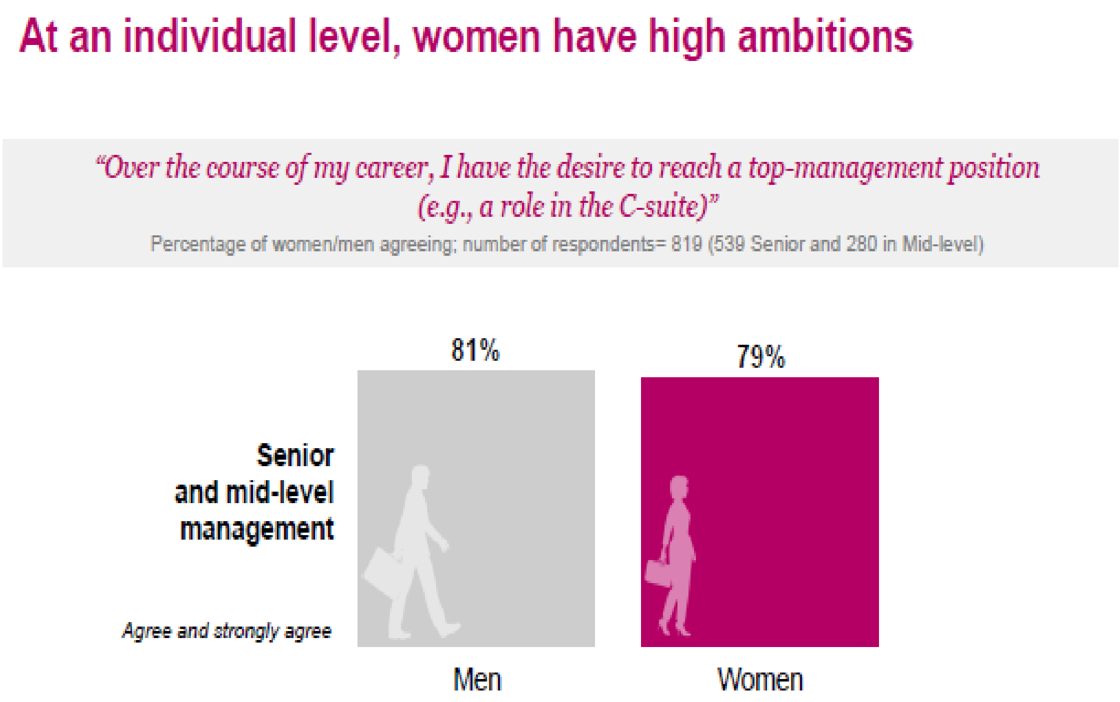
Picture 1.1. Source: www.ec.europa.eu/eurostat

In the last years, the concept of "factor D" spread all over the world; this states the potential useful and positive effect created by the use of the increased female presence in the top management roles. Several studies are focused on gender diversity and its development over time, focusing on the analysis processed on existing brands. Result of that is the "Woman Matter": this is part of McKinsey's global research program, which studies all companies represented by the women at the top, considering the state of gender diversity and how to increase it. According to this report, corporations with more women in top management roles tend to have better financial and organizational performances, demonstrating the positive correlation between the increasing of women's presence in the management's boards and the higher performance of those companies. Despite this awareness, most of companies have not achieved any positive result in this sense, possibly because they weren't able to realise the necessary improvements in a properly time, for example supporting more including activities, including cases where those improvements were adopted. The contemporary woman is underrepresented in the board corporates, mostly in Japanese companies, with rates of 1%. It's useful to point out that Sweden has highest levels of inclusion, with the 21% of women in company executive committees (Picture 1.2)



Picture 1.2. Source: www-mckinsey.com

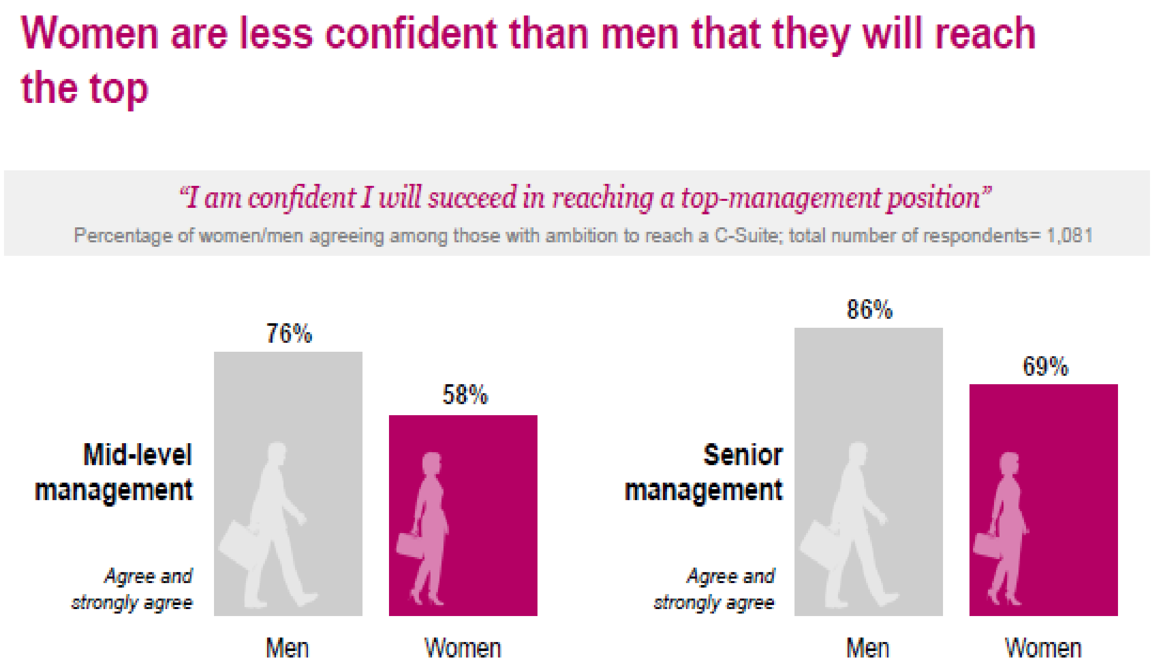
Regarding top management roles, this analysis confirms that the corporate culture and mind-set are men-oriented. It's interesting to add that women in first place tend to have a negative conception of a manager woman. It is necessary to remove this cultural gap from women's mind-set first, in order to increase their confidence in a possible future success: a positive mind is considered the solution to reset the gender diversity. To discover how these elements could influence the gender levels at the top of corporations, McKinsey surveyed 1400 managers from companies across the world in 2013: the results express that women desire to became top leader. The 79% of surveying women would improve their position (Picture 1.3) and the 60% of them affirms that they are ready to sacrifice part of the personal life to reach the professional goal (they are in line with their male counterparts).



Picture 1.3. Source: www.mckinsey.com

The difference between male and female answers could be observed about the level of confidence in a future success: women who said to have many chances of success were lower than man's number of 15% rates (Picture 1.4).

The different level of confidence depends from companies' culture compatibility with the gender diversity or with leadership's women style.



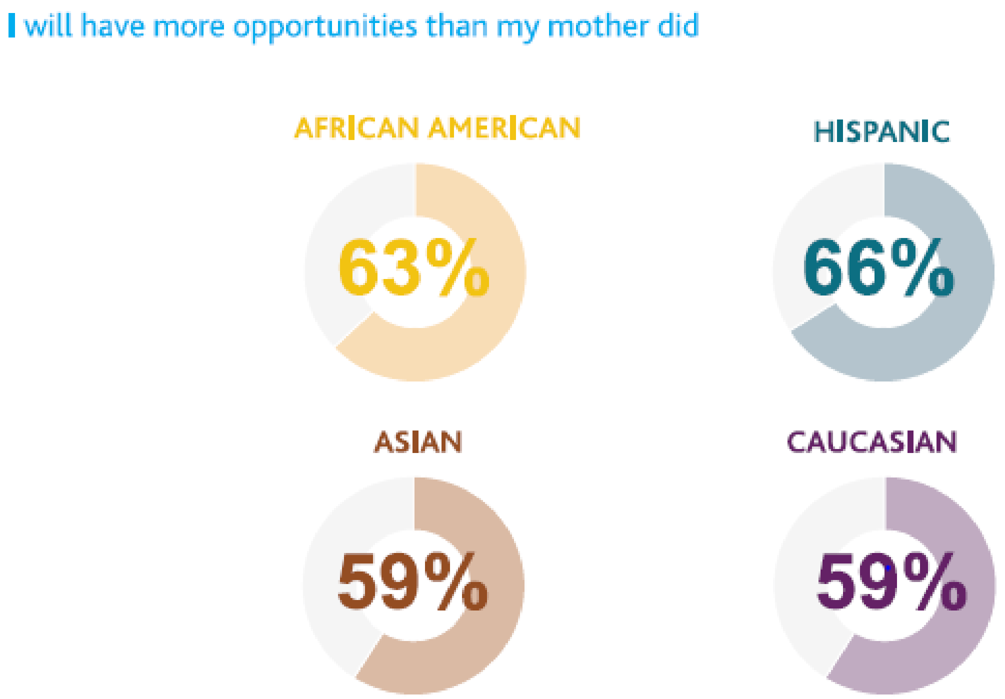
Picture 1.4. Source www.mckinsey.com

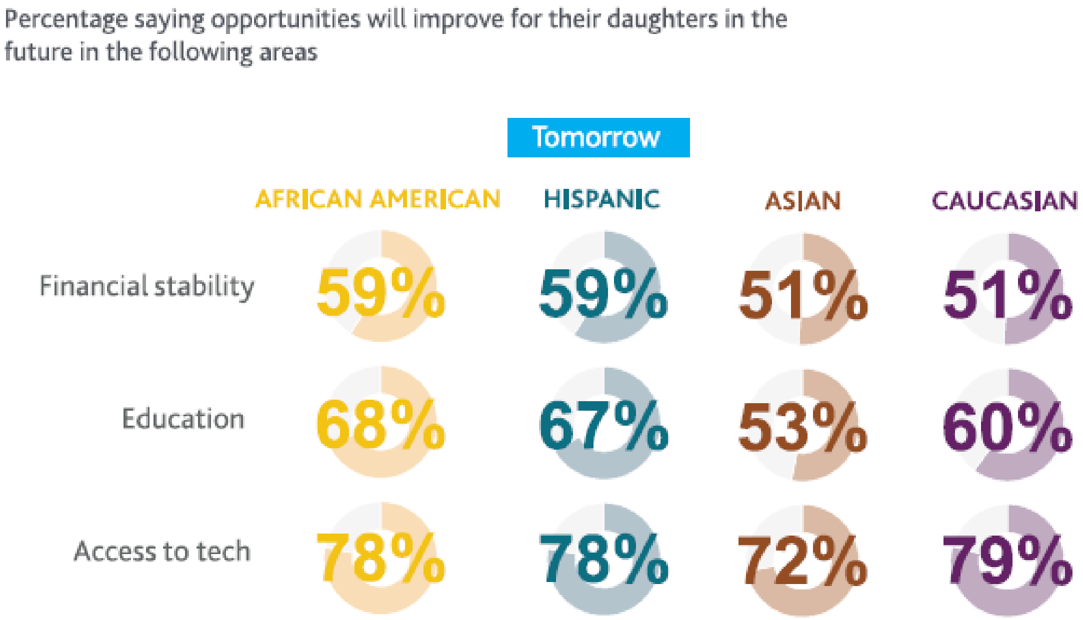
Starting from these data, McKinsey's study research wanted to reach a solution based on the creation of an ecosystem of measures that could affect the corporate environment and would be able to influence changes. Most of those measures are in need of appropriate programs to develop women leadership; adding to that it is necessary more attention from CEOs to the gender diversity and updated human-resources policies with new performance indicators to support the development of this gender diversity inside companies. Of course, the women increasing in the job-world is influenced by several social, economical and cultural changes, which have occurred since 1950 and that, today, are evolving the female picture and role in the society. One of the greatest overturning in this way concerns the woman instruction level: in the majority of OCSE countries, women have a higher level of education than men. In 2000 the number of men who obtained a degree was still superior than the number of graduated women; in 2011 there was an overturning with the 33% of women holding a degree, versus the 30% of graduated men; the same trend concerned the achievement of the certificate of secondary school about the age group 25-34, with the 84% of the women against the 81% of men. Women's number is superior if the subject concerns the intention to follow a course at university: in fact, women that have this intention increased from 51% to 66%, in the period within 2000's to 2009's. This data were expressed in positive results in the job word, with a decrease of the gender gap and a superior opportunity to achieve a well-payed job for women with highest levels of instruction. The modern woman's new role and features can be observed from the advertising field point of view: the purchasing power of the female target is changing and marketers are trying to known and catch the taste and the needs of them. This new female target is different from the 1950's one: in that period, the advertising image of women was related to the archetypal female as homemaker and the environment was the same: an attractive woman with two children (usually one boy and one girl) and a handsome husband, who controls how family money is administrated. Today, the woman expresses all the complaints forward the traditional female picture that often is showed in the advertising, because it doesn't reflect hers realty. In fact, this is the first generational millennials who have been raised up with both parents working: now most of families are dual-income. This transformation has been influenced also by the strongest connection between the "new woman" and "mum": in 1960', mothers had, in average, 5 children; now the average is around 2,5. This is occurring because is increasing the availability of birth control, connected with the possibility for women to control and influence the number of children they can have, including the time of birth. This concept is part of a great process, based women's emancipation and their transformation as mother, too: the idea that is this is their only possible role in society has been delayed and, Haymarket reports how, actually, there is more parity between gender roles in the domestic environment.

The new millennium woman has peculiar characteristics: an extended opening of mind, flexibility and curiosity: brands can see important opportunities in investing and innovating for this target. This is considered as an extended blue ocean full of talent for the job and consumer market.[1] Nielsen, in his "Woman of tomorrow" research (2011'),

[1] Wiitember-Cox, A. Maitland, Rivoluzione Womeneconomics, il Sole 24 ore Milano 2010'

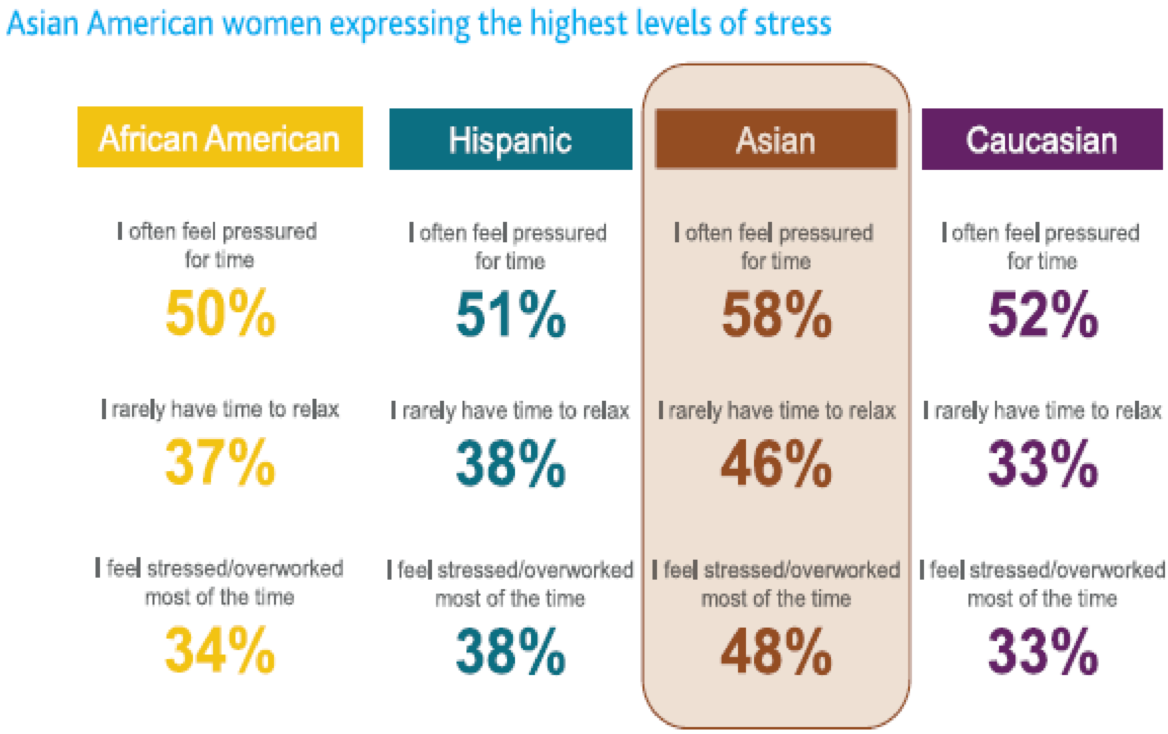
illustrates specific changes of the Picture of this new woman and her role. It is based on a season of interviews to women of different generations and social background, from both developed countries and emerging ones. This research reached 21 countries out, representing the 60% of world population and the 78% of GDP; its goal is to understand the way the consumer-female target shops and uses medias: this target have been divided in four ethnic groups: Hispanic/Latin, African/American, Asian/American, and Caucasian/White. Despite all the differences between women there is one very positive commonality: they believe their roles are changing for the better. Specifically, the African American and Hispanic women have an highest optimism when they think to have more opportunities respect to their mothers and when they look from a extremely positivity point of view the outlook of their daughters, thinking in the fact that there are more opportunities available to women of the future than they themselves have right now. (Picture 1.5 and 1.6)





Picture 1.5-1.6. Source: “Women of tomorrow”, Nielsen Company.

In the end, the research focused on the multiplicity of roles the women play outside their homes, thing that causes an increasing of their stress levels. Women express the great number of responsibilities they have through several type of conditions and pressure: for example the Asian/American ones felt the highest levels of stress connected with the pressure for time (58%), absence of time to relax (46%), feeling of overworked for the most of time (48%). The results of other ethnicity are lower than Asian/American with rates below 40% (Picture 1.7).



Picture 1.7 Source: "The women of tomorrow", Nielsen Company.

So, in order to reach this new target of "women of tomorrow" the marketers should offer products that making lives simpler in terms of time. Even if the women have expressed high level of stress, few of them choose to spend their extra money for an holiday while prefer focus on groceries and financial matters, specifically. Most of women put as first priority the paying of debts and general savings. Also the Boston Consulting Group focused on the female subject in many hers roles and contexts. A specific research called " The women want more" has obtained as result an interesting index: "The Women's World Index". This is composed by the different roles and social framework that the women performed in the different country across the world. The index is divided by eight categories, specifically:

1) Instruction;
2) Political power (women's percentage in Parliament);

3) Economical power (based on GDP and the working position);

4) Health and wellness (about the access to the health care);

5) Family support (about the favourable legislation for the women before and after the maternity);

6) Household activities women carry out (this point studies the activities sharing with own partner, too);

7) Purchasing power weighed on the family budget;

8) Stress level.

Finally, it can be observed that Sweden is the country with more opportunities, more favourable conditions and less discrimination to the female target.[2]

1.2 Current analysis, Pictures and data in Italy

In Italy live 59.464.644 people[3] and the female population represents the 51,6% of the Italian population versus the 48,4% of men: there is an average of 52 women for 100 citizens; the fact is that women population overcomes the man one. The Italian women's life expectation is one of highest in Europe (85 years versus 80 years for men); Even if the mean age for the marriage is 31 years, it is calculated an increase of separations and divorces connected with a growth of number of couples who live together without a formal union of duty. Unfortunately, Italy is placed in one of the last positions in Europe about the occupation. 2103' registered a decrease of 984.000 units respect the 2008': 973.000 men less and 11.000 women less. The job market recession damaged the male segment more than the female one: throughout the five years of

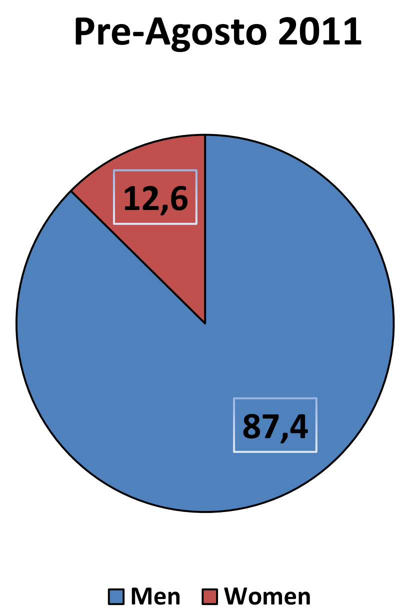
[2] Pink Marketing, Il marketing al femminile. Marzia Istria, 2012

[3] Istat, 2012

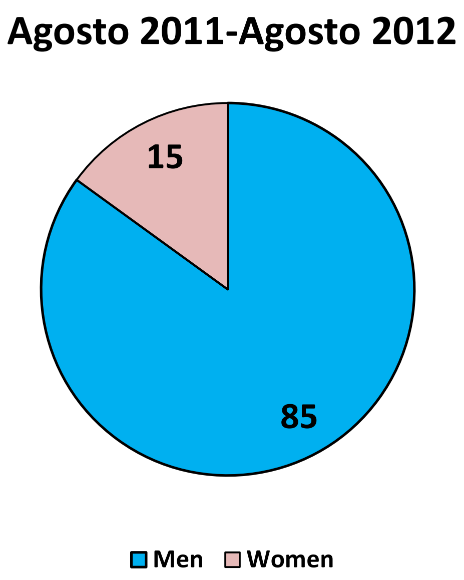
economical crisis there was a decrease of the occupation level of -6,9% for the first segment and only -0.1 % for the second one. Despite this event, only one part of female occupation resisted against the crisis: in 2013', the employed women represent only the 46,5% with -12,2 grades respect the EU average. The more damaged target is included in the age group 15-49; the women without occupation are young girls living with their parents and young mothers, both singles and in couples (54,3%). There are many differences throughout several Italian regions: Emilia Romagna is the Italian region with the highest level of the female occupation, while the lowest level is observed in Campania: in fact, in the Southern Italy, mothers working percentage is around of 35,3%, versus the 66,4% of the Centre and the 61,5% of the Northern regions[4].The job is considered, by the 54% of the Italian women, as the most important element which can influence their levels of satisfaction. The concept of job helps to explain the need to affirm the values of a new woman: thanks this she can reach levels of parity with the male segment and conciliate her career with her role of mother. Unfortunately, in Italy, there is a great number of women suspending their job contract in becoming mothers: this increases the female unemployment. Possibly, the lack of suitable policies, which can give them favourable conditions to follow both work-life, and care of own children causes this trend. Italy doesn't take advantage from female work force and its capability to be a positive element for the economic and wealth growth, and for GDP increasing, with consequently rise of investments, savings and purchasing power.[5]The female occupation creates a positive circle, called "Womeneconomics": this is considered a driver for the economy of 21 century (together with the Web and the Weather).[6] As said above, Italy lacks of an efficient structure to facilitate the balance between familiar and work commitments, so women would have more flexibility and availability from the firm with a development of the structure to support their needs. In 2007, an Eurisko research analysed this trend and offered several solutions for this specific problem: a great number of interviewed women expresses they would like to have more flexibility at work, specially with: working hours, part-time contracts, work at home and trainings (online courses for the mothers during and after the maternity). Interviewed women proposed several solutions starting from the support with children care, for example: to

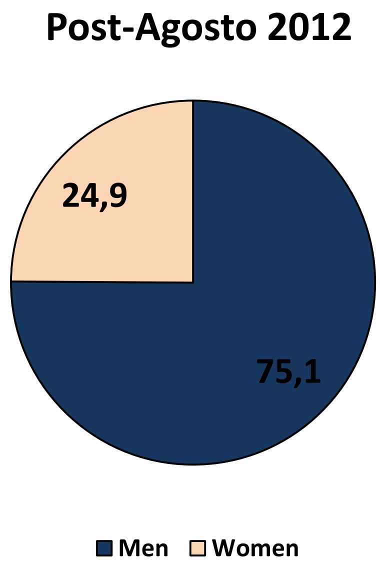
[4] Il mercato del lavoro negli anni della crisi: dinamiche e divari
[5] Pink Marketing, Il marketing al femminile. Marzia Istria, 2012
[6] The Economist, 2006

increase the nursery school number and to extend its opening hours in summer time too; to agree with baby-sitting and housekeeping agencies to have more convenient offers, and more. The Eurisko's work focused also on the discrimination problem and its damages on women who return at work after the maternity: in this case they ask more availability and diligence from their employers about the return of same conditions of work after the maternity, too. Despite Italy is in the last positions about women's number at the firm's top management, in the last year there was a radical change, due to the Golfo-Mosca law or 120/2011. This regulation imposed the presence of the gender quote in the listed and public company's CDA: thanks to this law women's presence was increased from 7% in 2012 to 22% in 2014.[7] Bocconi University analysed The pink quotes' growth in the research "Women mean business and economic growth"; this study calculated the women percentage in CDA before and after the 120/2011 regulation (Pictures 1.8, 1.9 and 1.10), including qualitative perspectives, demonstrating also a women instruction's level growth (actually, there are more graduate women than man), and a spread of rejuvenation both in women and men, a decrease of women's number chosen due to familiar relationship (only 7,9% versus the 16,2% observed before the law).



[7] L'ingresso delle donne nei templi del potere. Giulia Ferrari, Paola Profeta, 2013





Picture 1.8-1.9-1.10. Source: www.ingegnere.it "L'ingresso delle donne nei templi del potere"

Talking in Italy about politician women, the Italian position in the global rank is better: the country is placed in the top twenty (13th) in the "Women in Parliament" chart, having the 5% of women as minister. Despite these positive positions, Italian women perform often "female roles" as Instruction, Environment and Equal Opportunity: today the Italian women percentage that has ministerial commitment is the only 27%.[8] Globally, the emancipation and changes about women's roles influenced important aspects of their life and relationships with their males partners: today the young father takes part to the family-life actively, commits more time to the children care and has more responsibilities about basic purchases and domestic needs. This situation characterize the target between 25 and 35 years and despite the evolution and the decrease of the disparity between women and men about the familiar life, the time-related matter is still a critical problem: the male household participation. Women are often successful in several tasks related to the family and the work because they use to renounce to their spare time, relax, relationship and hobbies. The New Women lifestyle is spreading in Italy, too; in fact, respecting to the entire world Italian women have a greatest sense of satisfaction about the sentimental life (75% versus the worldwide average of 65%); a great sense of happiness for their position and self-realization (the 43% of Italian women feel important, against the 35% of the worldwide average) and, in the end, a renovated awareness of their role in the society (63% versus the worldwide percentage of 39%).This evolution process is influenced by many changes throughout the time, related to the female emancipation and independence: the Italian woman is second in the world in longevity, after Japanese one and she is more careful to her health and education. Today the woman is a professional, determined to building a satisfying career out of her home. The signal of that trend, that expresses the need of independence and the research of a renovated identity, is in the fact that the age of the marriage is higher. Today woman is a "wonder woman", who has multiples identities and is divided between her Pictures of mother and professional woman: several studies are attributing to this new Pictures of woman, the concept of "multitasking" (to do many actions at the same time) and of "multi-minding" (the female brain is able to think in many things at same time).[9] There are many indexes that observe women's roles and conditions across the world. One of the most recent one is the " WeWorld Index 2015", which is the first report about the tutelage of kid, girl and women across the world. This is a study from an Italian no profit organisation called "WeWorld onlus", that serves in

[8] La stampa, 2013
[9] Largo Consumo, 2010.

Italy and in the South of the world.[10] The research's object are the patsy gender and the people who are more subject to discrimination and expulsion: the concept driver is that their conditions can be studied not only form an economic perspective, but from their states of life, too. The index is based on the "inclusion" concept, which involves every life's aspects: health, instruction, safety, work, and culture. It have been calculated several values that are part of both kids and women's sphere, in order to know the connection between these segments. The basic idea is that the fates of these segments are strictly connected and the first step to safeguard the female gender is creating a favourable condition for their children. Italy is the eighteenth country in the world with a "sufficient inclusion", thanks to favourable situations about education and health.

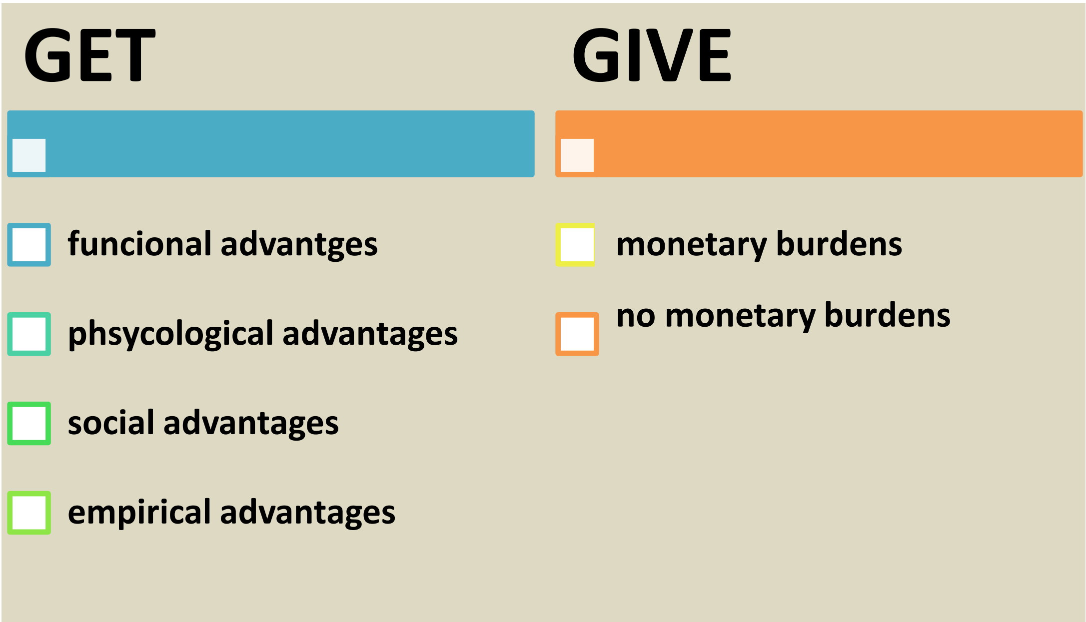
At same time Italy is in awful positions about the gender parity: female employment is still too low and violence against the women is still too high.

[10] www.weword.it , 2015.

2. Pink marketing: women as consumers

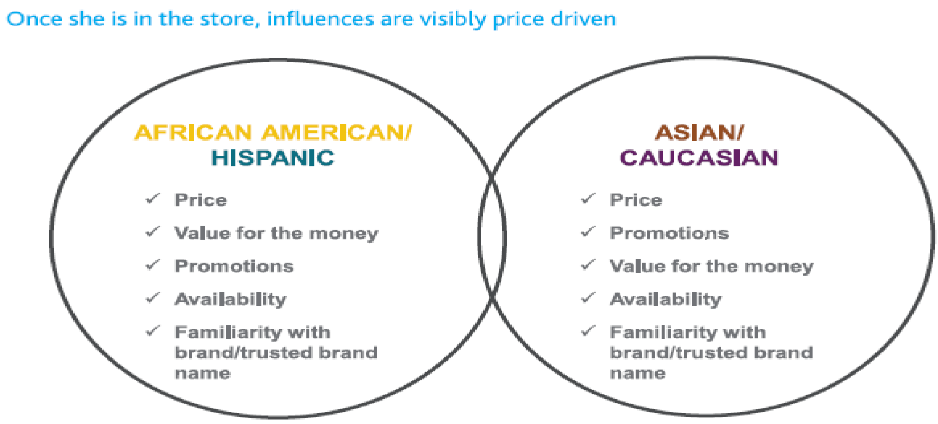
2.1 General consumer behaviour and purchasing experience

Women's revolution, defined a new female role in the Contemporary Society, and it's changed from the past. Women gained more independence form men, due to a professional success and an economic autonomy: those factors impacted women behaviour in purchasing goods. As result of that, differences between female and male targets, in purchasing, are lowest and lowest. On the other hand, males are more conceited with the detail care as look, pleasure and moral needs. On the other side, women are compared to the male traditional categories as automotive, high tech and financial services. In fact, in the past, a particular women's dissatisfaction through the financial, insurance and automotive offer was evident: this because these services weren't appropriate for their necessities. About the financial industry, for example, women felt disregarded and judged as inexpert. Women weren't considered as a positive real potential, because they were targeted with family plans and needs. Despite these recent changes, women remain as the principal gender that put at the first place products and services' quality or value. Recent studies, in fact, verified that the price isn't the most important driver for the purchasing decision, but women prefer products and services, basing their preferences on the contrast between what they "get" and "give". Specifically, before the final purchasing decision, women evaluate all possible benefits that they can obtain from the product/service, respect the supporting costs (Picture 2.1). The value is formed by several factors, depending on the subjective consumer's perception: quality, loyalty and consideration of the role change.



Picture 2.1. Source: www.econ.uniurb.it

The driver changes when the women are inside in the retails. In fact, in this specific moment, the price returns the basic element that conducted them to the final purchase (Picture 2.2).



Picture 2.2. Source: The women of tomorrow. The Nielsen Company

Indeed, in the last years, a new economic process is involving a great number of female consumers. This process is called “trading up”: consumers prefer to invest more in the purchase of products with high functional, emotional and technical benefits, spending less for products without any specific interest (“ trading down”). The “trading up” creates a new form of luxury, accessible to the middle class and not only for the well off classes. In this way, the middle class decreases its interest in his products/services, increasing the category participation to the goods considered more attractive, part of the new luxury market. This particular behavioural trend permits the investment in the luxury categories with low-coast products.[11] The “trading up” phenomenon spreads in several specific product categories. In the food industry, the 64% of women are part of this process (picture 2.3); this category is placed at the first place in the “trading up” chart. Basically, women want the quality, included with more expansive costs: in the grocery shopping, its quality and features are considered the most important and thorny family investment. Health expanses and the fashion-related shopping (clothing and shoes) are placed at the second and third place in the “trading up” chart. Women chose to spend less for mobile phone contracts, athletic equipment and multimedia services to have more health services and clothes. At last positions are placed household products, cars and house interior design. The “trading down” phenomenon is a consequence of the change of parameters of resources’ allocation and an effect of a reduction of the purchasing power. These occurrences caused a new consumers strategy, aimed to combine different goods and services with specific price categories, which in the past were for a different population group. Indeed, this practice is increasing brand’s infidelity and the eclecticism. People start to mix different goods and services belonging to several cost groups (for example a low cost flight combined with a four stars hotel). So, it is possible to affirm that there are two types of brand: one operating in the luxury market and one operating with the low cost offer of goods. Concerning the first brand type, consumers are involved with the “trading up” practice, while for the second brand type they are involved with the “trading down” process (The “trading down” process forms produce a bigger value than the “trading up” firms one). An important aspect is that in both markets, the more diffused category have similar fields: transport, trips, fashion and clothing, food and beverage. The priority doesn’t regard the usual needs’

[11] http.//www.lpassociati.eu. Il marketing del trading up o del lusso accessibile.

satisfaction, but the necessity connected to social customs, norms and wishes. Consumers want to spend more for the luxury goods to increase their social identity, in the own relational and cultural group, despite their economic possibilities.

PRODUCT CATEGORIES	WOMEN WHO TEND TO SPEND MORE	WOMEN WHO TEND TO SPEND ALL OF THEIR RESOURCES	TOTAL	WORLD AVERAGE
ELEGANT SHOES	37	14	51	51
COSMETICS	36	13	49	54
HAIR PRODUCTS	36	10	46	49
HEALTH EXPANSES	27	18	45	42
APPAREL	34	10	44	55
APPLIANCE	34	9	43	48
INTERIOR DESIGN	33	10	43	51
WASHING MACHINE	33	9	42	51
HOME FURNISHINGS	31	9	40	45
FOOD	**42**	**23**	**65**	**64**

Picture 2.3.Source: Trading up categories. The women want more. M.J. Silverstein, K. Sayre.

Reasons why all “trading down” choices aren’t caused only by tight circumstances: in fact, Silverstein, in his research, affirms that it could be possible to observe three motivations connected to:

- Principle of frugality as moral value;

-Pleasure and advantages to discover positive businesses;

-The certainty about the inexistent differences between high and low range’s goods.

Moreover, the Silverstein’s analysis shows the different trading up/down strategies followed by several female segments during their life phases. He divides five groups, specifically:

1) Single, young women: they often follow the trading down strategies because they haven’t many resources, applying the trading up practices if buying brand related goods. They feel appreciated by their friends and acquaintances owning these goods.
2) Paired women without children: they tend to buy products that can help them to develop their personality, professionalism and that could express their social and cultural identity.
3) Young women with a baby child: they are usually involved with trading down strategies, for all product categories, but the children care ones. Young mothers pay specific attention in purchasing the higher quality products and services, related to their child.
4) Women with children in a school age: they often have the will to save in order to invest more resources to their children’s instruction and education.
5) The “empty nesters” (aged women with independent sons. They have an economic autonomy) and the “secure seniors” (aged women that reached a wealth situation and an economic security): these groups don’t spend their resources in material goods because they bought the durable purchase (house, cars) during their life; they often dedicate their investment to emotional needs and familiar gifts.[12]

[12] Il senso del consumo. Mara Franchi. 2007, Mauro Mondadori editore.

Focusing on Italian women's consumer behaviour and their purchase experiences, it is possible to affirm that, in Italy, there are several trends. Those trends are followed by the most of Italian female population, but it exists also phenomes supported by a minority and countertrend part of the population. Astra Ricerche affirms that Italian women feel involved with a purchasing behaviour connected with their social-economic situation. Specifically, it was possible to observe four " mega- trends":

1) The escalation of women's power: In Italy, trough the time, women experimented the redemption from their traditional weakness, the increasing of the awareness of their capabilities and their psychological and decisional independence. These trends are expressed by three key-indexes. The first one regards women working situation: in fact, after the recession in 2008, in Italy there were lowest levels of female unemployment respect the male gender. This was due to the manufacturing sector crisis: this was the most damaged sector, but it is the one with few employed women. Another reason of lowest levels of female unemployment in Italy is due to women ability to keep hers work position in adverse conditions. The second index is connected with the increasing of female responsibilities, with a consequent decreasing of the gender gap; the 54% of women over 14 years express a feeling of stability and security about this subject while only the 6% reveals the increasing of this discrepancy. Finally, the third index is connected with the increasing of women's awareness about their identity in the social, familiar and work environment: the 56% of them sees themselves as more important than 2-3 years ago.

2) The strengthening of the existential prism: this trend concerns the celebration of the little and many differences of own identity. Despite Italian women prefer to reach a stable and coherent identity, they search also the partial, frequent and mini-change. This trend is well represented by the style sector, concerning with Italian women apparel and look. The 60% of Italian women expresses this concept avoiding every kind of style's imposition, while the 65% of them supports the continuous aspect change. A particular

advertising campaign by the Italian company Camomilla, promoted several products with sentences expressing different daily feeling (for example “today I’m feeling romantic” or “today I’m felling glamorous”). This kind of advertisement raised more enthusiasm and awareness in the female segment. In fact, Italian women recognised, in this communication, their trend to change their mood day after day. The 69% of Italian women are unsatisfied about the currently advertisings, because they aren’t able to show the real female trends.

3) The Lego-women: in the last fifteen years in Italy spread the “mix model” trend. Italian women tend to match different products with different prices, different quality levels and different features. In groceries’ sector women follow this practice up, in order to restrain the total price: they combine the high quality food and the medium quality food, going to different retail, too. Anyway, the best example is about the apparel sector and, generally, about the female look. Actually, the Italian women don’t turn to the “total look” offered by the most important brands: the 72% of them, in fact, mixes cloths, joining expansive products with charity t-shirt or accessories. In order to use this practice, women have to be aware of them, self-confident and they have to be able to follow the “intelligent shopping”.

4) The changed relationship between women and their body: a lot of researches and studies affirm that it could be possible to observe an important incongruity between the female world’s representation instilled by mass medias and their real situation. In fact, in Italy, women are developing a more peaceful and calm relationship about their body, with a greater acceptance of their flaws. This phenomenon regards, in the category, the growing of familiarity with women aspect. On the other side, this changes the way women pay attention to their own body: the 68% of them affirmed that they would not to resort to the cosmetic surgery and the 57% of them express to live serenely with their body and flaws; finally, the 69% of them express a total rejection through the female icon spread by the media, with a

strong criticism against the untruths of the television and publishing’s concept.

2.2 The post-recession consumption

Starting from 2008, the global economy was gone through a recessive phase, which influenced consumers’ behaviour and attitude: people started to worry about their future and existence. As consequence of this fact, consumers started to limit their purchasing. As seen in all recessive phases, the purchasing were shifted towards the essential and basic consumptions but in the last years in the occident and in Italy the situation is stable except about the innovative products (electronic sector). In fact since the ‘80s the consumer became a mature subject, less sensitive to several offers from the market and which buys product and services in order to reach and keep his life’s standard and his wealth. Occidental consumers consider their wealth satisfying so they have less trust in the future and they don’t share projects of innovation and progress that can lead the society towards new goals. The society is fragmented and separated between focus on the individual subject and his interests; consequently the consumer tries to define his real identity continuously, becoming more unfaithful about products, brands and retail, changing his choice of purchasing time after time. Actually, consume models are eclectic and formed by a mix of unknown and branded, luxurious and cheap products. In this hard phase, the consumer tend to stand waiting possible improvements and following several and different strategies: he identifies the possible promotion goods, searches to decrease the excessive purchase, goes to the hard discount, outlet, low cost retails and pitchmen, often buys the private label and the cheap products. The last global phase of recession caused the new trend of consumes: in fact buy the low cost shows the new and smart way to purchase. This trend enables to avoid the wastefulness and to buy products with satisfying quality without expansive costs. About the changing of the Italian women’s customs after recession, an important data derived from a study by Eurispes and Focus with the cooperation of Dacia. This research is focused on the general Italian purchasing customs and on the "smart consumption". Using an on-line questionnaire analysis the research affirms that, after the recession, a quarter of Italian women changed their purchasing tendency against the only one-third of the men. Now women take more care on product's quality before the purchase. We have to consider that consumer behaviour is influenced also by a changed consumer's awareness: through the web and innovative technologies he has the possibility to search more information, compare opinions and know feedbacks about products and services. About the product typology the 59,9% prefers the unbranded products; about the retails, the 47,6% tends to purchase groceries' products directly in farmer's markets; the 37,5% prefers to buy only in its trusted shop while the 27,6% tends to go in the thrift shops and stands. Indeed, despite the hard phase of recession, the 53,5% of Italian women continues to pay more attention on grocery goods, showing the strong and cultural Italian tradition about the care of nutrition.[13] Also, the research centre Cermes, part of the Bocconi University of Milano is focused on women's behaviour in this current context, which roles they perform, and which are the recession's consequences on the female quotidian customs. The specific project is called "Osservatorio sul consumo-Progetto Donna" and it analysed the behaviour of a female survey during the recessive phase and its strategies realized in order to contrast it. From this study it could be possible to observe that Italian women are renouncing to many goods and services. In fact, all surveyed women decided to renounce to: holidays (72%), social evenings (67%), apparel (66%), body care (62%), technology (54%), and culture (47%). About women "spending review" strategies, the analysis identified three macro-trends diffused in Italy:

1) The 89% of surveys decreased its excess purchases: specifically, the 71% of this percentage tends to buy only the on sale goods while the 35% decided to remove the branded products from its shopping list.

[13] www.eurispes.eu. Gli acquisti intelligenti , un'indagine Eurispes in collaborazione con Dacia

2) The 79% of surveys revalue the “self-made”: in the last years after the recession in Italy people like more the home made goods, for example the bread or cakes preparation and the self made body care (depilation, etc..).
3) The 59% of surveys, actually uses more time to decide their retails in order to analyse on the web every on sale goods and interesting offers. In others words it doesn’t exist the instinct purchasing.

So, from this research it could possible to observe a return of moderation about the female shopping with more attention not to purchases whether, but to their economic resources. Another point studied by the Cermes centre is related to female wishes and requests throughout companies and brands; specifically, it was revealed that the great part of surveys would:

- A coming back to the shopping seen as important moments of relax and place of distance by the quotidian stress and responsibilities.
- More trust and transparency
- “Empowerment”: the woman would be the real protagonist within her consumer experience.

In the end, it is possible to affirm that Italian women are real warriors against the recession: despite they decreased their purchases of the 89%, it’s clear that useful strategies based on many female important products. They are not only revaluating their way to purchase, but shifting throughout the ethical consume, too. Women are changing their way to fill a shopping cart and to teach to their own children a new type of consume. Moreover, Italian women request a different consideration from companies: specifically they would like to buy from real companies’ partner, they would have the possibility to purchase and trust simply and immediately in the product. So in this complicated and recessive phase companies, the firms, the women and retails need to tackle the issue together.[14] In this particular and critical situation, it emerged also the quality matter: despite the decrease of consumes realized by Italian women, they don’t

[14] www. Donnemanageritalia.it . Donne che combattono la crisi. Raffaella Mollame

have led to the quality's sacrifice. It's plausible that it is realized by the contrary: the 76% of Italian women affirm to don't give up to the quality, while the 79% of them declare that the intention to don't give up for next two or three years. There wasn't a "less and worse" phenomenon while it occurred a "less but better" phenomenon, the reduction of purchasing without a deterioration with an improvement of consumes. In 2004 only the 33% of Italian women follow this trend while, since the recessive phase, this percentage raised up to the 61%. In order to keep the medium-high quality's standards and at the same time to decrease women's purchases, several strategies are followed, alone or together:

1) To defer few expansive purchasing as the house, car, the non-essential household electrical appliances;
2) To decrease the purchasing frequency about enjoyable services as the departure for a week-end, the dinner at the restaurant, the hairdresser;
3) To give up to the useless and not loved products that changes by the person to person.
4) To return to the " intelligent buying" with a analysed research of the promotions, offers, and the less price for the same product or the more employment of the discount, outlet and street markets.

So, many people are renouncing to the "overquality" that is often excessive, irrelevant, expansive and that decreases the energy saving, the eco-sustainability and the use ease. Companies that decide to reduce the quality in order to tackle this complicated period, possibly are making a terrible mistake: Italian market requests the quality and the international markets values the Made in Italy as the top of quality. Next to the quality concept, in the recessive phase, they are affirming the victory of the sustainable prices: before this phase, in 2006, a research by Astra Ricerche demonstrated that Italian women didn't believe to the absolute existence of a relationship between price and quality; in fact most of high products could be bought also at favourable prices. The recession of 2008' diffused three big certainty :

- It can be possible to found products with same quality but lowest in price respect the past.
- There is a dominance of the lower cost quality and this will dominate for next years.
- The more efficient producers and supplier will contrast by the new competition or the commercial and industrial over-profit; they succeed because they are the "quality & cost leader" or more realistic, because they were able to forecast the market tendencies and they were able to quickly achieve positions in the lower profits economy.

The 84% of women won't to pay the price offered in the past years by the suppliers, especially in the textile/apparel sector and in the accessory/shoe industry. Now Italian women reject historic prices because these aren't any more advantageous, sustainable and adequate for this period. While in the past they spent their resource to achieve more high quality, now they are passed from the trend of "high price for high quality" to the "lower price for high quality" culture. The key word is "lower": in fact women don't necessarily demand for the lowest price but only for a price lowest than in the past. One of the most relevant effects of this diffused certainty is the propensity for the products without an absolute convenient appearance but with a "price's honesty" and a good relationship between quality and price. In the end it can be possible to affirm that all trends, diffused in recessive years, have changed the orientation of female universe. The reject of high prices, the fall of important companies and brands' myth, the new trend of the sobriety and moderation, the spread of the concept that happiness stays in little an essential things determines a new way to purchase. Today women constantly research products that can improve their happiness level giving them little positive emotions. For this reason in this period it is talking often about the " goodwill for smiling products and brands": the trend in favour of services, goods and advertisings that can give and communicate a sense of positivity. This constantly has three features:

- " The happiness giving": the capability to donate happiness.

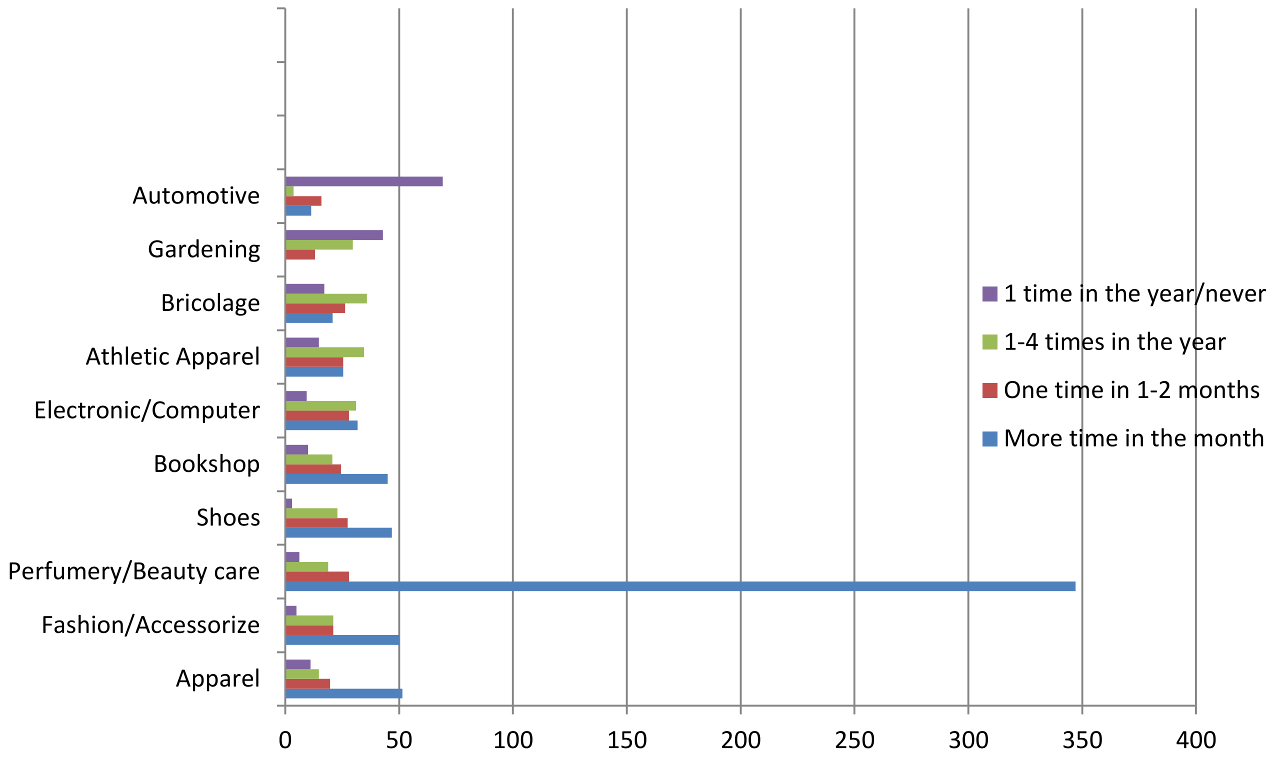
- The capability to give a little of glee to the daily stress and the ordinary commons.
- The ability to give to women the possibility to live with a better attitude with both themselves and in the society.

About this specific trend, brands that can be successful are the "smile givers": the goods giving little life's pleasure, daily glee and sensitive engagement.

2.3 Consumer behaviour within the retail

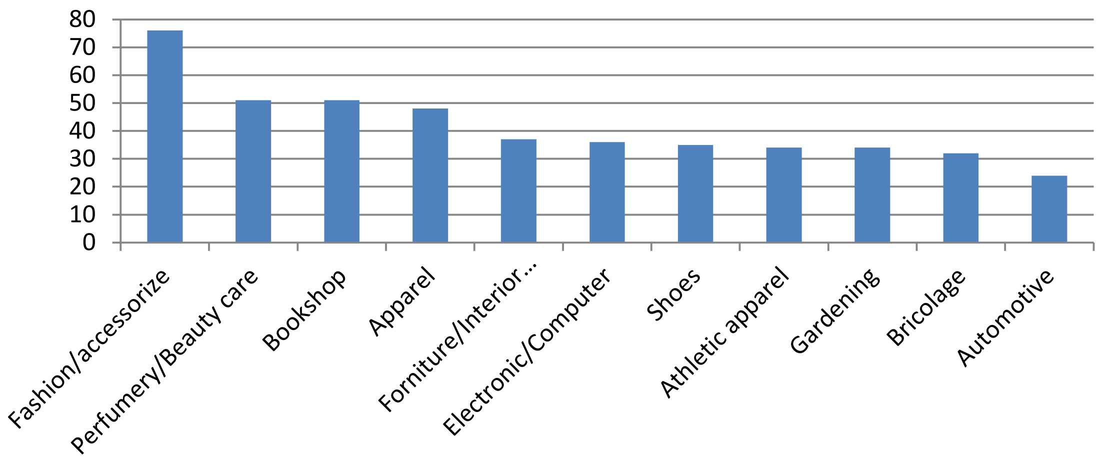
Studies and researches concerning the consumer behaviour within the retail and the purchase's hedonistic aspect are considered as latest respect the past studies. In fact, those analyses regarded a bunch of choices, considering a selection of products that a consumer would like to buy, or a brands researched without considering the retail where the purchase was occurred, as a determining and influent factor for consumer's choices. The exclusion of the retail's importance is considered an utopian concept, because today the shop is one of the most important place where the consumer feels more receptive to advertising messages. In a post-modern society, in fact, every day people are subject to more and more commercial messages and stimulus. This overlapping of a lot of messages from different firms creates, in consumers' mind, a sort of resistance against this type of communications, leading them to reduce their level of attention towards the offers. In this context, the retail could represent a crucial advantage for several firms, in order to reach their specific target. Usually, the consumer enters in a shop voluntarily, so he tends to be more receptive; moreover, in most cases he goes to the retail in order to find more information out concerning the wished product. In this way the communication between the seller and the customer became easier, because he searches and asks about several and different offers and available alternatives, opening his mind towards more informational stimulus. Today, the retail is considered an essential link in the value chain, because it could improve all commercial offers, adding an emotional and pleasure purchase experiences and increasing customer's satisfaction.[15] Talking about genders, a woman is considered as a specific customer who lives the purchasing process as an engaging experience. This process could help women to satisfy several needs, both social and psychological. They are influenced not only by rational factors, but also by the atmosphere of the shopping environment. A research by Astraricerche for the Italian firm Camomilla, analysed new trends regarding the purchasing experience of a group of Italian women. This analysis pointed out that, despite the consumptions' decrease caused by the last recession, the shopping remains a stable experience of pleasure hard to avoid; in fact the last statistics affirmed that today women's purchases are for satisficing a personal fulfilment and not only for a specific need. Italian women consider the retail as the link of communication nearest to her feelings: data confirms this idea. In fact, the 70-75% of Italian women directly decides its final purchase in the retail. The research by Astraricerche made also a list of the most popular shops genre among the female target, illustrating how the retail is the most important thing for Italian women. Surveyed people affirmed to go to apparel shops (55%) at least one time per month, then to go to accessorize shops (50%), perfumery and shoes shops (47%). More categories are: bookshops, selling not only books but also CD-ROMs and DVDs (45%), electronic/ technological shops (32%), athletic apparel retails and accessorize (25%), big home furnishings shops (23%). bricolage and gardening shops or the automotive dealers (Picture 2.4) are retails less populated by the Italian women.

[15] Retail Marketing: il caso Oknoplast e la creazione di un modello di analisi dei collaboratori commerciali.



Picture 2.4. Source: The women's frequency in the retails, Astraricerche 2010.

Continuing the analysis "type of shops" analysis, researchers also filled a list of retailers in where Italian women could live the purchasing experience with more pleasure and entertainment. At the first position there always are accessorize and fashion shops (76%), at the second one there are the perfumeries and bookshops (51%) while at the third position there are apparel shops; with a big gap, other positions are occupied by big furniture and interior design retails (37%), electronic/computers stores (36%), shoes stores (35%) and as above, in the last position there are the automotive dealer (Picture 2.5). The surveyed women expressed not only the advantages about the retails, but also many inconveniences that they experimented in some stores. For example, the 33% of them expressed their awkwardness in the big shopping centres of furniture, linked to the presence of crowd, confusion and the endless queue; the 22% presented a complaint about electronic/computers stores due to salesperson's unkindness or their lack of expertise; the lack of quality, instead, regards shoes stores for the 22% of the Italian women. In the end, it is showed that the 28% of the Italian female customer had a dissatisfaction caused by the impossibility to find the wished item in the apparel store.[16] So, in order to create a strongest engagement, the shopping has to involve all of five senses: the sight, the smell, the hearing, the touch and finally the taste. In this recessive period about the social and economic context and in a saturated market, firms that have more chances are companies that can bring an emotion in customer's home. Moreover, companies have to remember that women tend more to the impulse buying than men, so they often purchase in order to appear in the society, self satisfying and escaping from their daily problems. The woman isn't a customer easy to please, because she is enough secure about her specific needs: for this she wants the best from the market. She demands a great range of products, an appropriate customer services and specific sales formats dedicated to the female consumer; also the staff working at the store has to have a great experience in order to offer a good support. An habitual critic from women, in fact, regards the inconvenience caused by the sales person that persistently tries to sell a product not equivalent to the customer's needs, but correspondent to the seller's interest. Women are more secure about their needs and often aim for a specific product, so they ask a help only when they aren't able to find this particular good.



2.5 Source: The purchasing experience considered pleasure and funny in specific retail, Astraricerche 2010.

[16] Le donne e le abitudini di acquisto nei punti vendita, Astraricerche , 2010.

Another important element, which can't be omitted, is the physical contact between the customer and the product. This contact occurs through the touch and often can create a great influence on the purchasing behaviour, improving the sense of pleasure towards the staff and realizing a strong engagement in the shopping atmosphere. Several studies observed that any good contact with the staff influences positively the bought, because:

- Customer's perception towards it is strongest.
- Customer's interpersonal engagement can create positive behaviours[17].

Obviously these hypotheses are influenced by customer's gender and the specific context. Generally, people's reactions to the contact mediated by the touch are formed in the childhood and it was possible to demonstrate that women respond better to the physical contact than men. Possibly, women tend to search more an attachment, an intimacy in the social relationship. More researches studied the relationship between the female impulse to buy and the visual merchandising. In the last years, in fact, were characterized by a complicate economic situation that forced companies to cut to the investments in a massive way. Even if, many firms triumphed over other competitors, using the visual merchandising technique: this consists in creating a more attractive retail; in the competition between companies that offers product belonging to same category. In this sense, in important to quote the research developed by Vinamra et al. that analysed the influence of the visual merchandising on the consumer behaviour, studying this phenomenon through the female purchasing trend in the apparel sector. The analysis is based on two type of variables:

1) the independent variables: the neutral and the significant role which can influence the purchasing buying;
2) the dependent variable: the visual merchandising;

[17] Patterson , 1986; Hornic, 1992

The research's results demonstrated that there is a strong visual merchandising influence on the buying impulse, but it is possible to observe also a low correlation between this and the floor merchandising. A second research called "The impact of visual merchandising on consumer impulse buying behaviour" studies the correlation through the data obtained from a questioner. All those results were analysed through the regression study, considering different variables:

1) the independent variables: window display, forum display, floor merchandising and shop brand name;
2) the independent variable: the impulse buying;

Results of this study affirmed a presence of a negative correlation between the forum display with the customer's impulse buying and the window display while the floor merchandising and the shop brand name presented a positive correlation with the impulse purchasing. [18] More studies and the analysis about the retails and their features as tool to engage the customers are continuing: the innovation and the most modern technologies are contributing to create a very favourable future in this context. It seems that women, specifically, are responding very well to these developments. Particularly, the proximity and micro-location technologies as the Bluetooth low energy (BLE) beacons, allow the brand to interact with the shopper, influencing its purchase directly. Thanks to these tools, the brand can became a real virtual shopping partner for the consumer when he is exactly in the store. For example it is possible to send to the consumer personalized offers when he passes next to the shop: this personalized advice could be based on previous analysis or on expressed preferences. An important aspect is that many consumers tend to share their position pleasantly, in order to obtain promotional offers and shopping advantages. Specifically the 50% of women decide to share its location and personal information with the retails in order to obtain special offers, flash sales, gift, in-store credit or early access to new styles. The 53% of them, instead, decide to do this with specific brands. Those new technologies permit to

[18] The impact of visual merchandising on consumer impulse buying behaviour, Khurram L. Batthi , Seemab Latif, 2013.

retailers and companies to know important data about the consumer behaviour in order to improve women's shopping experience and brands' offer and the stores' layout. So, in this way companies can reach the wished target that is more likely to buy its product and services; it is expected that the marketing services offers by the proximity and micro-location technologies to reach the 2.3 billion of people by 2016.[19]

2.4 The traditional female industry

FOOD

Women dedicate more time in the kitchen than men; despite most of world famous chefs are men, there are women cooking for their families, every day. Also the field care, the horticulture and the livestock are typically female activities. So, globally, women are employed in the farm, in the grazing, in the fields but also in the firms of the grocery's transformation, in the restaurants' kitchen, the coffee bar and in the canteens: their essential role of the take care about the others nutrition, emerge also in the work context. [20] The grocery shopping represents one of the most important element in the familiar balance sheet for women; about this industry, the female consumer became more balanced and tend to purchase in smart way. The food is connected to many personalities and roles that the global women performed; they take care of the family, the children, their health and are worried about the most important familiar problems. Due to this, the most frequent question the women of all the world are asking to themselves every day is: "which dish can I cook for the dinner?". Despite this concept, it seems that dinner time is not considered as in the past: in the past years, in fact, this particular moment represented an opportunity to gather every familiar's members around the table, in order to talk about own day and the daily question; thanks to some researches, it is possible to observe that the dinner time lost it specific mean. Specifically, the 90% of the modern women usually prepare and eat only one meal a day and the 82% of them eat with the complete family, at least one or two time a week.

[19] Il futuro del retail: Proximity e micro-location marketing
[20] Chi dice donna dice cibo. Le donne, nutrici del pianeta, Magazine Expo, Alessandra Guigoni,2014.

Tanks to these studies it can be possible to understand the change of the female roles in the world, connecting to the food: today, woman hasn't more time as in the past to deliver to the family and the house care. Now she usually is employee at work and can dedicate less time to traditional woman's tasks of the past. Despite this situation, the women consider the food and the culinary activity also a pleasure and a challenge: the kitchen is considered a place where they can clear their mind and demonstrate their capability. The same research showed up that the 87% of the surveyed women consider themselves as competent to cook while the 41% of them believe that they have superior culinary Skills and at the end the 4% of them felt that they are the real experts in the kitchen. The preparation of meals, the choice of the groceries and ingredients, but also to eat, represents for a big number of woman a positive and enjoyable thought; the studies showed very well this idea: the 67% of women consider the food an element that raises happiness. Women in different social/familiar status as the single, the empty nesters and the divorced share this opinion. This element is more important if it is considered that the female percentage that chooses the sex within the list of happiness's cause is lower (66%). Indeed, every specific segment attends to different way to cook and prepare meals. For example single women usually spend less in cooking and in the few times she is employed in the kitchen search the satisfaction meals and the better dish. Mothers, especially with children, haven't the same possibility of the single women or the ones without sons, so they are forced to balance their time and their availability between the several tasks they daily have. So often occurs that these categories can't dedicate time to preparation of refined means, but is always searching for transmitting the love for their own family through the food, worrying about the health and the growth of their children. At the end, the empty nesters expresses their interests for the food sustainability and health problems through the food, especially. They tend to keep in check the familiar healthy situation, above all their selection of food. This element is more frequent when the women talk about the ideal day that they would live: by studies it was possible know that a great part of women include the food in this dream day. Many subjects, in fact, imagine to begin this day with a fantastic breakfast, continuing to have a picnic on the beach and in the evening to have a dinner in an excellent restaurant so, despite the place are different among the several subject, the moment of the eat is usually mentioned if they think a relax and happy day. Anyway the food is considered also as an assignment, an action that many women, mothers especially, have to do compulsorily. For many mothers it is very complicated to find the time to go to buy food to prepare the dinner so they search for taking advantage from few free moments in a day: when they come back from work, before the children finish the school or in the week-end. It is interesting to draw attention to the question of time: the food doesn't request only the time of meals' preparation but others many moments as the time passed to decide which meals cook, write the list, prepare the table, in the end clean and washing the everything. It is showed that the American women spend nearly seven hours per week in the food shopping and in cooking; this time increases if it is talking about married women and mothers (hours became eleven). In this modern years groceries companies search to reach the female target offering solutions about the problem of the time: the delivery services, the prepared or frozen foods are some of these solutions. Despite the lack of time, women do not tend to neglect the quality of the food and the good nutrition for children: for these reasons, the 88% of them feel as the only responsible for the grocery purchasing while the 85% for the dishes preparation. So they request more by the food and every time, for every meals tend to combine different necessity: the healthy and growth of the familiars, the taste and the quality, the familiar budget and the available time. Anyway women belonging to different segment affirmed that for their future they would improve the food quality about the consumption both at home and in the outside. Specifically, married women without children usually tend to go many times at the restaurant which can offer them superior quality food, while this is less frequent among the segment of the married ones with children and the empty nesters. These women, in fact, research the high-quality above all in the specific store, and employed themselves in the kitchen: despite there isn't enough time to go out with all family, they tend to make the moment of meals, an enjoyable and pleasant time. [21] Also with focus on Italy, it is possible see the same phenomenon in the relationship between women and food. Although the Italian women haven't enough time to cook, they are becoming to be more careful about the healthy and the quality raising the level of biologic products' consume. The 56% of the Italian women, in fact, consider the food quality and the healthy ingredient as the base for a good nutrition while the taste and exterior culinary aspect are considered less

[21] Women want more; Michael J. Silverstein & Kate Sayre. BCG ,2009.

important.[22] Like in America, in Italy women search to combine the nutriment and the convenience buying from different stores and mixing up food of high quality and price with products offered with a more accessible price. Despite the spread of economic problem, the Italian women show themselves more interested into culinary activities, including new recipes from foreign country, too. This phenomenon is demonstrated by the rising of shows and realities dedicated to the kitchen's activity: it is registered also the growth of the phenomenon called "welcome to the tribe"; these words express the trend to share the culinary experience through the TV or the net. Several analysis showed others food trends that are diffusing among Italian female target as the " clean food" , that is characterized by the health and the simplicity's celebration, the "made by me" which attend to the practice of preparation everything at home with own hands , and the "good for the planet" that focused on the green and biologic products.[23]

FASHION

Every year, the female fashion industry (apparel, accessories, shoes) counted $47 billion of sales, globally. Most of women always search for the ideal item of clothing, adapted for a specific event and with a precise size. Today, to find the wished product is considered an important element, which can influences their social status, by women. A woman that takes care every day of herself body, skin, hair spending huge sources of money and time, can feel a great sense of dissatisfaction if she doesn't find a cloth which reflects the image she want to show. So the question about the correct item and size is a frequent cause of stress among the female target shifting its interest and consume on accessories (shoes, bags, jewellery) and beauty industry. For these reasons, companies that succeed to satisfy the specific and complicate women's demand can obtain loyalty and growth. As in the others industries, the female demand's complexity depends from the several and different roles that a woman performs during her life: she needs for business clothes to go work, for a comfortable item to conduct her many tasks around the city, for an adapted cloth for the daily housework and care of the children and, finally, she searches also sexy and elegant clothes to go out with her friends or

[22] Gli italiani e la sana alimentazione; Mark up, gennaio/febbraio 2011.
[23] Mark Up, dicembre 2010.

partner. So, obviously, the satisfaction of this needs make the shopping a complicated experience both for companies and for customers. The importance of the shopping in the apparel industry is showed also by the time the women spend in stores in order to search for clothes: it is affirmed that American women spend a great number of hours per year to find coats, lingerie, shoes, belts and bags while specifically, pass nearly 400 hours per years in the shopping clothes for herself but often also for her husband and children. There are two kind of shopping activities:

- The predetermined shopping: the woman knows already, the product she wants. For example she can desire to buy a specific model of cloth with a specific colour in order to combine it with others item she has at home, or she can desire to replace an old pair of shoes with another one of the same model.
- The not predetermined shopping: the woman hopes to search a mix for her outfit across the store and goes by shop in shop without a specific predetermined idea about the clothes to buy.

In these two kinds of shopping trip, anyway, only the 50% of women have success in finding the desired cloth or item. The other part of them identifies several problems connected to the inexact size, the too expansive costs or because they consider the clothes too young or too old for them. Another problem arises with the fashion and style's velocity changes: so when a women is successful in finding a piece she likes, probably in the future she will complain because there won't another kind she likes.
The fashion firms/brands that make a success reaching a stable loyal target of women, are the companies that have a basic stable style and an ever-changing supply; they offers a variety of clothes/accessory for reaching different demographic targets and they can combine copious female overlapping needs. The section of the research made by BCG is about the apparel industry and shows an interesting feature related to clothes women have to possess, expressed by different surveyed females. Specifically, at this point, the study analysed the complicated expectation that women demands for pants:

- Best-feature optimization: women usually want pants that accent their physical qualities.
- Silhouette management: at the same time pants should hide at most the physical women’s flaws.
- Physical comfort: women consider the ideal pants, that have a mix between the likeable exterior and the comfortable aspect; only the quality of cloth ant the seams can influence these aspects.
- Movement with the body: beyond the comfort, the women wish the pants that give them a strong security about the fabric’s resistance so they can’t any doubt about the possible sprains and damages.

  Beyond the physical needs, the women aim for satisfaction of fit desire that regards the style offered by several brands:
- Brand fit: usually the women choose four or five brands that will continue to buy for a long and stable time; this choices depends by the brands ‘offer and their mix of styles.
- Personality fit: among several needs the women search to satisfy through the clothes, there is also a question of personality. The women wish a garment that can express very well the own character and personality so not will prefer the clothes that fall in this sense.
- Occasion fit: often the female target prefers some brands for their capacity to give several clothes apt for the specific events and occasions.

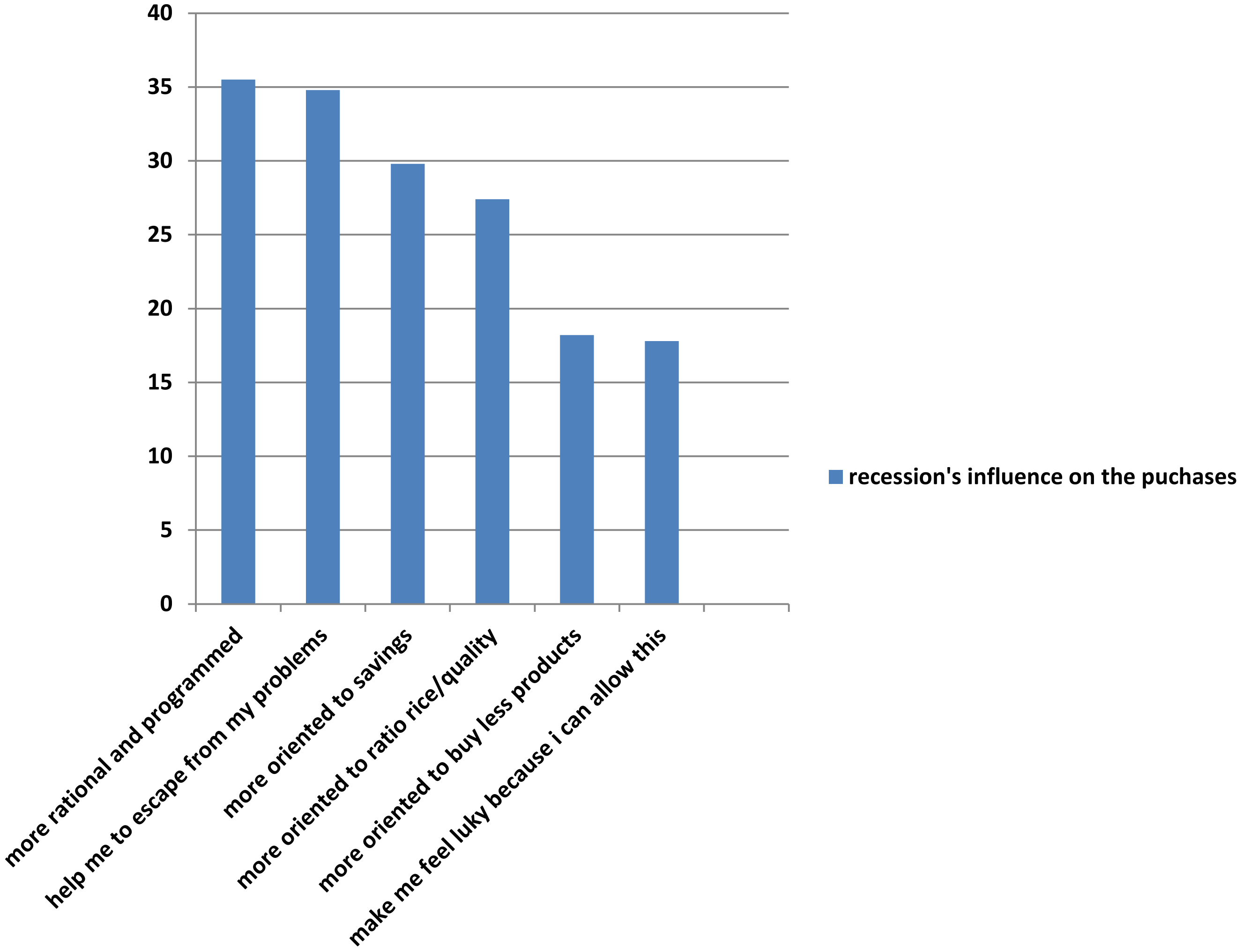
So the women would constantly balance two aspects of fit: firstly they would like to create an outfit that can express the ideal image they want to show but on the other side they would wear clothes with make feel always in the comfort and age situation. It is interesting to observe the difference of behaviour between genders. Usually women buy clothes basing on their apparel’s preferences on the hypothetic comments and opinions of their social group; moreover women visit more stores and shop frequently than men and, consequently, they can understand quickly if a specific store can satisfy their demand. They are informed by different sources in order to obtain more information about the last fashion styles: they search new inspiration about the style they will adopt through the media (fashion magazines, web site, blog, forum, specific TV channels) or in asking for suggestions to their friends and colleagues. At other side, a man searches to avoid the shopping when it isn't necessary and attaches importance to the stability of its social position and to not seem dumb when he is with his friends/colleagues. Men tend to learn about the new style, by own social groups as at work or friendship; usually they accept suggestions by their partner/wife: for this reason women are often called the "purchasing agents" of men. In fact, not only women shop more than men but also tend to visit more shop and turn around several stores living the shopping as a real electrifying experience. The store is considered an important element of influence for the apparel purchasing: a woman accounts of the shop windows, the retail's layout and the merchandising's disposition. For example they tend to leave stores that aren't recently restored and refreshed because they consider them as a lost or forgotten place. So many companies search to organize their own retails in order to create emotional and evocative shopping atmosphere with the objective to improve the female engagement. Anyway it is possible to observe that gender differences can pay specific attention to the clothes' colours: while the male segment tend to buy item of clothing with neutral colours, often with one dye (brown, grey, blues) women are attracted by a different and enjoyable mix of colours. They love to create their outfits combining item of clothing with different colours and they tend to use colours playing with different mix in order to communicate their personality. About the Italian situation, it is possible to affirm that the fashion industry is influenced by the recessive period and the social changes. Despite this the apparel and accessory continue to be the favourite shopping categories of Italian women. The research that has studied the relationship between Italian people and fashion[24] showed that nearly the half of the Italian population is sensitive to the fashion: the 60% considers it a relationship instrument and the 75% thinks that to be trendy it is necessary to improve the personal wellness. Another research by Starcome Italy[25] affirmed that the 57% of Italian women think that having nothing when open their wardrobe, while the 66% is ready to spend without scruple for shoes and bags. The magazine, the street style and the female web site are the new instruments that influence

[24] Il futuro del made in italy. La voce degli italiani e degli esperti. ISPO, 2011.
[25] Le donne e il web, Starcom Italia e Alfemminile.com, 2011.

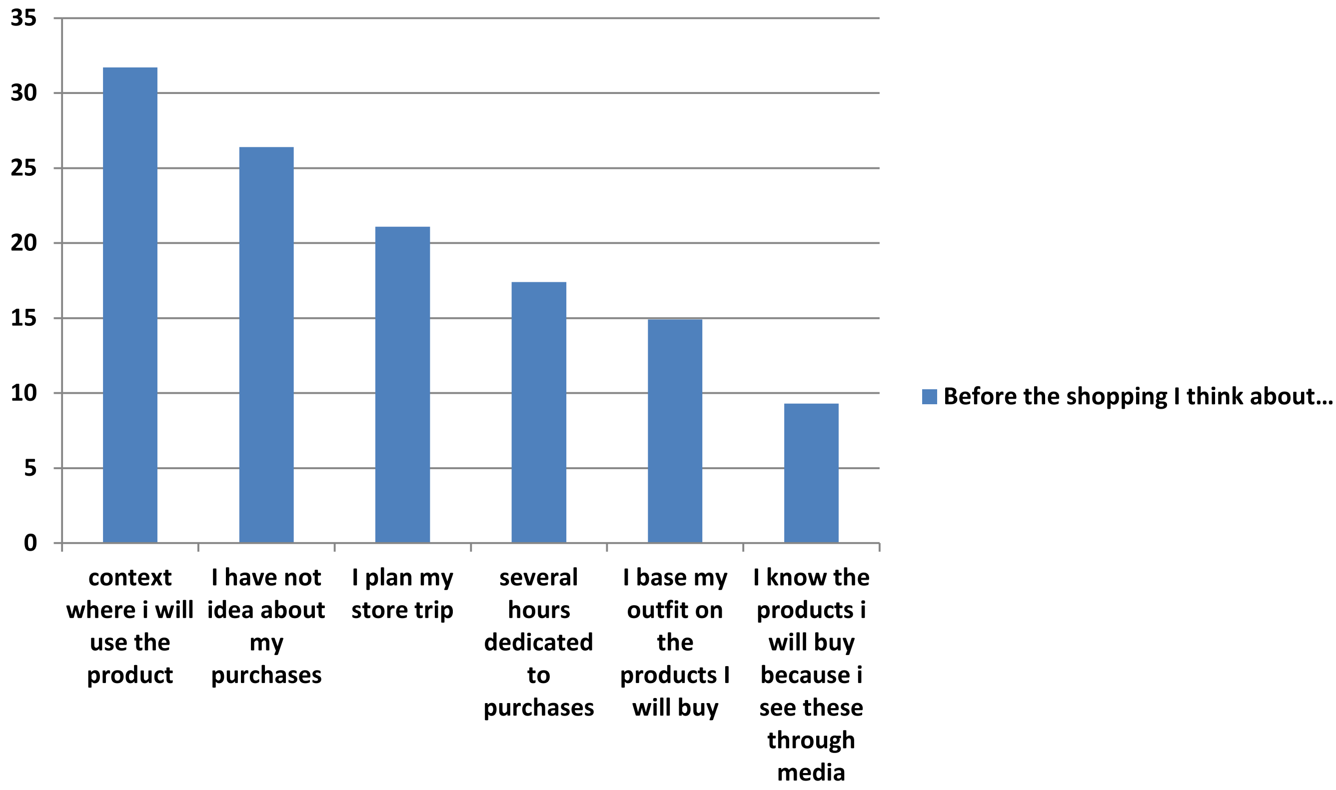
the fashion consume; despite this, the 80% of the female customers say that the shop windows are a excellent inspiration sources. The last economic Italian situation induces the modern woman to not ignore elements as price and convenience: they often are searching for “occasions” that can satisfy their aesthetic, economic needs and where the quality’s level is acceptable (this case are commonly called a “good affair” or “smart choices”). They wish to buy many items of clothing but not worsen the familiar balance sheet so many trend as the “low cost” fashion are diffusing in Italy: companies which adopted this strategy have the capacity to assimilate the last trend and to transfer it to consumers in a few time: examples can be the Swedish company H&M or the Spanish Zara that now are leaders of the fast fashion in the world. Their collections are characterized by a great assortment and quickly rotations and this method is direct to create a consumer’s impulse of buying: if he doesn’t buy fastly a product belonging to new collection, he risks to lose the occasion of purchase. The fast fashion’s strategy includes also the “capsule collections”: several limited editions that are created by famous globally designers or people belonging to show world. Also the athletic apparel is influenced by the recent social/economic phenomenon: the process of the female’s emancipation and women’s visibility in the sport was very slow but the recent success of the Italian sportswomen made the sport a real life style. The specific companies take advantages from this trend and associated the athletic needs with the fashion styles researched by the Italian women. This strategy is different respect that adopted one for the male target: generally it is more interested to the technical features and is less influenced by the trend and style of the moment. One of the famous athletic companies that decided to combine the different woman’s need is Nike that recently is penetrated in the female market. Nike women made a success creating an unique style adapted to many necessity of the contemporary woman; also in the spot the testimonial are used with different strategies respect the man. Men, in fact, are represented as status symbol and heroes while the sportswomen’s figure is transmitted outside the athletic context, in real and daily situations in order to the consumer could identify with them.[26] At the end it is possible to affirm that the Italian women pay more attention to details, manufacturing and materials about the apparel industry and for this reason they tend to interest more about the accessories supply. This category is more characterized by the

[26] La figura femminile nello sport. Il caso Nike Women, F. Pastore; Iulm Milano, 2004/2005.

emotional aspect that reduces the rational part and drives towards the impulse buying. Accessorises are preferred because they give the opportunity to personalize the style and to avoid anonymity. For the 88% of Italian women the bag is considered the first accessory, in the second position there is the bijou (76%) while after there are the wallet (74%) and the cosmetics clutch (47%); in the end there is the hair accessories (66%). The consumer behaviour’s change is influenced by the recession made by purchases rational and programmed for the 36% of the female consumer but also a comforting instrument (35%) about the accessories shopping, specifically; the 30% is oriented to the savings while only the 27% pay attention to the value for money and the quality attending to the trend of “less but better; in the last position there are the women that fell themselves culprit for their purchases (12%) and consider the buying as instrument to improve the country’s economy (Picture 2.6). The analysis that AstraRicerche did for Camomilla is focused on many reasons which induce women to visit frequently accessories store. Firstly, it is possible say that the 50% go in this store more than one time per month and in these place the 49% buy alone or with friends (34%). Specifically the Italian women choose the accessories store because consider them enjoyable despite there aren’t purchases (76%), could imagine themselves different by their real aspect (41%), the purchasing experience became a game and an escape from realty (39%), are exiting and stimulating (38%) and are store where is possible discover the recent trend (37%); also the percentage of customers that pay attention to rate price/quality, is important : the 35% considers positive the purchasing experience done through coupons.



Picture 2.6.Source:The influence of recession on the fashion-accessories purchases. AstraRicerche 2010.



Picture 2.7. Source: The consumer behaviour in the accessories-fashion industry. AstraRicerche, 2010.

Beyond the recessive period that has influenced a great part of consumes, it is important to underline another significant phenomenon: “the green revolution”. The meaning of these words is connected to a new consumer attitude based on environmental sustainability: today, the eco-sustainability, ecological concepts and consequently the eco-friendly products are a trend topic. This specific kind of products (called also “ eco-oriented”) are created in order to protect the rights about the society, humanity, animals and terrestrial planet. The women are more sensitive to this subject respect the men: for example the 4,8% of the women have an ecological vehicle against the 3,7% of the men. In particular, the luxury industry is contributing in this social case. The fashion companies offer green products, creating collections of clothing formed by bamboo’s fibres, fibres extracted by the coconuts, fibres of milk or eco-jeans realized with organic cotton. Moreover, the wool, the cork and the raffia are becoming frequent natural materials using to realize the luxurious clothes and accessories that after are re-elaborated with creativity. So the luxury industry is changing its values to satisfy the new customer's tendencies: they now decide the purchases basing on the ethical product's features paying more attention to respect of the environment and employees. The last years have confirmed the positive trend of the green-luxury: it is accounted that from 2001 to 2010 in Italy and in Europe, the green fashion has generated a business of € 370.000.000. But the luxury sector did not influence only by the green trend: in the last years it is amplified and modified. The luxurious products do not offered anymore, as unnecessary but as discretional goods often knew "necessary luxury". This is appear as a kind of needs that is making success to obtain significant market quotas and revenues; it is becoming more accessible and democratic[27] adapting to current sober years and avoiding the precious materials and the ostentation. The luxury's values are shifting throughout the immaterial emotions aiming to the best quality (for example the Made in Italy) expression of culture, tradition and distinctiveness. An interesting research[28] is focused on a particular aspect of the relationship between the women and luxurious products. This study discovered new functions that the luxurious products have for the female target discerning from the past researches. The study of the past, in fact, has concluded that the luxurious purchases represent, for women, the instrument to improve their self-esteem, express their social status and their personality. The research conducted by Wang and Griskevicius, instead, discover other functions linked to capacity of the women to send messages about their partners and relationship to others women, through the personal possess of luxurious goods. Specifically, the study has showed that the more of 50% of the surveyed women can consider the precious goods as signals that express the love of the partners for them and thanks to these they can send strong messages to the rival women who intend seduce own husbands/partners. Effectively the analysis has demonstrated that the women wants to win over the others' partners, is stopped and deviated by the ostentation of the luxurious objects (for example the last model of bags, cars, mobile phone or shoes) possessed by the engaged/wife's wanted man So this study shows the

[27] Lusso necessario, C. Gandini, M. Turinetto. Lupetti, Milano 2009.

[28] Conspicuous consumption, relationship and rivals Women's luxury products as signals to other women,; Yajin Wang & Vladas Griskevicius, 2014.

important roles that the luxury can performed in the relationship underling the differences between the gender: the men show off the luxurious goods (watch, cars, mobile phone) to conquer the opposite sex, while the women use this product in public to send specific signal to rivals women.

BEAUTY

The beauty industry regards the products and services' purchases that contribute to improve the female wellness, self-esteem and the confidence. The women spend nearly $100 per month, for the beauty purchasing for a total of $60.000 if it considers the complete life. But exist the women who are willing to spend more and more for this products with a expense of $5000 per years and $250.000 in the total life.[29] So it is possible conclude that the 30% of American women spend nearly 70% of its income in this industry. In the last years is occurred an expansion of the beauty sector associated with a reconsideration of the beauty concept. Since several years, in fact, is spreading an holistic vision of the beauty that proposes the unavoidable connection between the physical and inside wellness that is improving thanks to development of technologies, innovative formulations basing on chemical substances and the increase of bodily and psychological oriental methods. So the women are induced to the beauty purchasing because consider them as an help to keep a good state about their health, mental state, relationship with the external world and their aesthetic aspect. By this female conception is possible also understand the powerful influence of this products on the women's spirit: these support to feel them more engaging, attractive and confident. Nearly every women have a favourite brand in this industry and every times they go out to shopping, live an exciting and positive moment; for this reasons it is attested that the beauty is the shopping experience where the women spend more for themselves. Among the women splurge for these product the 54% feels itself more satisfied, the 46% esteemed itself and more power (31%); at the other side the female target which doesn't spend more consider itself less satisfied (38%), feels less esteem for itself(26%) while the 12% consider itself less powerful. The positive effects affect also no less than the working women that despite pass the great part of their time at work, feel a less

[29] YWCA, Boston magazine, 2008.

sense of stress and dissatisfaction: they purchase a beauty products as a kind of investment whose return is the increase of their happiness and wellness. Despite the positive influence and benefits that seems characterize these industry, not every women feels herself really beautiful (only 7% thinks to be always beautiful) while a great part (68%) feel nice only sometimes or never. Moreover is diffusing a general dissatisfaction about this industry and the tendency that it has knew in the last years. The changes are occurred with the incredible growth that the beauty industry has knew in the last 10 years: in the 2008 the revenues accounted for $200 billion while the growth is passed from 8% to 10% per year. This enormous development was characterized by the spread of a numerous brands both famous and belonging to globally companies but also regarding the small and new niches' companies. This situation has created a strong competition in the markets causing the increase of products' availability and the prices' decrease and that have made possible to reach more female target. Today the beauty sector includes many product categories as cosmetics, skincare about the body and face care, sun protection , hair care but also many services as wellness centres, spa, cosmetic surgery, and process about the improvement of the physical as laser, dermabrasion therapy and dermatological cares. But this enormous and uneven supply has caused also the sense of confusion and a less levels of loyalty among the female customers that considers the beauty products' decision as a stressful experience because there is much to choose from. Moreover the presence and the born of a great number of brands induce the women to research always the newness, the last and innovative offers: in fact a significant part of women have affirmed they tend to buy the last product despite haven't a real necessity and this situation improve the engagement and the interest. For example, every years the skincare companies upgrade their supply with 200 new products, 30% of sales regards the product that are launched in the same years. This represents also a negative aspect for the firms because often a new product doesn't resist over three years from its launch; moreover the R&D departments invest huge sources to develop new technologies and improve product's benefits. They risk to lose many revenues in case of failed launch, especially when the life of a single product is strong connected to total line. The modifies of the industry sector have affected also the retail's situation: the offer of the beauty is now more accessible over all world thanks to a greater supply of available channels. In the past years the female target preferred the mono brand stores as Mac, Origins, L'Occitane while in the last times are diffusing the stores which do not based their offer on a single specific brand but regard a various and different supply. These stores as Sephora, are the first choice because exists a more free atmosphere thanks to the clerks who do not press to persuade about a purchase, making the women's shopping experiences less stressful and release. Beyond the retails, others sale channels are developed: in the last years especially in the USA are increasing the power of the television channels that are specific for the beauty products' sale. The spread of these channels among the female target is occurring thanks to the fast end direct way of the sell: the women have the possibility to buy every product from the own home without spend precious hours to visit the store. Moreover is eliminated the clerks' inconvenience who often can't give rights information about the products wanted: through this channels, instead, they can learn every aspect and can decide with total calm and no pressure. In the USA and in UK (and now in Latin America and East Europe) are made a success the "direct channel" as AVON. This sale methods allow the women to sell in person, the beauty products of specific brand to other women; in this way they have a possibility to earn income in the own home directly, basing great part of the work on the building and maintenance of strong relationship sellers/customer. Despite the several changes which have interested the beauty industry searched to influence positively the female customer, there is still a great part ow women who feels dissatisfying about the woman's representation transmitted by media. In fact, many women consider themselves too different respect this image and consider it an utopia very distant from the realty. For this reason is interesting talking about the advertising campaign by Dove which turns in favour of this question. The goal of this project launched in 2004, is to sensitise the female population to real concept of beauty, far away from the stereotype imposed by media. The images and the posters of the campaign, in fact, represent uncommon models : there are old, fat or slender women . In this way Dove has revolutionised a beauty concept and thanks it, is made a success to reach a significant part of female group which shares the same ideals and concepts.

3. The new female trends

3.1 E-commerce: current analysis, pictures and data.

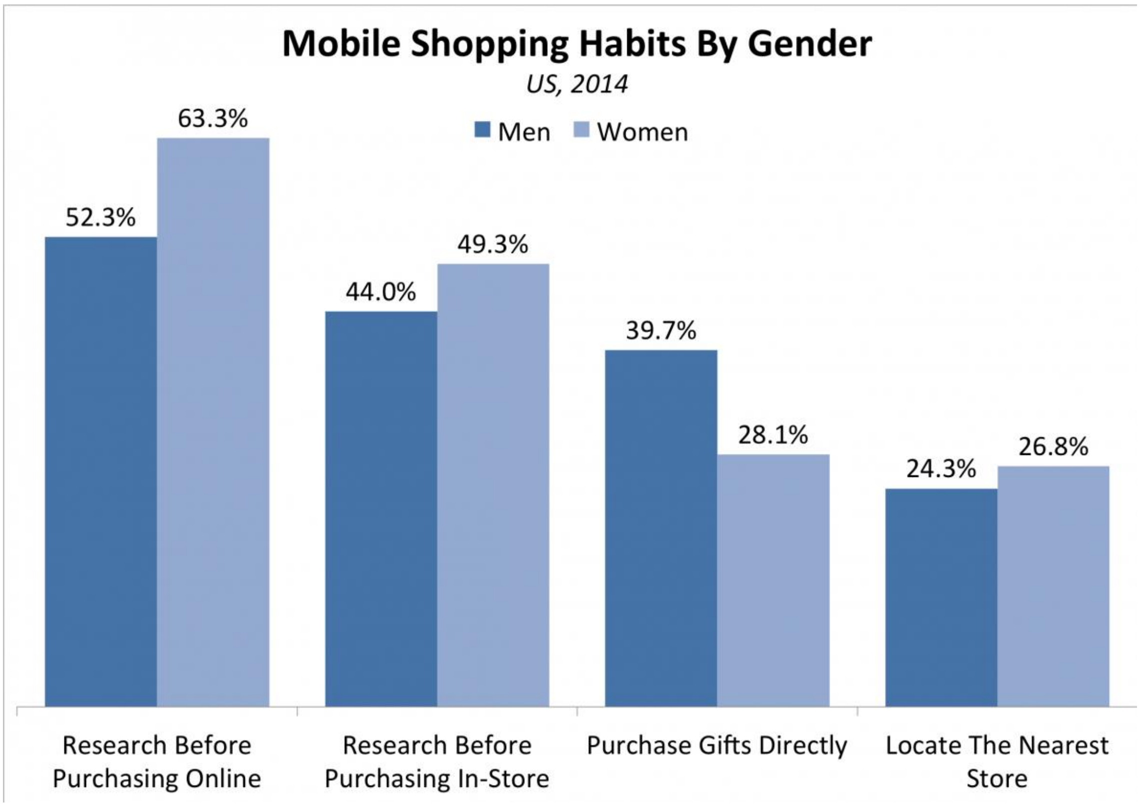
The fast and intensive growth of technologies and e-commerce, leaded the companies to mostly focus on the online business and to analyse several habits of the reference target in order to implement the right strategies. At beginning, the priority investments were targeted on the male universe, because males use to shop online computers, digital media and electronic products. Certainly, the context was modified with the social and economic changes that affected the female figure during the years and the consequent shifting of women's role to first decision purchasing about the great part of product/service categories. So, not only the traditional retails, but also the sales web site started to understand the powerful potential that women could represent in the business' growth. The companies and experts that invested in these concept were been rewarded by the data which have showed the estimates' fulfilment: today the women represent the 58% of online purchases and spend their income especially in the fashion categories as shoes, clothes, accessories overcoming the negative esteems expressing the failed business caused to impossibility to try the items before the purchase. Generally, the women are the first ones in purchasing in all of categories but three specific of them: electronic and computer, gifts (including also flower and greeting cards) and tickets for the events, show and cinema. In order to obtain good answers from the market and reach the right target, companies have to analyse also the differences between the gender about the online habits. Firstly, a woman and a man live the online shopping experiences in a different way; a men prefers a very fast shopping experience so, for this reason, he visits the sales web site satisfying their specific needs, read all of details about the product and after buying this; a woman, instead, is interested more in the brand than in the specific product and she visits many websites without a durable attention on one of them. [30] So for the women the online shopping experience has to be social and comprehensive, the surfing is often directed to have an overview about the future needs and purchases. Despite they are the major online customers and tend more

[30] How women are influencing the future of e-commerce, Davina Lines, 2013.

than men to impulsive buying, they expect more from the organisation and offers' sales web site: this element lead to increase the level of selectivity and buy only the products that more are adapted to their requirements. Moreover, it is showed an high female participation to forum and blog in order to share and learn information about products before and after the purchase respect men that pay more attention to: the product description, customer reviews and comparing between the same product belonging different brands. At the end, comparing the gender, it is possible to understand that men are less sensitive to discount, coupon and sales (26% against the female 34%), they are more rational and rarely tend to impulsive purchasing, they prefer a direct buying and usually, they don't love to be online for a long time and for this reason, they search to buy the first good occasion they found. [31] Other researches confirm the preponderance of women in the online purchasing universe: for example, a recent report by IB INTELLIGENCE analysed the American population's behaviour about the online consumes accounting the same conclusion. Among the customers that have done an online purchase it is possible to note a big gap between gender and years: the situation is overturned respect the 2013, showing a percentage of 66.5% women against the 33.5% of men. Moreover, the women number is higher if it is talking about the research of information before to visit the store: the 63% of US women use their mobile phone or tablet in order to learn details about the features' products and location's retails, while the men are only the 52%; in the end this study confirms that the female gender uses to be more affected by the coupon and several online discount than men: the 27% of the US women change the own purchasing decision thanks to the presence of coupons, compared to the less sensitive 20% of the male target.[32]

[31] Infographic: online shopping habits men vs women, Catalin Zorzini, 2015.

[32] The e-commerce depographics reports: in a reversal, women are now dominating mobile shopping. Cooper Smith, 2015.

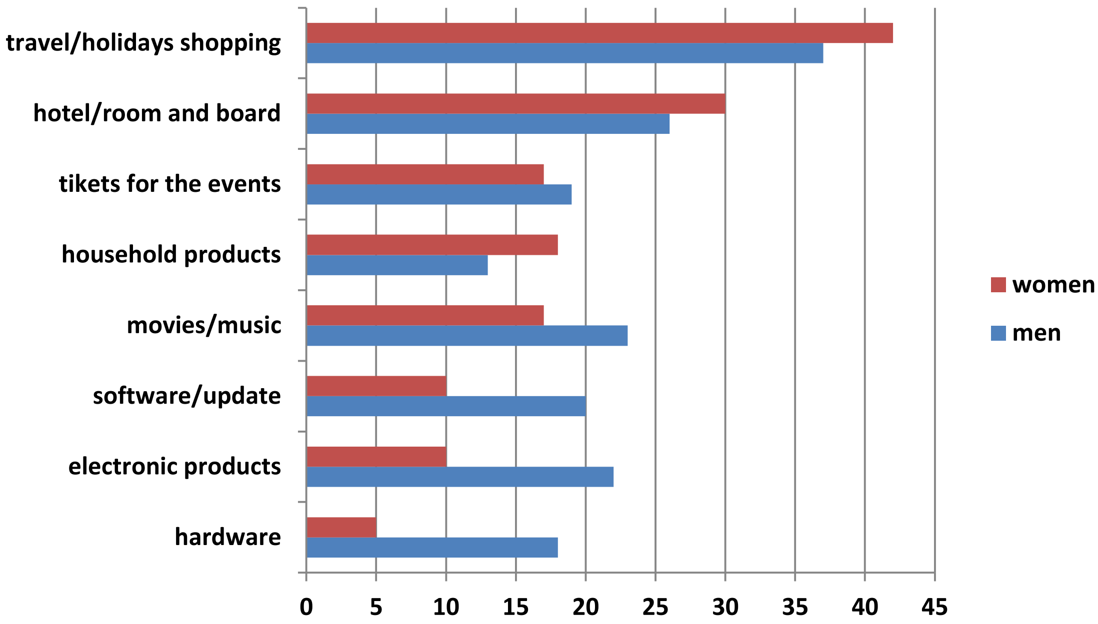


Picture 3.1. Source: Burst Media and Rhythm NewMedia

Talking about the Italian context it is interesting to know the Italian women are a more active user respect the ones from different European countries (they use to surf an extra hour per day) and the data by the research by Starcome Italia[33] could help in better understanding the current situation: there are nearly 12 million of online active women (the 46% of the total users), they surf 24 hours and 12 minutes per month, it means that the daily connection time is between 3 and 20 minutes; the most active age target is included between 25 and 44 years. In this time, the 76% of them read and send e-mail, the 39,3% of them plan a trip and 58,9% of them search for information. [34] Generally, the number of women online that is searching for information is greater than men, especially regarding health services, home, travel and education but the use of media is the same between the gender: in fact a research by Audiweb has affirmed that the Italian

[33] Le donne e il web , Starcome Italia , Alfemminile.com, 2011
[34] Prima di tutto donna, Somedia La repubblica, 2009.

women and men not overcoming the 50 years, use Internet with the same intensity. The difference can be noted with the attention on the categories' product purchasing online: while women prefer to buy trips tickets (trains, airplane etc.) or events, to plan holydays (hotel booking, camping), purchase household products, on the other side the male purchasing are especially directed to: electronic/computers, movies and music cd, hardware and software (Picture 3.2). Beyond the purchase, there are many interesting online contexts spreading among Italian women: at the first position there are culinary subjects (63,1%) followed by nutrition and health (57,5%), beauty (56%), physical wellness (51%), free time and tourism (50,8%) and shopping (47,1%); concerning the amusement activities the 53,9% of the Italian women prefer the quiz and test, the 53,2% the pools and in conclusion, the 38,6% prefer games and contests. Certainly, the more clicked specific website by Italian women is "Alfemminile.com" that is at the twenty-first position in the list of the general favourite site by the Italian people (it is a good position if is considered that the first place is occupied by Facebook). But, obviously, women exploit Internet also to learn information about one of their favourite purchasing categories: the fashion one. The research by Starcome also analysed this point showing that the female Italian target loves pictures and advice: the 61% of them uses to search for look adapted to own body, inspiration (54%), ideas about shopping (49%) and photo about fashion shows (42%). "Alfemminile.com" is also considered the best web site as inspiration sources (the 79% of the Italian women prefers it), followed by the famous brands' portal as Zara and Benetton (54%), and the blog as verycool.it or fashionblog.it (20%); the online purchasing about the high street brand as Zara and H&M results the favorited also in the preference of brands' list: the 70% of women, in fact, prefer these brands while the only 20% prefer the online purchase about the luxury brands as Gucci, Dior, Versace. The analysis was concentrated also on several female requirements that could be an useful advice for the improvement of the online supply: the 52% of female users would find a product profile including several information as price, availability and colour; the 46% of them would have the possibility to watch the videos showing the advice about the trendy combination of items while the 43% would wish learn information about the most near store.



Picture 3.2. Source: Osservatorio Mamme, 2010.

Yahoo did another significant research on the e-commerce spread among the female customers[35]: it firstly analysed the principle problems that Italian women distress and showed up as Internet could be often considered as a real solution. The time resulted to be the source that more is missing to women: the 30% of the surveyed affirmed to not have enough time to relax and the 25% of them tends to find free moments with insufficient results. The situation is worse if it is considered the daily problem; the most frequent one regards the high value of the cost of life (42%), the anxiety about the work situation (40%) and the stress factor (35%). So the Internet become a good solution to balance many necessities and to resolve different problems: the 72% of women affirmed that using the net can help to resolve doubts and to find answers about health problems (47%), work (45%) and, again, little problems connected to health (43%). But, thanks to the online service, women can save time also for purchases and shopping. The 42% of them declared to buy online or to search information about a specific product (in the last month before the survey) while the 46% of them considers to find information through web sites: this is considered as an important action to do before the purchasing act; in

[35] Cosa vogliono le donne dal web , Yahoo&Skopos, 2010.

the end, one woman on three thinks about internet that it is the best instrument to keep a good relationship with brands. The attention of studies also focused on behaviours and opinions connected with the social network usage. The 50% of the surveyed women considers internet as a way to learn information about globally shared events and the other half says that the social network and blogs have improved the relationship with their parents, family and friends (specifically this aspect is more appreciated by women that by men); it is interesting to know that Italian women are more active on the social network respect the French women and the German (+ 20%) and English ones (+ 8%) and they are at the first position about the participation to blogs (35%); women in the age segment from 25 to 54 years, are active in several online forums and communities: those web sites are accounting nearly 10 million of female users (with a growth of 15% respect to 2010). Moreover, in the last years it increased the spread of social commerce: the 26% considers very useful to be able to read an opinion about a product before to shop it; while the 14% of them declared to write and share judgements about testes products and services.

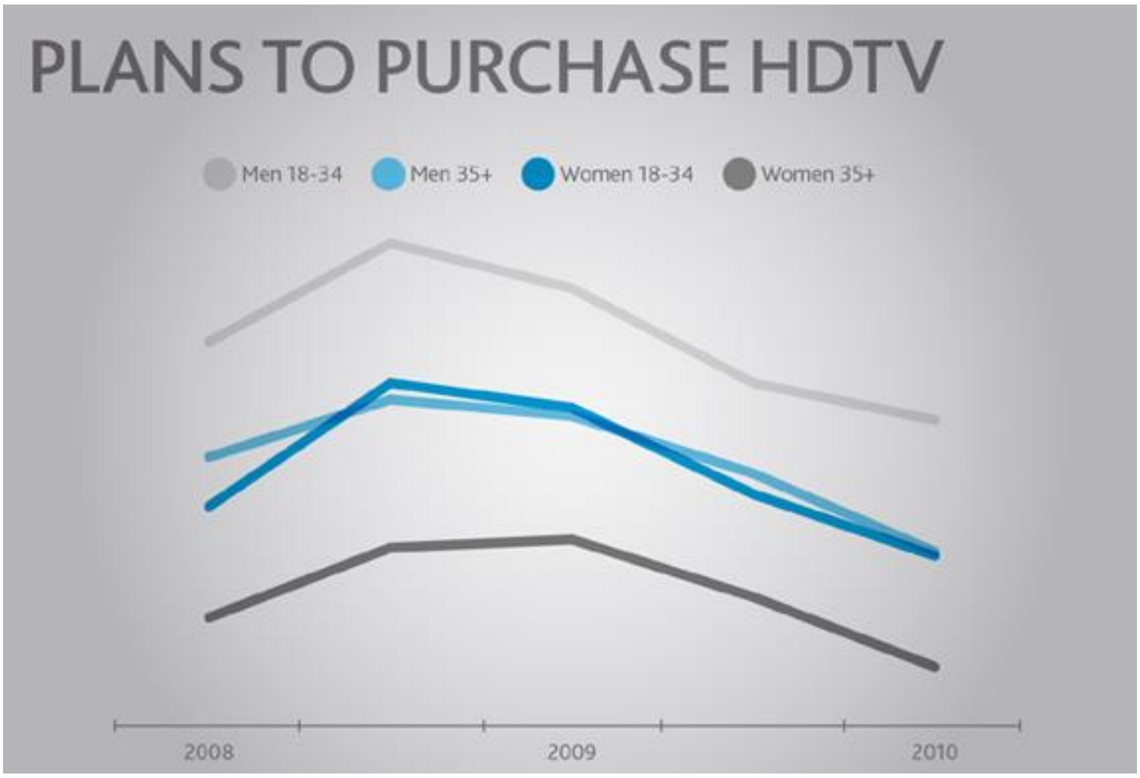
3.2 Pink technology

The e-commerce's growth and spread among the female target is, certainly, connected to the increased number of women's interested in the technologic industry. By now, the question about women, representing the nearly 90% of the purchasing decision, is a verified and knew concept, but, now, women are more and more responsible for two thirds of all consumer electronics purchases, and this fact rests still an incredible and innovative idea. In the business scenario of the last years, one of the more urgent and frequent challenge that the technologic/electronic companies are determined to launch, is the understanding about the better way to satisfy the women's needs, considering the new and essential elements for the growth. The powerful and essential of this target is comprehensible only observing few data: the female income spent in the electronic purchases accounts is nearly $55 billion on a total of $96 billion and, furthermore, the 84% of the women considers the technology a means that can help to improve its lives.

Is cogent also, in comparing the data with the male gender; several studies showed that the surveyed women (+ 18 years old) are more likely to purchase the electronic product in the close future. Specifically, the female interviewee's purchasing intention regarded tablets (18%), laptops (20%) and smartphones (20%) while the male percentages are less they would like to buy: 15% tablets, 14% laptops and 17% smartphones. So, there is a superior female percentage on the most important technologic products, but all the LCD TV; concerning this category, in fact, the research[36] showed up a more intention to buy by men (19%) than women (17%). A research by Nielsen concentrated also on the use of the electronic products by women and their reasons of surfing in Internet: specifically they believe that it is important to buy these products when their use is socially relevant, so these can help them to improve their lives. The research analysed differences by the gender, underlying a more female trend about the use of some technologies as smartphones. Women spend more time online by phone than men, so they have, obviously, different needs about the screen and the display; moreover they are more likely to improve their relationship talking by the smartphone. The analysis, in fact, showed, as talk time and sent SMS are more than men (+28% and +14%); so they use the own smartphone above all, for SMS, MMS and social network, while the men tend more to use application as GPS, e-mail, internet. In the end it is interesting to know that woman belonging to the age target 18-34 have more intention to buy an high-definition tv (HDTV) respecting men aged 35 and over (Picture 3.3); about the DVR, instead, their usage is increased in Afro-American and Hispanic interviewed groups with a rise from 11.3% in 2007 to 37.4% in 2011 for the first ethnicity and a shift from 10.1% to 32% in the same range years for the second group.[37]On the whole, it is esteemed that women represent the 88% of the consumer purchasing against the 83% of men and the trend is in a continuous growth. This phenomenon is occurring due to the implemented strategy by companies, which are searching to understand a way to really meet what a woman wants about this industry. Many famous companies were directed throughout the launch of electronic products characterized by functional and aesthetic modifications, studied for a female target. An example of this trend is the Tulip Ego Lifestyle, a laptop launched by the brand Ego; Ego is a Dutch brand which aim to an

[36] Parks Associated, 2011.
[37] www.nielsen.com

high positioning serving the higher-level luxury consumer; the laptop has, in fact, the form of a luxurious bag with the high-defined style and the possibility for the customer, to insert unique and personalized elements as diamonds, colour changes and embroidered. Anyway, also the classic famous electronic companies whose offer is directed to medium target, are making an effort in this way: Epson, one of the most powerful companies in the printers and scanner markets, reached the high position in the scrapbooking market, an industry completely built considering all female needs. Also Sony indented to meet the female habit with its LIV line, including CDs about kitchen and radio shows, with a little form adaptable to home spaces and other women needs. Unfortunately, there also are episodes concerning failed lunches; for example, in 2009, the second largest manufacturer of laptop, Dell, decided to create a site's section where women would be able to learn advices and information about a notebook that was proposing to improve and change their life; another section was concentrated on music advices, while another one on pc games. This strategy was considered ridiculous and it represents an example of the complexity to understand the real women's trend in this specific sector. In particular, by several studies, it was possible to know that women rarely prefer the "Thinking Pink" strategy: specifically a research by CES showed that nearly one third of the interviewed women does not like the products with classic female colours and style. This opinion is not also an analysis's result but it occurred that this kind of approach was a connection failure with the female target, confirming the idea that the misunderstanding of their real needs and to find the best way to communicate with women is the most crucial and important question to resolve. About others significant differences from the trend of the past years, it is also curious the video-games case: it is an increased female interest and purchasing shopping above all the Play station (Sony) and X-box (Microsoft) online stores, and women are overcoming men in players number of social games (54% vs 45%); moreover it is attested that they are more active to play on Facebook (+40% respect the men). Despite Sony and Microsoft, the Nintendo has reached an important female market quotas avoiding the improvement of graphic and the faster and powered chip but it was payed the attention to the female tastes. It is one of the first companies that draw the first console for this target: the goal was not to reach the target, including experts and sophisticated players. Due to this strategy, the company launched the Wii, a cool, lowpriced console that conquered women belonging all of age target: from children and teenager to mothers and grandmothers. Today the Wii is the most popular console-game among the female target, thanks to its capacity to adapt itself to different ages and needs, in giving the possibility to play to social game in groups, but also the healthy activities as fitness.

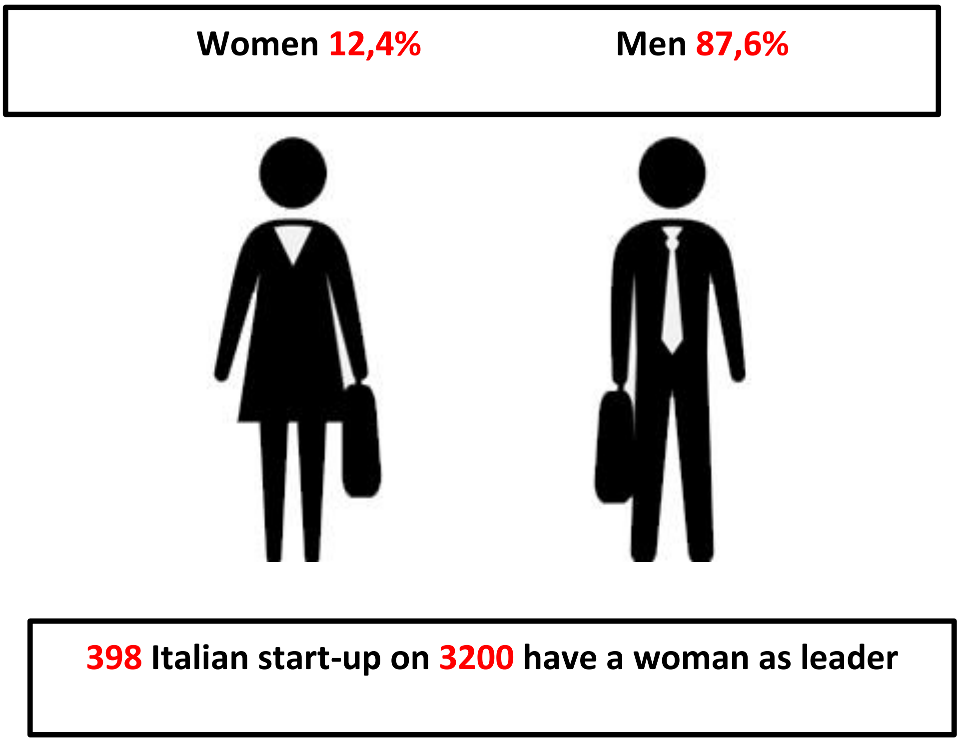


Picture 3.3. Source: Nielsen company.

In Italy, the growth of female purchases in the technologic industry followed the development and the diffusing of use of laptop and, specifically, Internet too. Starting from 2010, it has been registered a considerable increasing of families number owning a laptop (59%), with an Internet line (52%) characterized by broadband connection (43%). Specifically, the 69% of Italian women possesses a wireless Internet access in their house; the bedroom is the favourite room where to be connected: for the 57% of women this room is very important and it is followed by the living room (54%), the kitchen (40%) and the bathroom (13%). [38] In 2010 the number of women using Internet accounted about the 43,6%, against 54,6% accounted by men; despite the recent increasing of the female users, the gender gap is still existent (62,3% vs 52,7%). Several Italian women stay out from the online context and the Istat report confirms this idea, showing that only one woman on two owns a laptop, while the percentage of men owning it is close to the 59,3%; The younger Italian girls represent a countertrend: teen agers from 11 to 17 years old tend to use more Internet than man and the ones between 20 and 24 years old are overcoming the male target also in the cloud usage. In the end, women in the range of 15-24 years are the principle e-books user. In fact, in Italy, young girls are using more technologic products while the housewife; the old and the women with low instruction are the most excluded target. The gender gap is due to also the working situation because there are a superior number of men that can access to digital contexts, thanks to the own job. Among the innovative start-up, in Italy only one firm on ten is leaded by a woman representing an enormous gap, even if in the last years, there were the improvement margins: in the October 2014, the female leader of the start-up was only of 9.17%, while six months after, the percentage grown up to 12,4%, nearly 398 on 3200 (Picture 3.4). This "female" start-up born especially in the Northwest and the great part of them has few operators and a reduced budget (the 95% accounts a social capital of €50.000). The femininity tax decreases when the social capital increases: it reaches the values like zero when the budget higher €500.000. Moreover, the Chamber of Commerce of Milan showed up that in the start-up there are less female when these are more high-tech: in Italy the high-tech female firms are the 11,7% only, while the medium high-tech are the 10,3% while the start-up including a low high-tech level account for 23,1%.[39] Despite this situation, some researches showed up positive data about the possession of technologic products: the 99% of Italian women own a mobile phone, the 94% a tv while the 89% or a digital camera; in the end the 85% owns a laptop and the 43% a tablet. The generation between the sixteen and thirty-fourth years old is also called "Geek" generation: it means that this people are interested in digital, electronic and technology shopping. This phenomenon arrived in Italy late than others countries and it is diffused thanks to a group of women called "The Girls

[38] Cosa vogliono le donne dal Web; Yahoo&Skopos; 2010
[39] Un divario che pesa sull'occupazione; Francesca De Benedetti; 2015.

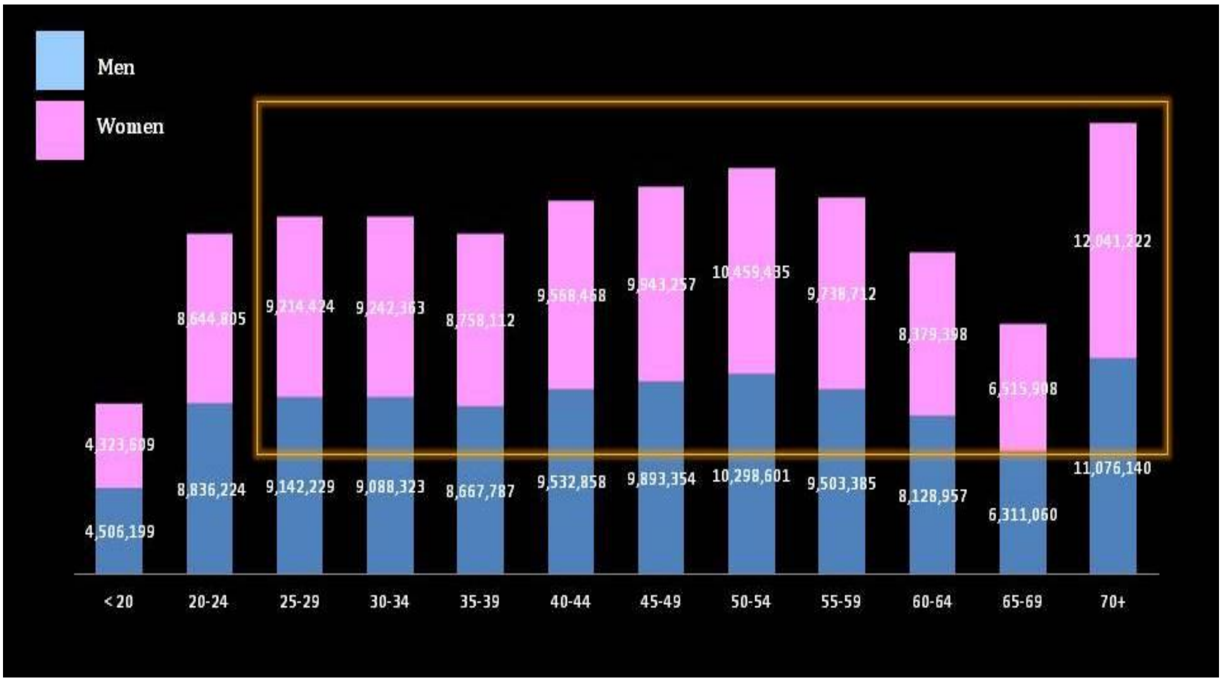
Geek Dinner", that in the February 2007, in Milan recalled the rite of American women that use to organise periodic reunions in order to debate about specific subjects. "The Girl Geek Life" is an online magazine that shares information about the digital and technologic world to Italian women, which can also find working and friendship opportunities.



Picture 3.4. Source: Unioncamere 2015.

3.3 Women and cars

The economic potential represented by women was recently recognized also in the cars industry that was traditionally born in order to serve a male target. This phenomenon can be understood, simply observing the growth of the women number having a driving license (DL): on the basis of the Frost & Sullivan report, in the US occurred, for the first time, that the number of women owning a DL passed the male segment, in more ages targets, too. In fact, women possessing a DL are more than men, not only in the younger ages, but generally in the target over 25, with a significant and rapid gain for the segment of 55-59 years old and a big gap about the over 70, the older target (Picture 3.5). There is this same trend in Canada, with a percentage of DL licensed women accounting for 49,95%, with a peak reached around the 55s. In the UK, the current data allows to think that the same situation will happen in three or four years: in fact, the licensed men are decreasing, while the women with a DL are increasing, with an extra 2,5% points. In Germany, despite the car industry is dominated by men, the licensed women reached the highest number of the last three years with a percentage of 40%.



Picture 3.5. Source: US Department of Transportation, Frost&Sullivan Analysis.

Others reports confirmed this trend: for example, the data showed by Alliance affirmed an inversion phenomenon respect the past years, with 105.7 million of women having a DL, +1.4 million more than men. The second difference between the gender regards the time spent in driving: it is attested, in fact, that in the period from 1981 to 2011, men decreased their distance drove and the travel done by cars while, in the same period, the number of women about the same actions is increased. So is relevant for the firms, to know that the 85% of the purchasing decision in the cars' industry is represented by women; this value can be translated in $88 billion per years while the $300 billion were annually spent by women for the car maintenance, mechanical reparation, car cleaning and other services; the number of new cars like 60% were purchased by women while the female purchases of used vehicles account for 53%. The companies attention on this target is growing up, especially in some age ranges, females cars purchases are more than men, showing a significant trend inversion in the car market: in particular, recently, the medium-young women aged between 22 and 30 years, increased their vehicles purchases with an extra 20% respecting the other gender. It is interesting to know how different perceptions in both genders have been felt in relation to these recent changes: a research by Auto Alliance extensively analysed this matter, showing up that, often, the surveyed opinion didn't reflect the realty. In fact, the 72% of men considers themselves the most influent purchasing about cars, while the 60% of the women thinks the same about themselves; secondly, the interviewees expressed their opinion on the influence on the specific cars aspects of the: the 85% of men and the 47% of the women thinks that the male gender is more influencing the purchasing decision about the compare of elements as engine and the powertrain while the percentage became 70% for women and 60% for the men talking about the choice of the more scrupulous elements. Moreover the man believe that women tend to purchase a GPS navigator to not get lost (55%), use the turn signals (48%) and clean the cars (45%) than the men. Talking about the female preference and what they want by a car it can possible say a great part of the them prefers the small, simple cars with intuitive commands but also with a commendable design and a particular attention to Sustainability, But there are two aspects that women research, that became essentials for the purchasing decision: the reliability and the safety. About the second quality, specifically, the report showed that the 65% of the female surveyed considers this one the most important element influencing the next buying (the value passes for 20% points the men). The difference between genders is also present in the online habits, in fact, before to visit the dealership, women tend to learn information through the web, spending a lot of time in researching opinions, reviews and comments; on the other hand men are more concentrated on car technical features. Specifically, women are associated with several car values as freedom and independence; talking about the brand volume they don't associate themselves to aspects as colour, model variant and brand: this is true only in luxury brand case, where women are more influenced by the advertising, especially if the presence of famous people is contemplated. An example of that is the Land Rover Evoque spot, patrocinated by Victoria Beckham: this has been the first Land Rover purchased more by women (60%) than by men. Others same case of cars mostly purchased by women are: Nissan Kia (65%), Mercedes SLK (60%) and Fiat 500 (70%). On their side, companies should implement marketing strategies more adapted to female target and, specifically, there are four points where they should work, in order to improvement the penetration in this market:

1) Attract a larger share of their wallet: in order to attract more women, cars companies have to concentrate less investments on technical elements and focus on the image of companies, the value of brand, the quality and safety creating a stable relationship between the customers and on this increase the value.
2) Reduce her post purchase dissonance: often the women express their dissatisfaction about the sales experience in the dealerships. Many times in fact, they are subject to different treatment by the salespersons, respect the man: some study have observed that frequently the dealership imposed the higher price to women taking the advantages from their lack of knowledge and experience. An example of dissatisfaction expression by women is a Facebook page called "Women hate car dealers" with 6.557 likes. So, the companies should be make the shopping experience more comfortable, a moment when the women can feel at ease. An important initiative was been

launched by Lexus of Massapequa that has organized “Cars and Cupcakes”, an event of discussion about two big problem:

- the 77% of women is forced to visit the dealership with a man in order to learn advice about the financial aspects of the cars.
- women have a less capacity to negotiate, so occur they have to pay $500 more per car respect the men.

So it is clear that women need to be understood and served like a man, to converse simply and to fell themselves free to ask any question about the financial, technic aspects; the salespersons should be allow this situation, appearing more courteous and willing.

3) Focus on the service experience: the good service by the dealers and a well relationship between them and the customer should be assumed also about the service post-purchase. In fact the women are more sensitive to the influence by others and the 65% of them search advice about the car’s maintenance while the 70% decides to buy the tires when the other people say them to change these. The improvement of this service can increase the loyalty of the customer.
4) Don’t treat all the women the same: despite a great part of the female costumer demands a small, simply, manoeuvrable vehicles, this doesn’t mean that it occurs always for all of target. In fact, there are many women willing to buy cars belonging to luxurious brand so the best strategies of marketing are those that include the supply solutions to satisfy the different taste and needs and don’t concentrated on the usual and common habits.

In order to understand the European and Italian context regarding the economic relation between women and car, it is useful to quote the research by the Aufeminin Groups (represented in Italy by “alfemminnile.com”) that analysed the woman approach to cars purchase. Basically, data showed right now affirmed a spread of cars possession by women: more than an half of interviewees (51%), in fact, owns two or more vehicles per family and this occurs in Italy, Spain, Germany, France, Belgium and Poland. Focusing on Italy, specifically, it is possible to clearly understand that also the driving experience is by now, a largely diffused practice among the female target, with a 79% (four women on five) of interviewees declared to drive every day and only 11% affirmed to drive twice or three times per week. There are more harmonized percentages concerning the influence on the purchasing decision: the 41% decides by themselves the desired next car and the 43% asks for an advice to parents (63%) and partner (27%); the French women are more dependent by their partner's advice, while the Spanish ones include in the decision friends, too. The situation is turned upside down when the study is focused on the male purchases: the 61% of the Italian women was not been engaged in its partner's decision in purchasing a car and only the 36% is considered; the different situation occurs in Belgium where the 64% of women take actively part in their partner decision. The car buying decision is influenced by its features and, about this, the preference of Italian women is not homogenous: at the first position there is the price (98%) followed by petrol consume and safety (both 94%) and the design (89%) but they are also the less satisfied about the colours supply (they represent the 25% against the 17% of the European average); is interesting to know that French women are careful to automatic drive and the leather seat (65%) while the German ones are influenced also by the environmental matters (73%). By this study it is also possible to observe that the male influence is still present not only during the purchasing decision but also during the shopping at the dealership or the mechanic: despite the 62% of the surveyed is indifferent if the dealer/mechanic is a man or a woman, the significant 35% prefer still the male service. There are less percentages believing in cars spot are more discriminating: 29% against the 34% that instead does not think in this way. The influence on the purchasing decision exist also online given the nearly half of the interviewees (45%), declaring to search for information before the purchase, in the specific web sites while the 22% visits the specific female forum because for the 60% the opinion by the other women gives more certainty when exists the indecision between two models.; specifically, there are less Italian women visiting the cars brand web sites (only the 18%), while the 17% requests advice from specific reviews; the French ones are careful to the TV shows and the Belgian ones consider more trustworthy the dealers. Visiting the alfemminile.com forum, it is possible to know the users expectation and needs: four women on five (79%) would use a simulation tool to calculate the real price of a car while the 68% would have a selected list of cars based on its needs and, curiously, the 62% wishes to create their dream-car. In the end the survey focused on the sustainability matter, showing up the less positive results: the 65% won't buy a new car if it is not eco-free; thinking on a future purchase they are not more available through the electrical vehicles: only the 36% is favourable because is braked by high prices (28%), the limited supply's variety (18%) and the scepticism about decrease of powerful and less appeal of the models (13%).

3.4 The services industry

FITNESS

Today, the weight is still one of the most frequent worry of all women over the world. The most part of them (68%) believe to be overweight and would like to be slimmer. But, as the beauty concept, also the question of the weight today is considered included in a holistic vision: now, the right form concept does not only consist in a loss weight but regards a more general context, including the wellness both of physic and mind, so the concept of "thin" is not connected to a good bodywork and a correct nutrition, but is considered a bad idea that can cause disturbs and diseases. The fitness industry is built on the insecurities and the flaw of women who attribute them, many of their daily failure (about work, social relationship, self-esteem). Despite in many case this industry seems speculate on this lacks and that the women overstate the own body problem, in the other many cases the same problem really exists and it is very serious: it is sufficient thinking on the obesity's level that is increasing not only in the US but in others country over all the world. The research by the World Health Organization (WHO) showed how the US is the country with the highest number of overweight women, but that this problem become a serious matter also in others many countries as the UK, Canada, Germany and in developing countries as Mexico, Russia, Brazil, China and India;

specifically in Japan is launched an healthy programme by the Government against the obesity: it defined a standard of waistlines with the limits to not pass; in case of excess the women receive the adapted information to resolve the problem. The overweight spreads very quickly among the female target due to the stress level increasing, the lack of time and the big tasks amount to carry on, women haven't enough space during their day to cook and to eat healthy or to exercise. Obviously, this question influences them and the consideration they have of themselves: in a BCG research it is possible to underline a spread of the low esteem among the women, given that only the 25% of the interviewed sees herself a beautiful woman, while the 26% declares to have a fit aspect, rarely or never. Moreover many of the surveyed founded a lot of difficulties in admitting their overweight or their body imperfections: the 15% admitted to be on a diet for an indeterminate period and many of them admit to have a yo-yo dieter status due to the limit ceding often to the food. Another relevant mater is that often, in hearing the surveyed talk about their weight, it seems that they have not a correct perception of their real situation: the 64%, in fact, declares to be overweight but is demonstrated that only an half of them (32%) really is in this situation. The women difficulty and embarrassment in talking about their bodies is one of the most discomfort they feel when do not approve their physical situation. This negatively influences a woman during her daily and simply actions or contexts. Once women have problems regarding the weight, they cannot serenely live their social relations, a job interview or found many complexities to find a love-partner and good relation with friends. Unfortunately, these are not only perceptions but it depends from real events, which often occur. A lot of studies showing up that women with a better appeal and attractive presence are likely to assume or reach a job promotion. The female discouragement also depends on many failed attempts to lose weight due to the unadapt offer of the modern fitness industry for this target The US diet food market accounts nearly $10 billion for a global total of $20 billion while the health industry account $14 billion with the profits generated increasing continually years per years, thanks especially to the women that dominated the customer of these sectors. Despite this apparent, positive situation women express bid dissatisfaction about the gym and the place where occur the body activity: many of them are too expansive and often, the presence of a great number of men can create inconvenience and hindrance. But the overall fitness industry is not considered enough satisfying and determined: women try to attend the many and many diets, approaches, exercises, methods showing by the reviews, web sites, blogs, tv programmes and instructors but, in the end, nothing seems to be perfect. Anyway the fitness industry is registering growth more significant year by year and has also others many opportunities to increase its return especially aiming its strategy to the female target. In particular the most occurred phenomenon demonstrated that there are three successful approaches the industry can use to reach and attract women:

- Fitness without bodybuilding
- Real support to diet, weight loss and fitness plan
- Convenient and useful supply of food

It is attested that companies that used a mix of those elements reached more profits than the past, thanks to the plan completely designed for women especially belonging to the target age 25-45 years. The woman, in fact, mainly searches for a cheap service and for a trustworthy programme, which allows them to achieve real and practical results. Companies that implemented this kind of strategies have knew their growth especially through the network development and the franchising. This method exploit the know-how of the affiliate about not only the marketing strategy but also the structures as the fitness equipment reaching high profits; for example the network of the Italian franchising about the wellness centres accounts to € 417 million (2,8% of the total franchising business) and included nearly 5.500 employees. Many of these companies give their success to the fact having dedicated themselves to specific target of customers: one of the most impressive is the case of the Curves, a real fitness centre thought for the female target. This is born in order to offer programmes for the keeping of a good healthy condition and preventing of cardiac problem, all of this only for the women over 35 years old, specifically. Following Curves became a franchising and today accounts over 10.000 centres globally (7.800 in the USA).[40]

[40] Wellbeing marketing ; Gianluca Gregori, Silvio Cardinali.

COSMETIC SURGERY

The time goes on, the values and the ideals change, the roles are overturned but some things rest the same or less modified respect the past. One of these is the image of the woman transmitted by the media who is represented usually by models and famous showgirl with attractive aspect, obviously. Only few years ago this female figures representation was considered too far by the realty and unattainable but the distance between the beautiful transmitted by the media and the common women is decreased thanks the cosmetic and plastic surgery. This is the reason why the 85% of the people who decide to submit itself to the operation of plastic surgery, are women and specifically Italy occupies the third position in the rank of countries resorting to the scalpel. Only in 2011 the operation's number is grew to 820.000, more of thirteen for the women represent each 1000 people who's the 70%.[41] Despite cases of more impressive operations regard the showgirls and famous people, now this phenomenon is also including common people as the mothers, the teens and juvenile grandmothers; the Isaps registered that in the 2011 8,5 million of women decided to submit to operation due to beautiful questions and the 87% of these, are been realize by women. Many researches showed that in the last twenty years in the USA, the women's breast is more grew up from third to fifth size while basing on the study of the "Associazione Donne e Qualità della Vita" about the separated legally, in Italy the 30% declaring to use the monthly contribution by the ex-partner for aesthetic operations. But which reason induces the women through the plastic surgery? The reason could regard physiological needs, a physical lack that impedes to follow a regular life or the aesthetic needs. Often, the request of this kind of operation is caused by psychological and unconscious reason. Through a simply operation, in fact, women can improve their life's quality becoming more secure and eliminating the imperfections which make them in a situation of inconvenience with themselves. So the gratification after an operation does not regard only the physical aspect but have a strong connection with the mind and the image of the body that the people have about themselves; so often feel more beautiful corresponds to be really. Many research have confirmed this connection: the operation regarding especially the face of the women can help them to improve the self-esteem and the relationship with others and the society, generally. The study published by

[41] Isaps, International Society of Aesthetic Plastic Surgery.

JAMA Facial Plastic Surgery showed that the procedure to remove the bags under the eyes, the lines and to perfect the skin and the lips can make the women more determine to reach the successful in the life and at work, but also more appreciated by others. This does not regard only the sensations the person operating but also the perception of others: this study, in fact, has collected response by 170 participants to the experiment who have to express their perception about the pictures illustrating the women's faces before and after a plastic operation. Every woman represented after the operation is evaluated more likeable, attractiveness but also more secure and with more esteem for themselves. But often, the aesthetic surgery does not resolve the psychological problems despite help to pass the physical lack: this regard cases about women who tend to care the deep hurt of soul becoming more attractiveness or the young girl that request (often as a gift) an operation due to an emotional needs. Among this target, are becoming more frequent the request of a second operation because this method cannot the emotional problem but is only a temporary sedative for the happiness that reappears after a period.[42] Another important question is that, despite the recession, the Italian women usually find the resources to support the high costs of this kind of operation. The data by Aicpe, which has already been registered in 2011 a growth of the operation's number of the 7-9%, in 2012 has showing an increase with a grow of 10-12%. Anyway, there are also some methods to save: many women, in fact, restore to low cost operation that occurred in countries as Brazil, Argentina, Indonesia and especially Tunisia where in the last years is becoming the new frontier of the plastic surgery. Today, in fact, there are 80 private clinics with the efficient structures and the best surgeon in the country. Is frequent the offer about full package including sojourn in five stars with the costs lower of the 50% than in Europe. So, are born the new tour operator specialized in this kind of travel that are spreading especially among French, Italian, English and Swiss women. Obviously the lower price represented a big risk about the health and often the operations do not give the hoped results due to the different standard of beauty.

[42] DBeauty, La Repubblica.it.2015

TRAVELS

It is esteemed that the women spend nearly $125 billion in travels per year and the 80% of the decisions about travels are taken by women; the 75% of natural and adventure trips are planned and made up by women but the influence of this target is possible know also by their weight on the profits travel industry: in the last six years the business of the women-only travel companies grew of 230% and now the sector accounts 67 million of the female customer participation who can be translated in $19 trillion per years. These decisions especially regard the company choice, the place and who is paying for the trip but this choice change basing on the different target of the women (age, social status, familiar situation, job). Mothers, for example, make the travel decision especially basing on children's needs: this is confirmed by the fact that the 92% of travels is planned by women thinking on family's needs and the presence of children affects the travel decision of 61% of US women. About women without children, instead, it is diffused the practice to travel with other female people; in fact the statistics by AIG show that the big part of the young women (91%) prefer book a trip with their friends while only the 8% is in the habit of travel with its parents; focusing on Italy is been possible know that more of six women on ten (63%) have participated, in the past, in a trip with others women especially thanks to the common interests. The 51% express that love do the same things and visit the same place with its friends, the 42% admit to use the trip in order to reinforce the relationship with a friend; the 86% of the Italian women decide, in fact, to leave with their best friends and the most common destinations are the cultural and artistic capitals (75%) following by activities as the shopping (50%) and taste the local cooking (44%), only three women on ten allow herself the luxurious trip with the friends. [43]Since few years, moreover, the number of single women who decide to travel alone increased but the target interested to this phenomenon does not regard certainty the more young: the majority, in fact, are older of 45 years, the 13% belongs to 35-44 years old, 6% are between 25 and 34 years old and, at the end, the target of more young (18-24 years old) is represented by 1%. Many research and survey have analysed this growing phenomenon. Trip advisor, one of the most important agency travel in the world, has conducted this kind of study on the occasion of the last woman's day, planning a survey on 9181 women coming from nine

[43] TripAdvisor. Indagine sule donne viaggiatrici, 2015.

country: Australia, France, Germany, Italy, Russia, Spain, South-East Asian, UK and USA. From this study is been revealed that certainly the women like to travel alone: the 55% of the interviewed declaring to have already travel alone in the past and the 75% will do this one time at least, during the 2015; the number of Italian women is still low respect the global average given that only the 23% prefer to head a trip out alone while the 44% prefer to travel with a company and the 39% have not the possibility to travel alone, never in its life. Which are the reasons that induce the women to travel solo? At the first position for the Italian women, there is the wish to do everything they want (55%), the impossibility of their friends or familiar to trip (33%) and the pleasure about to be independent combined with a challenge of travel without help (26%); among the most benefit, instead, it is possible reveal an increase of independence (the 50% feel self-sufficient and another 50% feel more secure of herself). The situation is different in UK where the 64% affirmed to have no problem to travel solo, confirming the strong growth of this phenomenon that the country has knew respect the past five years. The English women are induced to travel solo because find in this a means to escape from daily tasks, but the 64% affirm its wish to know new cultures and feel more secure alone; after the travel, they feel themselves more free, power and alive than when travel with others (61%), while the 47% admitted to be became a bit more egoist but to be more determined about do actually everything they want. The social media that have contributed to increase the female trust and the confidence for this experience gives the growth of this phenomenon also. Thanks the social media, in fact, the women can know the place and the most important structure before the departure and communicate with their friends and familiar also when they are away. [44] About the female travel habits, it is possible to analyse these also observing the difference with the male target: the female travel decision are affected more from the familiar relation with a 64% of women who plan travels in order to visit parents, familiars and friends against the male 57%; about the company, also the men prefer to travel with friends (86% indicates the own friend as the best company for a trip) but, differently by women are more reluctant to organize a trip with all men (only three Italian men on ten, the 31%, have participated to a trip with only men); the female percentage is higher than male also when the

[44] Holidays with me, Myself and i leads to a self esteem boost for British women , Booking.com, 2014

subject concerns the habit of purchase local souvenirs (45% against the 36%) [45]. An aspect that pool the women of the entire world is the way to find the structure where stay. Globally, reading the online hotel reviews is the essential element to choose the place where reside (92%), followed by the prices ‘comparison (57%) and the research of the information on the web sites (57%). So the 80% of the globally women consider the positive reviews of others user a fundamental factor during a decision about the booking a travel; the 87% of the Italian women, instead, considers this, the most important factor absolutely.

[45] Study looks at the travel habits of men vs women. Laure Del Rosso. 2013.

4. The mothers' target

4.1 Tastes trends and values of the global and Italian mothers

When a woman became a mother changes completely her life-style, also modifying habits and decisions about purchases. This is the reason why marketers consider this passage as a crucial factor in order to understand women's consumer behaviour. The first step for a good target comprehension is to do not consider mothers as such, given that this is not the only role which women can perform: marketers, in fact, have to consider the wife role, the working woman and the principal subject crucial in the household decision. Despite the concept of the modern woman (who is approaching always more frequently to typical male tasks, industries and jobs) is increasing, many researches confirmed that it still exists tasks that for excellence are executed by the different gender. Both working and stay-at-home mothers tend to take care of children (when they are sick, when they want organise a birthday party or when they need to attend at a medical visit) and the house (to clean up, to cook etc.) while the male household tasks regard especially the extern activities as to mow the law or take out the garbage. The grocery shopping and the financial matter like the bills payment) instead, two of few activities that are executed without gender differences are considered. These ideas have been confirmed by studies, also in terms of time: as example a research by the American Time Use Survey, surveyed 17,000 US women, showing that they spend more time than fathers to execute household tasks (2 hours against 1.2 hours) and about the children care (1.2 hours against the 0.8 hours). The high stress level they feel respect the fathers with the working mothers who touch the peak expresses the multitude of tasks done by mothers and their essential weight in the house and family support. Specifically they justify the 49% of their stress to the work tasks and the 51% to personal and daily tasks; the fathers, instead, attribute the own level of stress more to the job question (62%) and less to familiar question (38%). But, among the several and different mothers target surveyed, the Afro-American, Hispanic and single mothers registered the highest level of stress, absolutely. This is occurred why, for example, are always more the mothers of colour with a job and more children respect the white women so they have a most weight on the working force. Specifically the Afro-American wife-mothers with younger sons (less than18 years old) contribute to be a working force for the 82% against the 66% of the Asian mothers, the 62% of the Hispanic mothers and the 55% of the white women. The high stress level, presents above all mong the single and Afro-American mothers, it is also translated in a low happiness level and calm. The same research, in fact, established that the happiness level among American women is lower than men respect the overturned situation of 35 years ago. This condition is defined by The Economist as: “The Paradox of Declining Female Happiness”[46] caused by the increase of a multitude of opportunity for the success available for the women in the last years thanks to social and economic changes. This phenomenon, apparently positive, can become actually, a danger for the stability and the equilibrium of the women’s life. Maybe they feel more pressed and do sacrifices obtaining, in change, a decrease of their happiness; but this occurs also due to the organisation of the American society that appears not adapted for the many requests and duties to that the mothers have answer. Moreover, both levels of unhappiness and stress are also caused by the complexity of the many their role management that every day has to perform. Especially working mothers are in a continue conflict due to their indecision about how plan better the few time having available daily. So their life is a kind of balance between the work and the familiar life: have a job give them the possibility to spend more and a more stable economic situation but, at the same time, this reduces the time that they can pass with the children. The study focused on the time’s manage from the working mothers and stay-at-home mothers showing that the former have less time than the latter about the household tasks (2 hours against 3.6 hours), restful activities as sport or social relationship (2.9 hours against 4.2 hours) and sleeping (8.18 hours against 8.77 hours); anyway there are not big differences between activities carried out with their children as reading (0.04 hours against 0.09) and playing (0.19 hours against 0.52 hours). The complexity in managing their stressful life brings a mother to search for solutions in products, services and brands: she searches for simply offers that can help her to conduct hers multitasking existence and manoeuvre among several and different roles.[47] The supply’s features more demand by the mothers are

[46] Betsey Stevenson, Justin Wolfers. 2009.
[47] The Rise of the Real Mom. Marissa Miley, Anna Mack.

certainty the practicality, the convenience, benefit, velocity, variety of choice, facilitation for working mothers, genuineness (especially about the biologic products), liberty of movement, reliability and the fame of the brand, guarantee and the research and development; but, obviously the mothers express also the negative meanings as too high prices, too commercial products or products sponsored by the advertising but not essential, scarcity of the quality's guarantee, absence of information about the products' origin, less genuineness of the components, colourant and sugars in the groceries or allergenic components for example in the body wash , creams and serviettes (more cited the phenoxyetanolo). The product of a big part of famous brands seems to be distinguished by mothers in base of the notoriety, the know how and the reliability but the most important factors are: the usage time and the new products trial, connected to less famous brands. The Matercom report[48] analysed these factor in three sections: the grocery, the cleaning and the infant care. In the first sector mothers are more inclined to test biologic products because they are re-considered as more natural and healthy: the variable of the advertising is considered often proportional inversely to the genuineness of the sponsored product. In the cleaning industry it is registered a marked factor regarding the nappies consume: the tendency to try a new product, less famous and less sponsored but, at the same time, that does not give allergy or irritation issues; in this case the variable price is more relevant. Anyway, this tendency is lower in the infantile care sector where mothers continue to use the most famous brands, but for less time respect the past. After, it has been analysed how mothers perception about the supply and the mostly they have affirmed that the offers of several products are less different, but vary in the different store, more attractive when they are promote online while are bit sponsored and promote through the others media and specifically is present an high level of dissatisfaction about the supply of the nappies because it represent the most expansive purchase during the more long period. From these negative opinion is been possible gather the advice of improvement for the companies, directly by the surveyed: put a discount postcard in the pack for the next purchase, give to mothers customers an award of loyalty after a certain amount of purchases or period, offer a bigger range of products or inspect periodically the needs of the mothers. But the most important

[48] Matercom, marketingmanagement, Istituto ricerche statistiche e sondaggi d'opinione. Cinzia Prestipino

requests by the mothers throughout the firms regarding childhood items: the precision, completeness and specificity about the origin and source (especially for the grocery products), exact product's composition and absence of the noxious substances. These ideas are translated in the grocery industry like:

- Manufacturing distant from the polluting sources with the exact specification of the product's origin
- Absence of the preservatives or sugars (despite the presence of the sugar is justified by the mothers for the conversation, they believe that this has to be decreased)
- Production of the biologic and natural products

Concerning the cleaning industry, mothers want for more information completeness regarding product components. In fact, it is rejected the phenoxyetanolo because is considered as damaging for the babies' skin while are approving the products as:

- With less lather
- Bit perfumed
- Do not cause allergies
- With a long duration (especially for the nappies)
- In big packs as that of adults (especially about the products for a baby bath)

About firms producing infant care products, instead, the most relevant features are:

- The form
- The material
- The aesthetic aspect
- The origin

The made in China is been reject by every mother about all industries because considering bit safety and are not reassured by the firms affirming that in this country is realized only the product's manufacture and promising the product's quality. So, in conclusion, the ideal offer for the mothers could be reassumed in:

- Discounts promoted by the companies and not by the store in order to avoid the tour between several retails
- Sales separated for products and period (for example in January the month of the milk)
- Offer of the tester (in every hospital, should be offered a bag including tester from most famous brands as in UK, where the mothers receive at home the products, after have registered themselves in hospital)
- A more price elasticity especially about the artificial milk
- The creation of more blog in order to understand the mothers' needs and offer the punctual answers.

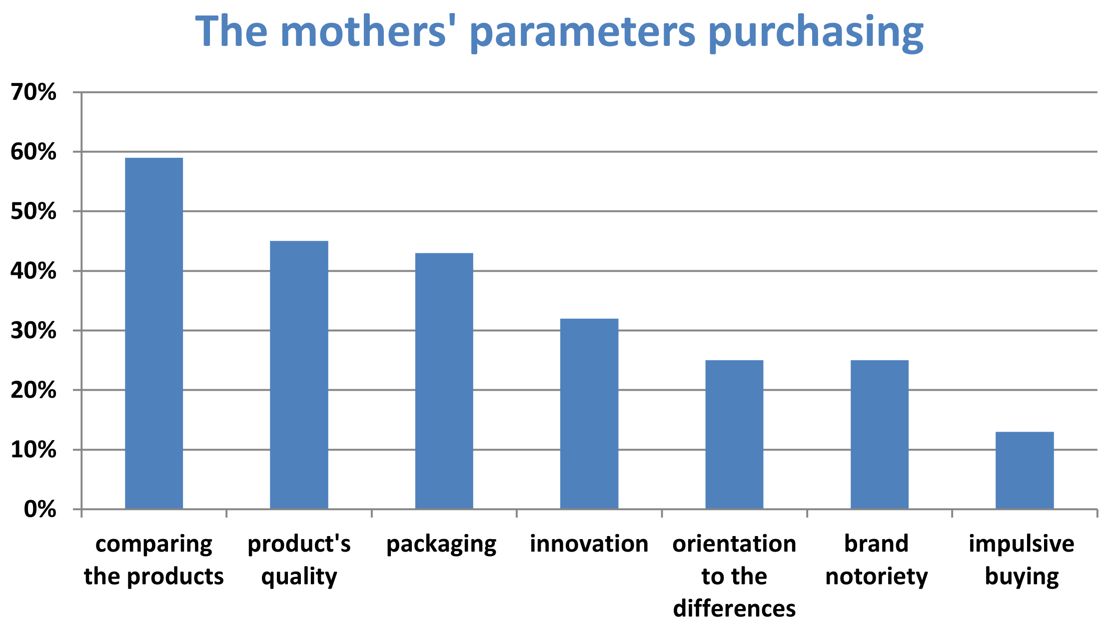
Focusing on Italy, it is observed that also mothers had to change their purchasing habits due to the recessive period. Specifically they affirmed to make a change in managing their children and their own life style but this is not been perceived as a sense of guilty but as a necessity connected to the precariousness of the last period. So, despite many mothers consider the children care the most important priority, in the recessive period have admitted that the not essential can be avoided and the children have not be papered but raised with the more essential things. So, if in the past years the mothers bought every kind of toys, clothing and various groceries, today they rationalized the purchases despite do not renounce to the quality. Now mums tend to buy the stockpile of the products in occasion of the sales, recycle from a son to other more than the past and reuse the several products also among the friends, avoiding the preferences about the colours. Others changes are occurred about the impact of the advertising where is been registered a real overturned given that, now, the mothers reduce its weight considering others variables as priority in the purchasing decisions. In fact, respect the sponsored products, the biologic, healthy or cheap goods, which are suggested by friends, blog or the paediatrician, are preferred. The spot, instead, are considered as the means to make possible the knowledge of the product or brands, to induce to try something new and to drive the purchases but at the same time the mothers affirm that they perceive the high investments in advertising by the firms as an element that to go to the detriment of the quality and consider the excess of this a instrument to make impossible the knowledge of others competitor products. So the more common tendency of today are to try the new product but only if it is of high quality, about the groceries products (especially the homogenised) the mothers tend to buy only product belonging to most famous brand while are more willing to the tests about the nappies and the napkins. In the end the research have studied the approach of the mothers to the retails and suggests that in Italy they visit the store when there are the promotions or for convenience while the phenomenon of the tour of the retailers is diffused especially in the South of in Italy, given that in the cities as Rome or Milan the great distance does not justify the cost of the petrol or the intense traffic. Other researches studied the behaviour purchasing of the mothers paying the attention especially on the sources of information about the products bought for the own children.[49] Specifically are been revealed four relevant variable influencing the information behaviour:

- The mandate: the mothers entrust themselves especially on the famous brands and sources
- Information seeking: the mothers keep themselves in a continuing update both in the depth way about the product's details and in the largeness way about the comparing between different alternatives
- Price sensitiveness: the mothers learn information in order to savings fully
- Socialization: the mothers compare themselves with other moms, learning and suggesting at the same time

Surveys suggested that they prefer to learn information about every category and this commitment is directly proportional to the perceived risk on these products/services

[4949] Osservatorio Mamme, Sfera Editore. Andrea Boaretto. 2013.

while the price is become the essential driver for the purchasing decision. Specifically is been noted that the price sensitiveness is a variable proportional inversely to the perceived risk; in the end, the socialization is more accentuated when the mother is more sensitive to the others' opinions. So for the mothers the information walks together with the sharing. Today is more frequent the concept of the "super-informed mom" thanks to the traditional sources and the new media : the 90% spend on hour at least, reading reviews and newspapers while one third use internet spending more of three hours per day. Anyway, an important element is the behaviour change depending on children growth due to the information process changes intensity: mothers, in fact, demand less information to specialists and to others mums with more experiences while became more sensitive to the traditional media. They became more selective and critic, feeling less the need to invest in the information's research and avoiding the impulsive buying. Thanks to a multiple answers survey is been possible observe which the mothers, before the purchase, compare the several products belonging the same categories (59%), evaluate the product's quality (45%), consider the packaging (43%), pay their attention to the innovation (32%). Only the 25% buy the products because this is simply knowing and often sponsored and the 13% proceed with the impulsive buying (Picture 4.1). So mothers evaluate carefully the products before the purchase, also with real marketing parameters becoming more always scrupulous customers.



Picture 4.1. Source: The responsible mothers for the purchases. Eurisko, Kids 2011.

An analysis from FuureBrand[50], instead, observed that a survey of mothers comparing to several factors as themselves, the partner, the children, the instruction, the brands, the shopping, the hobbies and the groceries. From this study is been possible create five different profiles of the mothers who correspond to others styles about the consume, purchases, social status and means of communication. These five profiles are:

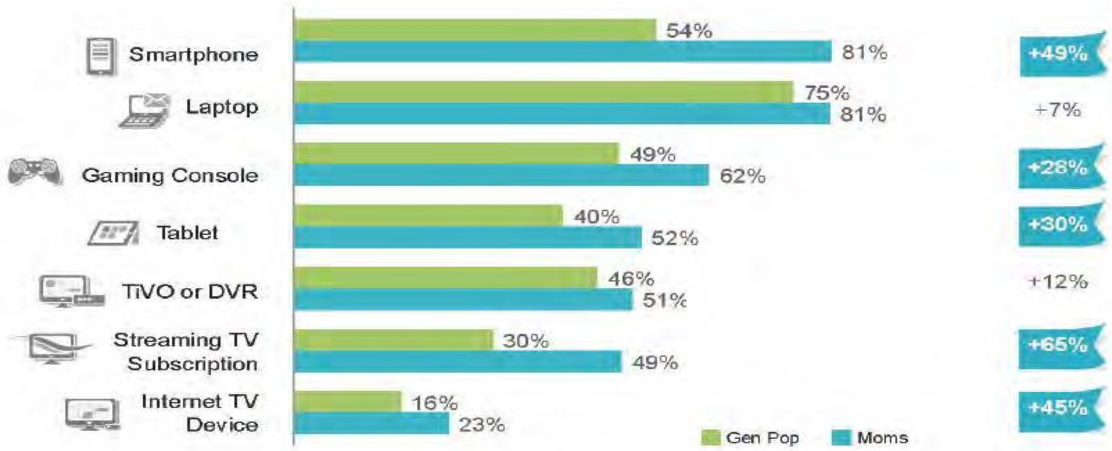
1) Celebrity type: represents the 10% of the survey. This kind of mother is graduated, works, often is wealthy and used to purchase the branded products and spend more resources in the fashion industry both for themselves and for the own children. Also their habits about the reading and interest correspond to their status: the trend more frequent is about the kitchen, fashion, design. She is a woman that plans every event and the daily commitments.

[50] Tendenze e nuovi mercati. 2009.

2) Impulse type: represents the 22% of the survey, she is young, holds a school-leaving certificate, works but without ambitions, participating actively in the social life, especially with others mothers. She is influenced easily , attracted by the promotions and the sales. She loves the shopping and considers this a defense against the stress; tend to the impulsive buying through the internet, too. Their interests are about the music, fashion and beauty.
3) Natural type: also this profile represents the 22% of the survey. She is a woman occupied in the social questions, is graduated and the most important concept are the healthy, family, the voluntary and the ethics. She loves the simplicity and the authentic things, is interested to the culture and spend more time and energy to the care of their children. Spend their resources especially for the family and in the groceries products. She searches the quality and willing to pay more despite with a sense of saving.
4) Economic type: represents the 23% of the survey. She is projected to the future, is more careful to the familiar budget and searches always the best offers. This profile regards a young homemaker (between 25 and 34 years old) who can exploits the sales and pulls the big satisfaction from her smart and low cost choices. She considers the saving as a guarantee for the future and for this reason does not pay more attention to the quality but favours the essential purchases as the groceries and cleaning products; only secondary she is worry for the products about their care and the apparel.
5) Unconcerned type: represents the 23% of the survey and is the not-consumer in absolute. This is a more diffused profile and regards a woman educated scarcely, with a low-income and inexistent personal inspirations; she spends more time to watch the tv without anything interest about the global events, she does not love the shopping and does not interest to fashion but limits their purchases to the essential products.

4.2 Web, e-commerce and mommy-blog

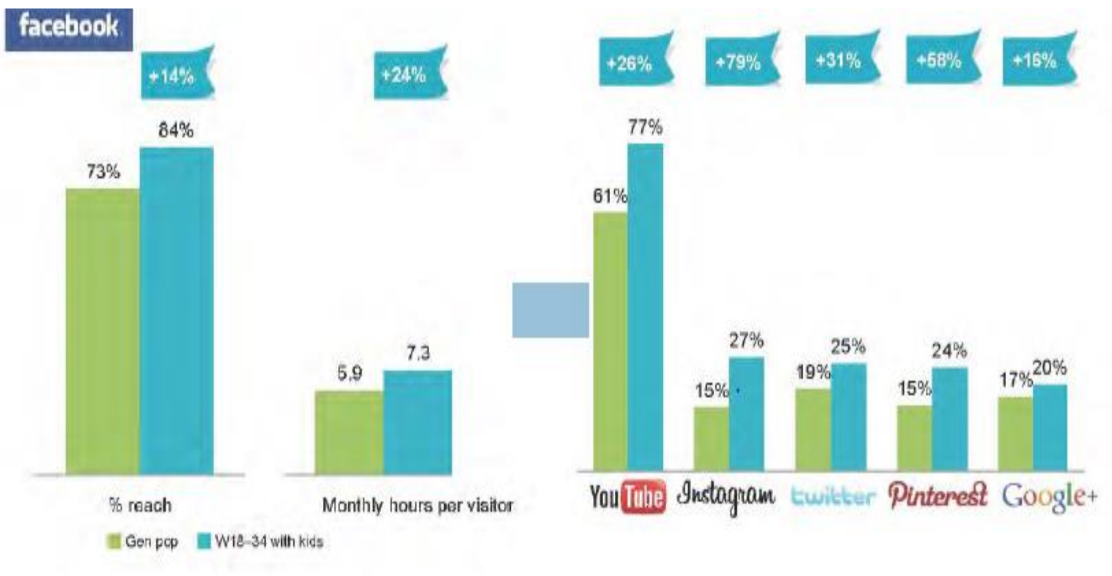
The Web 2.0 opened to mothers, a new relationship instrument to share and exchange information. They can use the Net to create contents, visit forums, blogs, social networks but, especially, to exchange opinions with others mothers. In the USA, already in 2005, born the “Alpha Moms” phenomenon, used by the “New York Magazine” to indicate the profile of the modern mom, relaxed with the new technologies, multitasking and upgraded. They are called also “maven” because are experts about many subjects and their competence influencing not only the purchasing decisions of their friends but also the big networks with they are in contact. Usually the Alpha Moms are the women well educated and wealthy but also if they do not work, tend to put effort to be always upgraded and learn the information about how became the perfect mother and the subject connected to their children’s life. So for the US companies, the Alpha Moms are become an important target for its powerful and its strong word of mouth. Specifically, the technologic gear of the US mothers is higher respect the average of the population (Picture 4.2). Specifically, mothers with baby children surf in Internet and use the social media for a double respect the other mothers and the population. The data [51] shows that they are more responsive to the advertising in especially when purchases for the children, use always the smartphone (+ 100%) especially to search information (+ 65%) love and use the social network (+ 100%).



Picture 4.2. Source: BabyCenter 21st Century Mom@ Insights Series, 2013 Social Mom Report.

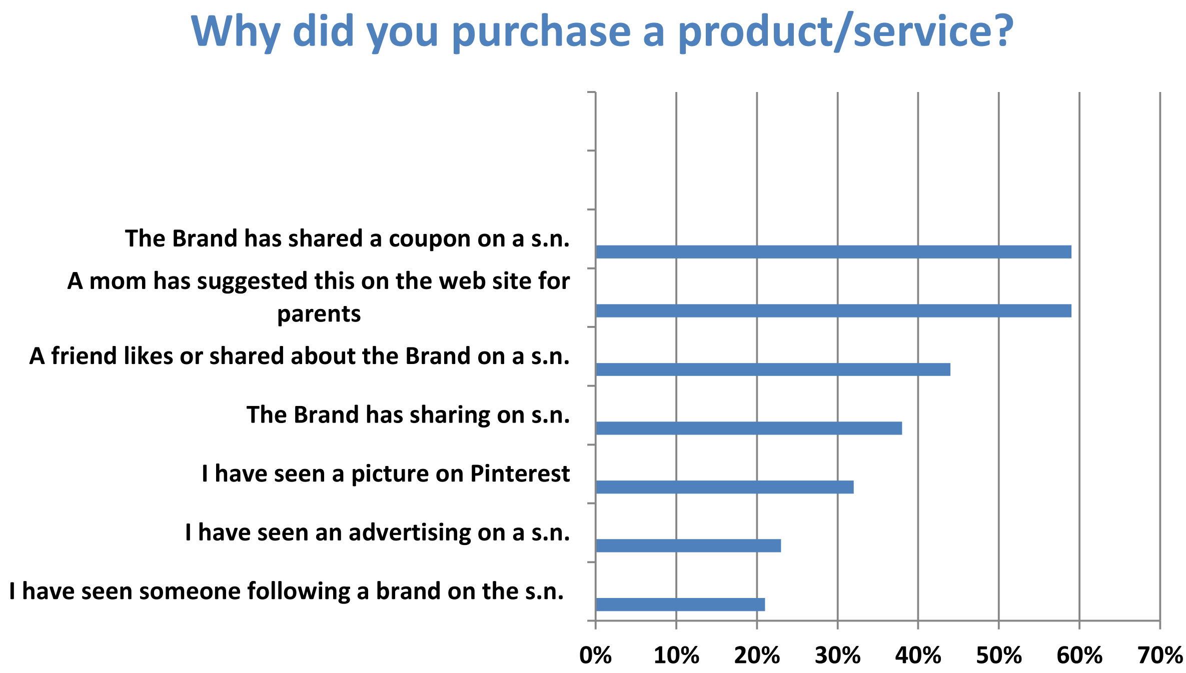
[51] Experian Marketing Services’ analysis. 2013

Today, nearly the totality of the American mothers has Facebook but also YouTube and others social network are dominated by them, specifically between the 18 and 34 years old (Picture 4.3). The world of mouth and the social contests play a key role in the purchasing process of the mothers and the data showing from the research of "Osservatorio Mamme"[52], confirming this concept. The 59% of American moms affirm bought a product/service because a brand have shared a coupon or another promotion on a social network, another 59% because a mothers has suggested this on a web site for parents, a friend like or has shared something about the brand in a social network (44%), the Brand has shared something (38%), have seen a picture on Pinterest (32%), have seen a spot on a social network (23%) or have seen someone following the Brand on a social network (21%). So, this analysis make possible understand the strength of the social network that often can more influence the purchases than the post of the Brand. (Picture 4.4)



Picture 4.3. Source: BabyCenter 21st Century Mom@ Insights Series, 2013 Social Mom Report.

[52] Sfera Editore.2013.



Picture 4.4. Source: BabyCenter 21st Century Mom@ Insights Series, 2013 Social Mom Report.

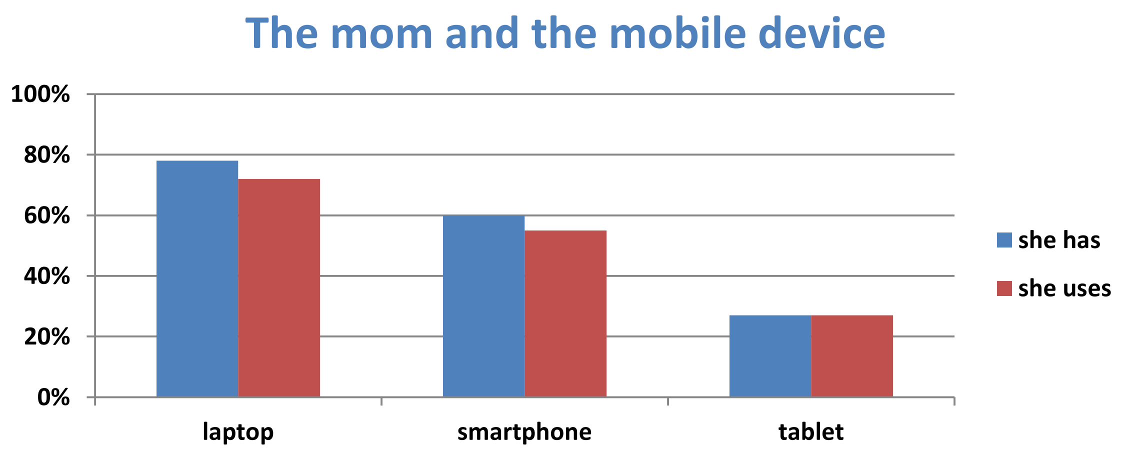
In Italy, a new generation of mothers is more aware about the technologic power and it represents nearly 7 million of potential customers. Specifically, the 74% surfs in the Internet at least one time per week: the 56% of little kids' mothers use Internet to find advices, the 33% to save precious time and the 30% affirms to practice e-commerce most frequently respecting the time she had not the children. In fact, in the last years are spreading a new tendency regards the activities to purchase online together the sons. A study by Private Outlet has realized a survey in France, Italy Spain, UK and Germany on 2000 women belonging to the target age 18-54 years old showing that the 52% of the Italian mothers purchases online with the daughters (they are passed only by French mothers who represents the 62% of the survey). The panorama online dedicated to mothers are more developing in the last years with social network, web sites and blog about this subject; these are not only the place where is possible compare themselves with others moms, learn and share information or find new friends but also to talk about ecological subject, specific geographic areas ("Radiomamme" is a portal giving information about service to live a familyfriendly Milano) or business and work ("Working Mother Italy" is a network for the exchange the information about the female job and trade-off work-family). So, Italian mothers are developed users: there are 2 million of moms surfing in the Net, the 50% of them uses Facebook while the 28% visits blogs. In the last years, in fact, there is an increased number of "stay at home mom", mothers who decide to remain at home to have the chance to manage a blog. Despite this, the "mommyblogging" is still a phenomenon of niche: the blog visibility is low and there are only 3000 mom blog but only 1500 are active.[53]Among mothers participating actively on blogs the 32% is between 31-35 years old, the 28% belong to target of 25-30 years old while the 26% are between 36 and 42 years old; lower percentage are registered for the mothers younger the 25 years and over 40. The Italian web site fattoremamma.com have been classified as the online moms sharing the contents as

- Queen Bees: share advice about the son and household tasks
- Savvy Spenders: share information about the purchases, coupon, and existent promotions
- Mom Approved: tray and test, comment and review the products and services
- Mamastes: are expert of technology and share their specific knowledge
- Ceo Mom: working mothers who share the advice about how conciliate free time, family and job

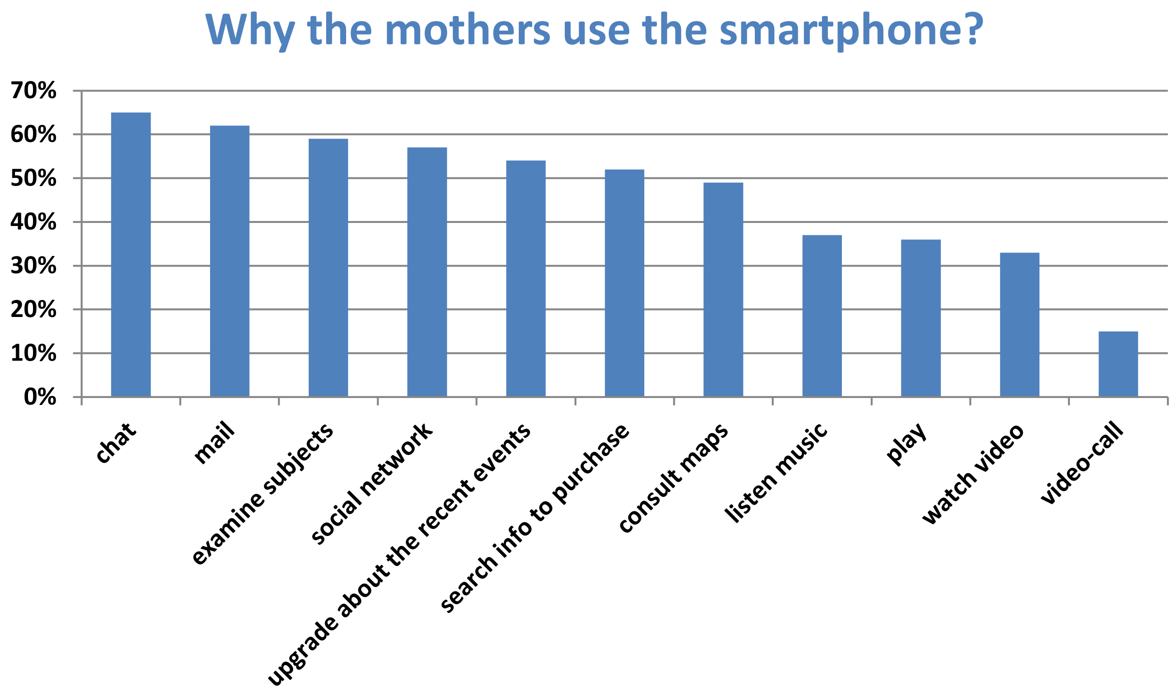
About the reason inducing mothers in participating to blogs, most of them reveals to search for information about products/services for their own children (75%), to share the own satisfaction/dissatisfaction about products and services (41%), to inform about goods answering to others mothers' questions (31%) or why they think the firms read the opinions about themselves on the blog or sites by the users.[54] The technologic development occurred among the Italian moms target is expressed also by the data

[53] www.fattoremamma.it. 2009.
[54] Osservatioriomamme.it. Sfera Editore. 2013.

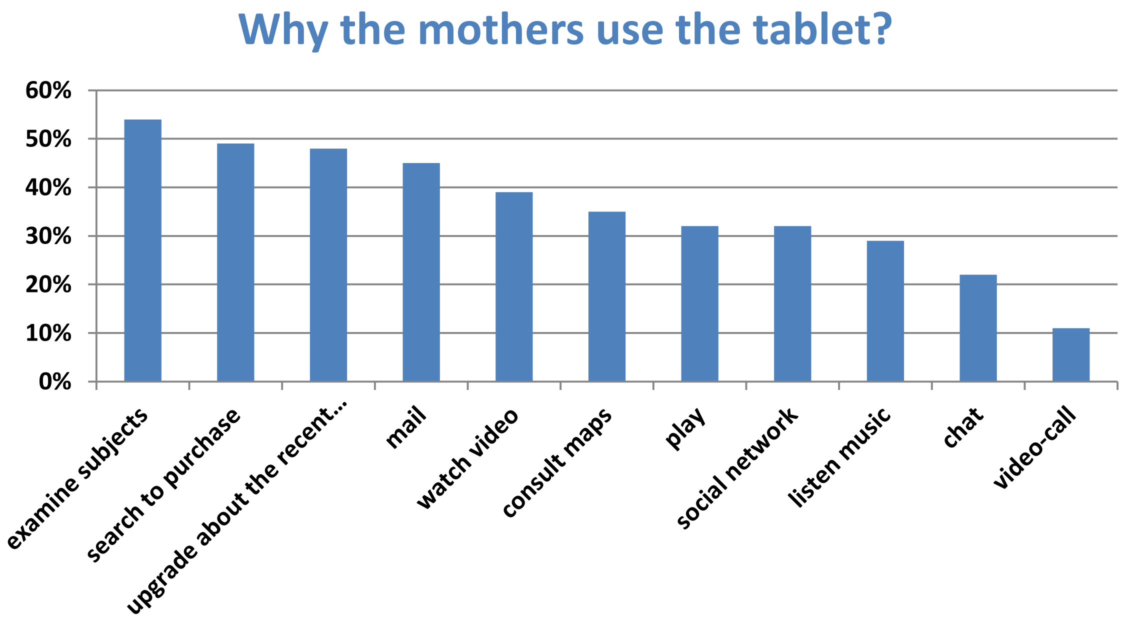
showing possess and use of the electronic products. The 78% has a pc and the 72% use it, the smartphone is possessed by the 60% of the moms and 55% of them employ this while only 27% has and uses the tablet (Picture 4.5; 4.6; 4.7). Despite the most part of them use Internet to know the upgrades, book a product or share their dissatisfaction about a product or a service, only the 39% use this as final channel of purchasing after have seen a product in a store. This factor confirms the idea that Internet has changes radically the mothers but had not changed radically the purchase funnel. Basing on the research by Sfera Editore the 66% of the surveyed mothers has bought one product at least, online in the last 12 months: specifically the 52% has purchased products connected all of family, the instruction, recreation and growth (41%) and to healthy (22%). Moreover is been asked to the mothers what they think about the online purchase and the great part of them considers this comfortable (85%), convenient (60%), funny (28%), it guarantees a big supply (26%), safety (9%) and it help them in the post-purchase (4%). Despite this positive consideration the study suggests also that the 67% of the mothers considers the online purchase low secure: the 62% in fact, distrusts about purchase the products without see or touch them, the 43% distrust about the payment systems, the 42% is afraid to not be supported in case of problem and the 15% is uncertain about the delivery time.



Picture 4.5. Source: www.osservatoriomamme.sferaeditore.it

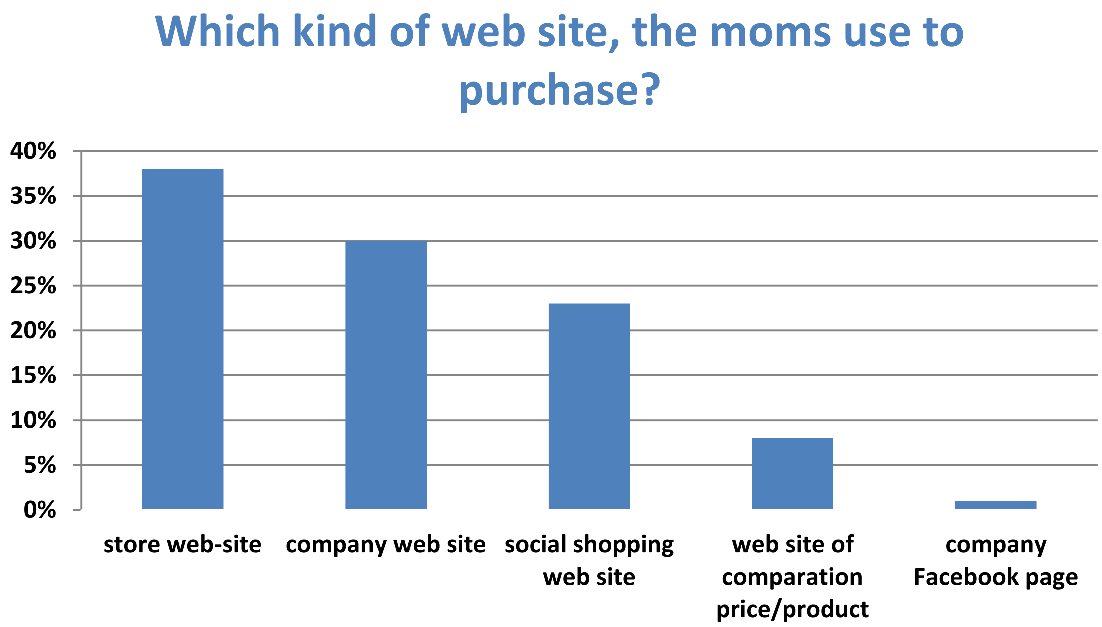


Picture 4.6. Source: www.osservatoriomamme.sferaeditore.it



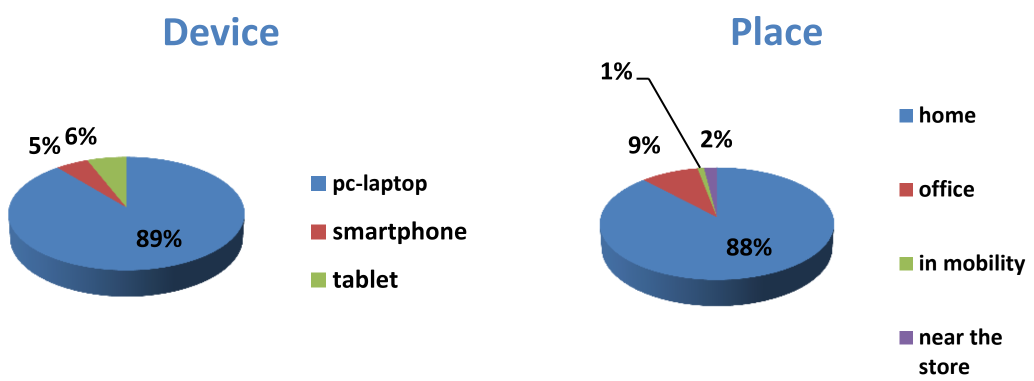
Picture 4.7.Source: www.osservatoriomamme.sferaeditore.it

The interview is concentred also on the which kind of web site the Italian mothers visit to purchase which instruments use to do this and from which place. About the first point is been possible observe that at the first position there are the web site on the store (38%), directly on the company web site (30%), the social shopping site (23%), the web site of comparing price/products (8%), while only the 1% visit the Facebook page of the company. About the second point the data show that the pc or laptop is the most used means for purchase online (89%) while only the 6% and 5% use the tablet and smartphones; about the place, instead, the home is the first position where the mothers buy online (88%) followed by the office (9%), near the store (2%) and only the 1% purchases in movement. (Picture 4.8; 4.9).



Picture 4.8. Source: www.osservatoriomamme.sferaeditore.it

Where the mothers purchase online?



Picture 4.9.Source: www.osservatoriomamme.sferaeditore.it

4.4 Specific firm for the target-mother

Despite the potential power of woman in the business grow is still underestimated and the different mothers' needs are complex to be completely understood, it also exists the existence of companies born to serve this specific target basing their mission, their values and their existence on the achievement of the women, especially mothers' satisfaction. Among these particular firms, in the Italian panorama, stand out certainty the gold group "Lucebianca" that with its collections "leBebè", "Vera" and "Qabala" is succeed to became an affirmed realty dedicated to specific target. Lucebianca has started its ascent with the launch of the first brand leBebè regarding, on principle, the production of pendants with a stylised form of a little boy and a little girl that are become the symbol of its success. These little cut-outs have, in fact, conquered the Italian female target thanks to the harmonious mix of design, quality and emotions.

During the years, the brand leBebè extended also among the offer of bracelet, necklace, rings and earrings proceeding always on the same vision and style. The offer is dedicated to the young mothers and its goal is satisfy them searching to create a strong link through the emotions that the brand wish donate them. These goals, are been reached with success by Lucebianca thanks to the capacity to approach the woman in, maybe, the most important moment of her life: the born of own children. The efficient method to comprehend the new moms, the traditional design of the made in Italy and the high quality of the material used in the manufacturing are the elements that has made possible the successful expansion of the Lucebianca in Italy, but also in the others European countries. The proximity of this company to its target and the wish to improve always the link between it is confirmed by management of the online official page including not only the presentation of the several collections but also the many funny ideas to entertains the users and the presence of a diary /blog where the mothers can learn and share information about their children. Moreover, Lucebianca gives its support to the social question contributing to a research project with the Luiss Buisness School of Rome, regarding Italian mothers' expectations and perceptions concerning their own children's future. The study collected young mothers' opinions, fears and hopes: living in an Italy still shaken by the last recession, they have to increase their doubts on their children's future in this Country. The data, in fact, suggest a relevant and diffused dissatisfaction by the mothers, about the Italy progress and the reduced working chances for their sons: only the 35% of the surveyed believes that the economic situation will improve and only the 26% thinks that the working state will also progress in the future. The great part of the survey (90%) has affirmed that the best opportunity of growth for the young people are not in Italy and, differently with the traditional concept of the Italian mother, they are well willing to allow the own children to study and work abroad, recognising the lack of opportunity in their country. Despite this sense of pessimism and worry about the young people's future is the prevalent sensation perceived by the Italian mothers, the research has pointed out how the traditional values are lasted stable during the years and especially, during this complex and confused period. The supporting columns of the Italian tradition still represents the drivers of the society and this is confirmed by the mothers expressing the importance of the endurance of the values as family, creativity, education and culture:

the 40% of the survey, in fact, would more investments for the buildings of new schools and the kindergartens recognising the priority of these as first place for the instruction and moral growth of their children.[55]

[55] www.lebebegioielli.com

CONCLUSIONS

It is possible, following the analysis, to understand that the woman could achieve her emancipation in the great part of fields, redeeming herself from the traditional male chauvinist concepts that have obscured her for great part of the history. The modern woman is a person who reached its economic independence turning out to worry also for herself and her care. Her economical growing and her new purchasing power, bring her to be considered as a real solution for the downturn of the recent years. Despite the enormous changes created by the new woman profile and her increased presence in every fields of work, it is interesting to know how she strongly keeps steady, her links with the familiar and households' contexts. The children care and the home care continue to be, in fact, the commitments she has and, in the future of these, the most significant sources of self-realization for mostly of women. So, the new woman is a multitasking woman, a kind of Wonder Woman who is in a never-ending equilibrium between the work, the family and herself but, today, she is also more secure of her capacities, with a superior self-esteemed that conduce her to believe with more certain, in the future expectative.

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