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**ANALYSIS AND RESEARCH ABOUT THE
CONSUMPTION OF WOMEN AND YOUNG
MOTHERS**

(SINTESI)

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SUMMARY

1. WOMAN'S ROLE IN THE SOCIETY AND ITS CHANGES OVER TIME

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 their changes through the years, influencing the 64% of purchases in the world and taking the majority of household spending decisions. 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. 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. So 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, economic and cultural changes, which have occurred since 1950 and that, today, are evolving the female picture and role in the society. 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 know 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. 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 reality. 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". 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. In Italy live 59.464.644 people¹ and the female population represents the 51,6% of the Italian population versus the 48,4% of men: the fact is that women population overcomes the man one. Unfortunately, Italy is placed in one of the last positions in Europe about the occupation. The job market recession damaged the male segment more than the female one. Despite this event, only one part of female occupation resisted against the crisis: in 2013², 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%). 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. 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). 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. 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. 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%) . 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).

2. PINK MARKETING: THE WOMAN AS CONSUMER

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. 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". 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. 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": the escalation of women's power, the strengthening of the existential prism, the Lego-women and the changed relationship between women and their body. 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). Actually, consume models are eclectic and formed by a mix of unknown and branded, luxurious and cheap products. Using an on-line questionnaire analysis the research by Eurispes and Focus 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. 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%). 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 reevaluating their way to purchase, but shifting throughout the ethical consume, too. In this particular and critical situation, it emerged also the quality matter: despite the decrease of consumes realized by Italian women, they don't have led to the quality's sacrifice. 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 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 essential things determines a new way to purchase. 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. 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. 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. An habitual critic from women, 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. 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 become a real virtual shopping partner for the consumer when he is exactly in the store. 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. 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. 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. 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. 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. 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. Every year, the female fashion industry (apparel, accessories, shoes) counted \$47 billion of sales, globally. Today, to find the wished product is considered an important element, which can influences their social status, by women. 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 partner. So, obviously, the satisfaction of this needs make the shopping a complicated experience both for companies and for customers. 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. 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 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. 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. The women spend nearly \$100 per month, for the beauty purchasing for a total of \$60.000 if it considers the complete life. 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. It is attested that the beauty is the shopping experience where the women spend more for themselves. 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. 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.

3.THE NEW FEMALE TRENDS

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. Today the women represent the 58% of online purchases and spend their income especially in the

fashion categories as shoes, clothes, accessories. 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. Focus on Italy, Yahoo did another significant research on the e-commerce spread among the female customers: it firstly analysed the principle problems that Italian women distress and showed up as Internet could be often considered as a real solution. In the end, one woman on three thinks about internet that it is the best instrument to keep a good relationship with brands. 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. 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. 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. 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. 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. 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. 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. 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 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. 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 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. 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. 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 "alfeminnile.com") that analysed the woman approach to cars purchase. 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). 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. 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. 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. 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. 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. 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. Since few years, moreover, the number of single women who decide to travel alone. 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%); mothers, instead, 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.

4. THE MOTHERS' TARGET

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 condition of the modern mothers is defined by The Economist as: "The Paradox of Declining Female Happiness" 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. 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. The supply's features more demand by the mothers are certainly 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, the research and development. The research by Matercom has analysed the principle behaviours purchasing of the Italian mothers about three industry: grocery, cleaning and infant care. 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. 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 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. 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. 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". In Italy, a new generation of mothers is more aware about the technologic power and it represents nearly 7 million of potential customers. 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 or business and work. 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. 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 certainly the gold group “Lucebianca”. Its little cut-outs have, in fact, conquered the Italian female target thanks to the harmonious mix of design, quality and emotions. 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 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 data, in fact, suggest a relevant and diffused dissatisfaction by the mothers, about the Italy progress and the reduced working chances for their sons. 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

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