Baby products
- and their meaning for the new mothers in today’s society

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Executive summary

For the last fifty years mothers have become more and more career minded and busy in their everyday life which has opened a huge market for baby products making it easier to be a new mother.

The market for baby products is constantly growing due to the desire to be the perfect mother. These products are meant to make life easier as a parent and to make sure that the baby is being stimulated correctly, are safe in the car, can be heard while sleeping in the prawn etc.

This development also creates confusion among the new mothers because it is so difficult to figure out what they need for the baby and why. While deciding this, the mothers are being affected by the society to own the right products in order to function as a perfect mother. This obviously causes stress among the new mothers.

In order to figure out what this meant among new mothers two focus group discussions were conducted. The findings showed that they believed they needed to own a large range of products in order to succeed. It also showed that they felt affected by the society being their own mothers, other mothers, advertisements and articles in magazines.

Because the new mothers feel it is so important to own the baby products it is a very interesting market to investigate. The manufactures of baby products can use this information in conducting a successful marketing campaign and gain loyal customers and these customers could potentially affect other mothers in purchasing their products.

The entire thesis consists of a description of the data and methodology, an analysis of the results including the McCracken meaning transfer model, reflection on the findings including the CBBE model and at the end the future prospects for the marketer.
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Introduction

The market for baby products is a growing market these days. Products ranging from baby alarms to stimulation toys are all becoming important products for new parents. The products available are not only necessary products but also products that in some ways might ease the new role of becoming a parent. Many of these products are for some a necessity today but just 30 years ago parents dealt with parenthood without many of these products available. It is very expensive these days to become parents and one could argue that the baby will do just fine without all of these products. Many of these products can only be used for a short time and it is therefore a short term investment. It is very interesting to figure out why the market for baby products have developed as it has and what makes the parents engage in this consumption. Some could argue that the babies has become small status symbols and if the right toys, accessories, clothes etc. are not used, you, as a parent, will look as if you do not care about the baby’s wellbeing. The products are most likely not only purchased to benefit the baby’s need but also to benefit the parents needs and the signals they portray to the society. One must keep in mind that new parents (by new parents and new mothers I mean parents who have a baby under one year old. They can have other older children, but focus is on the baby) and especially mothers are very vulnerable towards outside influences and therefore they might be easier for marketers to affect.

The society is most likely affecting the new mothers in Denmark. By the society I mean the mother’s parents, in-laws, friends and the grandparents. Also the external society is affecting the mothers such as ads in magazines, articles in various journals, books, internet sites and experts on TV. All of the new mothers will probably at some point feel bombarded by all of these, and it is interesting to figure out how much will stuck and affect their purchases.

Many new parents are willing to spend a lot of money on products for their babies and this is why they are a very interesting segment for the manufactures of baby products. One of the purposes of this thesis is to give the manufactures a higher understanding of why the pregnant and new parents purchase as they do. It should give them an understanding of how the parents think, the symbolic of the products and this could finally help them form the right marketing towards this segment. It is important to mention that this thesis is not made for one particular manufacturer of baby products but will illustrate a more general view of how this market looks and is developing.
The key purpose of this thesis is to figure out why the new mothers are so affected to purchase the various products available.

The reason why this subject is so interesting is that somehow our society has made it a necessity to own the various baby products in order to succeed as a mother. A lot of things have changed in the baby product area even since my mother was a new mother and back then there was another norm. I would say that I worked out pretty well even though baby alarms did not exist back then. So why is this product, to use one example, such an important product for new mothers today in order to succeed?

All of the above leads me to the following problem definition.

**Problem definition**

I wish to figure out how and why pregnant and new parents might be influenced to purchase the different baby products available.

The main focus will be how and why the mothers feel affected to own the various baby products available by the society and how this has changed throughout the years.

Another aspect I wish to figure out in this thesis will be the society’s view on the perfect parent.

Finally I wish to figure out how baby product manufactures might be able to use these findings and achieve information to create a successful marketing approach.

**Construction of the thesis**

The first chapter of the thesis will deal with the methodology and data collected. It will contain a theoretical description of the methodology and data used and an argumentation of why this method was used. Secondly there will be a theory description of other surveys created on the baby product subject in Denmark and other countries. This paragraph will also contain a description of the psychological changes the new mother experience and finally a historical view on how the baby product are has changed throughout the last approximately fifty years. The reason why this chapter is so important is that it will enlighten why the particular data was collected and how this data helped gather information to answer the first part of the problem definition which is how and why the mothers felt influenced to purchase the different baby products and how they felt affected by the outside society. The surveys
conducted by others will also help enlighten this issue. The historical view can help us understand how the society has changes and why this might affect the mothers of today. Chapter 2 is focused on the analysis of baby products and the new mothers. In this paragraph the data collected will be analysed, a comparison between the two focus groups will be made and concluded on. This chapter is the main focus of this thesis because it illustrates how the mothers in the real world feel. The chapter will also contain a discussion of the advantages and disadvantages of using these mothers as focus group participants. To sum up the findings of the analysis the McCracken model will be used followed by a conclusion on the finding up until this point.

Chapter 3 will be used to reflect on the findings from the thesis. This will be done by using the CBBE model which will give a clear idea of what I have figured out until this point.

Chapter 4 will include suggestions to how marketers from the various baby manufactures can use this information to create a successful campaign towards the new mothers.

The entire thesis will be summed up in an overall conclusion of the findings giving the answers to the problem definition.

**Limitations and definitions**

The limitations of the paper will be elaborated upon in the following:

**The baby products**

All baby products, except food and diapers, will be treated in this thesis because the analysis of one single product will result in a far to narrow thesis. The reason for this is that the baby product market is a small niche market and therefore an analysis of all the products is more relevant.

The reason why food and diapers will not be a part of the thesis is because this is a part of the daily household. By this I mean that the other products are somewhat seen as “luxury” products, which are not necessary to purchase and therefore more opinions can be connected to those products rather than food and diapers, which are necessary products that the household must purchase every week.

Baby products are defined as products usable for babies between the ages 0 months to 1 year. These products include alarms, car seats, prams, toys, clothes, baby carriers etc. In order to ease the focus group discussion five baby products have been used in the survey and these are baby alarms, clothes, prawns, baby carrier and toys. The reason for this is to keep focus on only a few items otherwise it is quite possible that the discussion could be confusing and to
broad. This does not mean that other items could be mentioned throughout the thesis but the main items are the five mentioned earlier.

**Mothers**
Most of the focus in this thesis will be on the mother. The reason for this is that they are the primary decision makers in the purchase of baby products and their decisions are usually different from the fathers purchase decisions. This will be elaborated on in the methodology and data paragraph. Furthermore the mothers mentioned are only the healthy mothers who are in no need for enhanced help or guidance.

**First time mothers**
The mothers discussed in this thesis will be the first time mothers but also mothers who have older children. The reason why first time mothers could be more interesting is that they are entering a whole new world never experienced before and therefore they will most likely react differently than mothers who have experienced the motherhood role before. The first time mothers are also more vulnerable towards the outside society because they can not rely on their own past experiences as second or third time mothers can. This is why there are interesting to investigate. But it is worth mentioning that many second or third time mothers still feel the pressure from society but they have some experience with them and are therefore also an interesting group to investigate. In both focus groups there is a mix of first time mothers and mothers who have older children.

**The babies**
Throughout this paper the babies mentioned will only be the healthy, “normal” babies who are not in need for special attention, products or such.

**The market**
Focus will only be on the Danish market. It is likely that many comparisons can be made to other northern or/and western countries. The reason why the focus is on the Danish market is that cultures in most western countries are quite different and therefore it will cause a more precise picture if focus is only on one market. Furthermore the focus group discussion was conducted in Denmark by Danish mothers and therefore it is only reasonable to conclude on the Danish market and not other countries. It is very likely that the Swedish and Norwegian
market is very similar to the Danish market but in order to create a valid comparison a focus group discussion in those markets should also have been created. This does not mean that other countries will not be mentioned but focus is the Danish baby product market.

The society
The society will be mentioned throughout this thesis. The society is defined in this thesis as the mothers and father’s parents, friends, other mothers and the professionals that the mothers “meet” throughout the process of becoming and being a mother. By professional I mean the nurses, the midwife, doctors etc.
Chapter 1: Methodology and data

In the following chapter I will describe which methodology method that has been used to create this thesis. There will be an explanation of choice of methodology, the construction of the data collected and why this method was used. The reason why this chapter is so important is because it will enlighten why the choice fell on a focus group discussion and how it was collected in order to best possible answer the question of how and why the mothers is influenced to purchase the various baby products and how they felt society affected them. The secondary data and other studies available will help enlighten the same question as mentioned above and the historical aspects will help the understanding of what has happened in the last fifty years for the mothers and why the society is as it is for today’s mothers.

The methodology choice

In this thesis the qualitative method focus group interview\(^1\) has been used. This method is a primary research method where all of the information does not already exist. The advantages of using this type of data collection is that the data is collected for the exact purpose that I need and the design of the analysis is controlled by me and therefore is of the quality that I want. The disadvantages are that it is quite time consuming and knowledge of data collection methods is necessary.

When doing data collection it is very important to make sure that the data consists of external and internal validity.\(^2\) The internal validity is quite high in this collection because no external factors influenced the participants. By this I mean that all the participants were present and they all understood the purpose of the focus group interview and the questions asked. The external validity was not too high because the results can not be generalized throughout all of Danish new mothers but only to this group of mothers which are mothers with a higher education and more means available. This last point will be elaborated on in chapter 2 concerning the analysis of the findings.

The reason for this choice of methodology is that it seeks to understand the participants and this is important when dealing with the new mothers in the baby product market. This way I can get insights into the motivation, emotional, attitudinal and personality factors in the

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\(^1\) Flick, Uwe, "An introduction to qualitative research", page 189
\(^2\) Flick, Uwe, "An introduction to qualitative research", page 371
purchase of baby products. When this information is gathered it is easier to determine which marketing strategies the marketers of the manufactures of the baby products should use. Also this type of information gathering is quite easy to collect but it is quite hard to generalize on. There will always be new mothers who would have answered differently, reacted differently etc. which is important to keep in mind with dealing with this type of methodology.

Another data collection method that could have been used is the quantitative methods. These methods typically consist of more data and are usually analysed statistically with numbers. The quantitative method is usually used when the extent of a problem or opportunity is to be analyzed.

The types of quantitative methods which can be used are interviews (telephone interviews, personal interviews, self administrated interviews, postal interviews, internet interviews etc.)\(^3\), observations (can be exercised in natural or artificial surroundings and can be open or hidden observations, can be structured or unstructured observations and can be personal or machine based observations)\(^4\) and experiments (as observations can be exercised in natural or artificial surroundings and can for example be used to test a marketing plan in a certain area)\(^5\).

The advantage of using the quantitative methods is that there can be large answer quotes but at the same time this can be a disadvantage because it makes it more time consuming to analyse.

The reason why I did not use quantitative data in this thesis is because the main focus is to get in depth answers from the participants and I want to create a group dynamic and enable the mothers to feel safe, honest and open in order for them to answer as honestly and openly as possible. And in my case a focus group could secure this.

To support the findings from the focus group a large questionnaire survey could have been a good solution but due to the time factor I considered this less important and instead choose to focus only on the focus group answers. This questionnaire could contain the same questions as in the focus group but would of course not have created a discussion. These answers could have helped support some of the answers in the conducted focus group. It would although have been quite difficult to conclude on so many possible different answers that the choice only to conduct two focus group discussions was made. Furthermore the other studies

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\(^3\) Blumberg, Boris & Cooper, Donald R. & Schindler, Pamela S., “Business research methods”, page 283
\(^4\) Blumberg, Boris & Cooper, Donald R. & Schindler, Pamela S., “Business research methods”, page 344
\(^5\) Blumberg, Boris & Cooper, Donald R. & Schindler, Pamela S., “Business research methods”, page 395
available, which will be covered later on, help support my findings instead of a questionnaire survey.

If the time factor was different a more correct picture of the Danish new mothers could be painted with more focus group interviews with mothers from different areas and living conditions in Denmark and could be very well supported with a large questionnaire survey with new mothers all around Denmark.

**The collection of data**

The first focus group participants consist of a small group of new mothers (6 mothers) and questions were used to create a spontaneous discussion among the participants on the topic of baby products. Also the first group of mothers was from my own “group of mothers” (called Mødregruppe in Danish and is a group of mothers with babies of same age. The mothers are put in contact by the nurse connected to the city area and the purpose is to help each other and share experiences). The second consists of seven mothers and were all unknown to me.

In the following the different stages of the collection of data will be described and discussed.

The focus group interviews were conducted with the process being divided into three logical phases:

1. **Planning the focus group study:**

It was very important that the purpose of the survey was clear. I wanted to figure out how the participants felt about a number of baby products, meaning did they own the products and why or why not? It was also important to figure out who purchased the products and what the products did to help the mothers.

The participants: it was clear that I needed new mothers and I believed that a “group of mothers” would be a good way to start. In a “group of mothers” the new mothers already know each other and therefore it is more likely that they will open up and discuss as apposed to mothers who did not know each other. Also it was important not to have too many participants because this can result in each person having limited insights and observations. In the first “group of mothers” there were 6 participants and in the second there were 7 participants.

The location: the first focus group was held at my house where the mothers experienced a relaxed atmosphere and I ensured that the whole setting was comfortable. The reason why this
setting is important is that the participants need to feel relaxed because this will result in the best and more honest discussions.

The second focus group was held at one of the mother’s house for the same reasons as the first group.

Number of sessions: Two focus group interviews were conducted with two different “group of mothers”.

2. Conducting the focus group discussions:

I, being the moderator, was responsible for creating positive group dynamics and a comfort zone between me and each group member as well as among the members themselves. Also I needed to prepare a moderator’s guide in order to ensure a productive focus group session. This guide was as follows (this guide was used in both group interviews):

- **Introduction**
  a) Welcome to the participants
  b) Explanation of the purpose of the focus group: “I want to investigate the possible pressure to purchase different baby products that pregnant and new mothers experience in our society”.
  c) The course of the focus group: “I will introduce you to different baby products. For each product you will be asked to discuss some different questions concerning this particular product. I will introduce five different products. There is no right or wrong answer so you can discuss whatever comes into mind concerning the product”.
  d) Questions?

- **Introduction of first product**
  a) Branded clothes: do you own this? Who decides the purchase of this (mom, dad) and why? Is the price essential here? Is it primarily gifts from grandparents, friends? Why is it important for you to own this product?

Between each question, the participant had time to discuss.

- **Introduction of second product**
  a) Branded prawn: questions were the same as the first product.

- **Introduction of third product**
  a) Baby monitor: questions were the same as the first product.

- **Introduction of forth product**
  a) Baby carriers: questions were the same as the first product

- **Introduction of fifth product**
  a) Baby toys: questions were the same as the first product
a) Why do you think the attitudes towards the different baby products are as it is in today’s society? Do you feel affected by the society?
b) Where do you go to get information and advice?
c) Any last thoughts, feelings or comments?
d) Give my thanks to the focus group for their participation.

**Secondary research**

Secondary research is the data already existing which was gathered for another survey. The secondary research used in this thesis is external research created for various articles and journals posted on the CBS library website and online. The reason for the use of secondary data is that it is available, does not take to long to gather and it is cost saving, it can shed some light on the problem or opportunity in the baby product category and finally some information is only available through secondary data.

But the use of this secondary data might also mean that the data could have been manipulated with, it might not be exactly relevant for this thesis and the accuracy is not possible to check. So when dealing with the secondary data one must be very critical and make sure that the source is reliable. I assume that the secondary data retrieved from the CBS library website is highly relevant and secure data.

Some of the secondary data in the baby area will be elaborated on in the following paragraph.

**Other studies available**

**Danish study on prawns**

One similar study has been made in Denmark. The study “The first four-wheeled status symbol: Pram consumption as a vehicle for the construction of motherhood identity” was made as an attempt to explore the association between women’s transition to motherhood and consumption symbolism. The main focus in this study was put on the acquisition and

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6 Blumberg, Boris & Cooper, Donald R. & Schindler, Pamela S., “Business research methods”, page 315
7 The first four-wheeled status symbol: Pram consumption as a vehicle for the construction of motherhood identity. Sørensen, Elin Brandi & Thomsen, Thyra Uth
usage of prawns and their potential in the construction of mothering identities. In this study in-depth interviews with eight mothers were conducted.

As mentioned the study only focused on the prawn and therefore a study on various baby products were necessary which was done in my thesis through focus group interviews. Still many of the conclusions made in the in-depth interviews can be used in my further analysis. Some of the general conclusions made in the in dept interviews were that the purchase of a prawn gave the mothers a positive sense of becoming a mother and added to the feelings of being a good mother. Many of the mothers believed that the purchase of the best prawn made them a good mother. This is also the case for some of the baby products mentioned in my focus group interview. In this prawn study the conclusion was that the prawn had a significant potential to be the first four-wheeled status symbol. It is very likely that the other baby products might also be seen as status symbols along the way. Many of the baby products available can contribute to the mothers reaching a certain “motherhood identity”.

**US study on baby products**

Another interesting study created on the baby product area was conducted in the USA. Due to limited studies created on the subject in Denmark it has been necessary to involve foreign studies and this particular study could most likely be transformed to most new mothers in the western world. The reason why I chose to include this study although it is not Danish is because it highlights the same problems I wish to highlight in my thesis and therefore relevant although one must keep in mind that there are differences between American and Danish mothers.

The study is called the “Brand” new mom study and was conducted for Perrigo Nutritionals (the largest manufacturer store-brand infant formula in the USA) by Kelton Research (a research company from USA).

More than 1900 pregnant and first time mothers with children under 12 months old participated in the study. The main focus in the study is that new mothers are feeling pressured by society to overspend on products for their babies. The problem is that the new mothers often makes decisions based on guilt rather than practically and therefore spend extra money on branded products rather than less expensive products, which are often just as good. The reason for this is that they believe these branded

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10 [http://www.keltonresearch.com/marketing-research/about](http://www.keltonresearch.com/marketing-research/about)
products are better because they are more visible in advertising. The new mothers are very information interested and read magazines, books and such to get the needed information and the ads in these media influence the mothers. A reason why this is the case is that 85% of the mothers from the study were far more tuned into ads related to babies or pregnancy than those with other subject matter. As the national baby products expert and author Sandra Gordon puts it; “Moms are so intent on absorbing as much baby-related information as possible, and making the right purchase decisions, that it can be easy to overlook inexpensive options that are just as safe and effective for their baby”.

This gives a very clear indication of what challenges the new mothers face not only in USA but also in the rest of the western world. It also shows the marketers that aggressive advertising is very important in this segment. Below are some more highlights from the study:

"Brand" New Mom Study Highlights

New Moms are Information Hungry

- 67% of moms feel that having a baby is the most important time to gather as much information as possible. This life changing event far outranks buying a home, getting married, retiring or switching jobs.
- Despite all of the information that moms gather, 41% say they are learning something new one to three times per week and 11% feel they are not receiving enough information.

<table>
<thead>
<tr>
<th>Most Important Life Changing Event for Information Gathering</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having a Baby</td>
<td>67%</td>
</tr>
<tr>
<td>Buying a Home</td>
<td>17%</td>
</tr>
<tr>
<td>Getting Married</td>
<td>6%</td>
</tr>
<tr>
<td>Retirement</td>
<td>5%</td>
</tr>
<tr>
<td>Switching Jobs or Careers</td>
<td>4%</td>
</tr>
</tbody>
</table>

12 http://www.storebrandformula.com/media/high-quality.aspx
Impacts of Advertising and Marketing Messages on Moms

- **85% of moms pay more attention to baby-related advertisements than any other type of advertisement.**
- Baby-related advertisements strike an emotional chord with moms – nearly one in four feel overwhelmed (23%) and one in five feel anxious (20%) or confused (20%).
- 76% of current moms say that, at best, baby-related ads make them feel like average mothers.
- Furthermore, 21% of expecting first-time moms confesses that these ads make them feel *less prepared* to be a mom.
- Moms trust claims backed up by specific medical research (60%) or testimonials from other moms (56%) in baby-related advertisements much more than simple statements like “best for baby” (30%) or celebrity endorsements (6%).
- When receiving a free sample or coupon at the hospital, 69% of moms believe the hospital endorses or approves it, and 33% will continue to use that baby brand.

Overspending on Baby Even Though Mom Feels Financial Pressures

- 59% of moms are stressed because of their personal financial situation or the economy.
- 53% admit that thoughts about their baby product budgets plague them on a daily basis.
- 37% feel guilty if they cannot afford a specific product for their babies.
- More than one in four moms (27%) admits they would spend more than they originally budgeted for a baby product they had already planned to buy.
- In fact, only 13% scaled back their spending for their expectant or new baby in reaction to tough economic times, while around three-quarters have recently cut back on dining out (74%), clothing for themselves (75%), and entertainment (74%) because of the challenging economic times.
Moms Emotional State Due to Current Economy
and Personal Financial Situations

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stressed</td>
<td>59%</td>
</tr>
<tr>
<td>Overwhelmed</td>
<td>44%</td>
</tr>
<tr>
<td>Anxious</td>
<td>41%</td>
</tr>
<tr>
<td>Nervous</td>
<td>41%</td>
</tr>
<tr>
<td>Frustrated</td>
<td>38%</td>
</tr>
<tr>
<td>Afraid</td>
<td>25%</td>
</tr>
<tr>
<td>Doubtful</td>
<td>18%</td>
</tr>
<tr>
<td>Guilty</td>
<td>13%</td>
</tr>
</tbody>
</table>

Store Brand Vs. Name Brand For Baby

- Only 30% of respondents are willing to buy store brand products for their babies, while more than half (52 percent) will buy store brands for everyday household items.
- **62% believe** that name brand baby products provide higher quality than store brand.

Formulated Opinion

- Nearly half (40%) of moms would feel guilty about using formula, instead of breastfeeding. A potential reason why infant formula is one purchase on which many moms are willing to splurge – even though they don’t have to.
- Less than a quarter (23%) of moms are open to buying store brand infant formula.
- 68% believe a heftier price tag for formula means that it’s a better quality product.
- 50% believe that a name brand infant formula generally indicates higher quality and 37% believe it is more nutritious.
- Over a third of new first-time moms (34%) are still using the same brand of formula that the hospital provided when they gave birth and haven’t explored new options yet.
Some of the most important findings in this survey are that 67% of the mothers think that when having a baby it is the most important time to gather information and 41% say that they are learning something new very day from finding information concerning the baby. This shows that mothers are willing to spend a lot of time in order to find the right products for their babies and they also find it necessary to do research before a purchase. The information search percentage when having a baby is actually quite higher than when buying a home which is only 17%. This shows that becoming a mother is a life changing decision and the American mothers are as well as the Danish mothers are very focused on being the perfect parent and this includes finding the best products for their babies as possible. This shows that the new mothers are influenced by information gathered.

85% of the asked mothers actually pay more attention on baby product related advertisements than other advertisements and the baby related ads strike an emotional chord with the mothers. This is quite important to the marketers because it only enhances the fact that advertisement of baby products is very effective. And again this shows that the mothers are influenced by ads as well as information gathering.

Another important finding from the survey is that 37% of the mothers felt guilt if they could not afford the various products for their babies. This shows that it is very important in order to be accepted to own the right products and if this is not possible the mothers feels as if she is not a good enough mother. This is also an issue which is important and will be highlighted in the focus group discussion.

The survey also showed that 62% of the mothers connect brands to higher quality, so banding is very important and can influence mothers in purchasing “the best” for their babies.

In this survey it is important to keep in mind that some of the participants were pregnant women which means that there answers could quite possible change after the birth of the child. One could have a pretty good idea of how they would do things, which products to purchase etc. But after the birth these ideas could change. The idea of how it is to be a mother is quite different from actually being a mother. And again it is a survey carried out in the US and therefore the answers could be different from Danish answers.

The overall conclusion on the two “other studies available” just mentioned is that they showed that the mothers feel an urge to “nest” before and after having a baby. By this I mean that they feel secure and as good mothers if they can purchase the right products for themselves and their babies. Many of the mothers spend an enormous amount of time figuring out which products they need and are during this time very susceptible towards baby product
advertising. If the mothers can not purchase the products they feel a form of guild because they believe they can not give their baby the best life. Society must play a major part in why the mothers feel as they do concerning baby products. Many years ago when, for example alarms were not available, the mothers were still able to be good mothers so what has changed throughout time? How come the mothers today feel guild when they can not afford an alarm when only 25 years ago it did not exist and was therefore not an object of guild? This leads to the next paragraph which will cover the psychological changes for the new mothers followed by the historical aspect of the mothers throughout the last 50 years.

**Psychological changes for the “new mothers”**

This paragraph will help enlighten what happens within the woman when she becomes a mother. The psychological changes which happens within helps understand why the mother feel so pressured by the society and what she does in order to fit in and become the good mother.

A mother has to be born psychologically just as her baby must be born physically. A new identity emerges which is the feeling of becoming a mother. This identity does not emerge right away when the baby is born, but emerges while the mother is pregnant and the months after the birth.

“**The development of a life long identity as a mother is a special and often a rewarding period in life. It is rare that we as adults get the opportunity to redefine ourselves and evaluate the relationships we have with the people around us.**”

One of the differences between a woman and a mother is that the mother has extra responsibilities and will therefore act and react differently and this is a great change for the new mother.

“**Approximately 80 % of all new mothers experience a weeping period between the second and tenth day after the birth. This condition can last from a couple of hours to ten days. In this period the mother is crying, is irritable, anxious and she feels she can not think straight. She can feel uncomfortable and tired which are usually symptoms**

13 Babybusiness.dk, August 2009 (from psychologist Tacha Reinhold Hviid)
from the lack of sleep, the emotional load from the birth and a changed hormone balance”. 14

Once the woman is a mother she will never be the same again.

“Every time a woman becomes a mother to a newborn she will develop – naturally and unconscious – a special and very vulnerable personality state. It is a very special psychological condition which is necessary in order to enable the mother in taking care of her newborn baby. A responsibility that demands attention, concentration, presence 24 hours a day all seven days a week, that her senses are alert at all times even when she is sleeping. This means that a new mother will be very tired and exhausted, both psychically and mentally.” 15

The mother will no longer see herself as the daughter but instead the mother and this can for some be a quite hard transition. The mother will also seek other mothers instead of friend with no children. The relationship towards the baby’s father changes because the mother is more interested in his role as a father rather than a boyfriend/husband. The mother also starts seeing her own mother in a different way. They start wondering how their own mother was and if they will be the same kind of mother. For some who have had a difficult childhood it is very important that they will not give their child the same experience and for some who have had a good childhood they often act on impulses and suddenly realize they are as their own mother. When becoming a mother a main concern is that the baby is all right. Now she is responsible for another human being. The most essential job the mother has is to keep the baby alive. The mother now experience that new impulses control her life, impulses she has never experienced before. Some might say that the father should have the same impulses but this is just not the case, it is the cause of nature that decides that the mother experiences this. As mentioned the main focus is keeping the baby alive it is the first impulse the mother experience, which can result in many mothers watching their babies sleep at all times the first couple of days. They are so scared that the baby will stop breathing. Other worries the mother experience is making sure that the baby is healthy and growing. The mother is also constantly worrying if she is raising the baby correctly and if the baby is developing correctly and through it all she is thinking; “Am I doing it right?”

14 B-a-b-y.dk (Kirsten Lindved)
15 Efterfødselsguiden.dk
Along with the concrete needs the mother must cover which is mentioned above, she must also cover the more intimate aspects. The mother must have a loving and intimate relationship with her baby. This is a relationship many have never experienced before and in order to achieve this relationship the mother can breastfeed, play with the baby etc. This way the mother gets to know her baby and new emotions will occur.

“500 people from the American state Rhode Island has been part of an experiment where they were followed from babies to adults. The study showed that the ones who received a lot of love and the mother told them how much she loved them and they received hugs all the times, they have gained more resistance power towards all of life’s troubles than the other contestants.”16

While the mother is struggling with the above aspects she starts seeking other mothers and their experiences. All mothers seek people who understand their new situation and this is primarily other mothers, their own mother, the nurse connected to the area etc. Many mothers need the psychological support from others, they need a supporting network. This network satisfy the need to know if she is doing good, what to do when the baby reacts this way, what to do when the baby starts sleeping differently etc. In Denmark this supporting network is offered to the woman even before she becomes a mother. A month or so before the due date she is offered a visit from the nurse connected to her area. The nurse and the mother talk about how they wish to cooperate once the baby is born and she is offered to join a group of mothers from her area that have babies at a similar age as her own. This support group can help the mother with a lot of answers she may have. Furthermore the mother is required, a few months after the birth, to answer a questionnaire carried out by the nurse concerning depressions after birth. This is done to prevent depressions among mothers but also to help the mothers who experience this and this is quite a few. One of the reasons for this depression is the uncertainties the woman experience when becoming a mother and the pressure she often feel from society.

“The most common reactions in the period after the birth are crying, mood swings, irritability, tiredness, difficulties in concentrating, sleeping issues, anxiety, compulsive and other dark thoughts, changing sleeping habits, feelings of restlessness, of being

16 Fpn.dk, september 2010
inadequate and feelings of despair. Furthermore thoughts of suicide and feelings of anger, guild and shame can occur.

The most normal and harmful form of reaction is crying. Other more serious reactions can be:

- Troubling thoughts as for example fantasies concerning accidents, anxiety towards hurting the baby or herself.
- Compulsive behaviour where the mothers follow the same ritual day after day or are scared of going insane.
- Emotional disturbance for example depressions, manic behaviour, anxiety or aggressions.
- Physical disturbance for example headaches, stomach aches, muscle pains, heart racing or dizziness. The mother can furthermore be concerned that the physical symptoms could turn out to be a life threatening disease as cancer.

The most dangerous form of reaction is the birth psychosis which demands immediate treatment.”

The society has certain expectations towards the mother and weather the mother tries to ignore it or embrace it, it can not be avoided entirely. In the society it is openly discussed if the mothers should breastfeed, when they should return to their jobs etc. but the psychological changes are not so openly discussed and therefore the mothers are quite concerned as to why they feel as they do. And it is important to mention that all mothers feel inadequate and confused at some point in their life.

All of the adjustments the woman experience when becoming a mother is a life long process where everything must be re-evaluated. And for most mothers their main purpose in life is being good mothers and when asked what they are most proud of in their life most answer their children.

Along with the worries of becoming a mother the women also struggle with joggling this with their husband/boyfriend and with their work situation. In the next paragraph the historical aspects will be covered which will also enlighten the fact that it has become easier in many ways for the mothers to be mothers, employees and wives.

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17 Sundhedsguiden.dk, april 2009 samt gaia-instituttet.dk
**Historical aspect on the “new mothers”**

This paragraph will consist of a historical aspect on how the new mothers where approximately 50 years ago and how the society has changed and created the new mothers of today. This will help the understanding of why the new mothers in society today feel the need to own various products in order to succeed in motherhood.

Before the 1960’s most mothers in Denmark were expected to stay at home and take care of their children. This meant that all of their time was focused on the children and the household. It was seen as culturally very important that the mothers stayed home and raised the children to be good citizens.

After the 1960’s the mothers slowly started leaving the kitchen and entering the workforce, which was due to the women rights organisations protests, but also due to the need for employees in the society, because of a growing economy in the western countries. Because of the growing economy the industrial and urban society created a number of new needs, one being the need for labour and the labour for women. During the 1950’s the percentage of women in labour in the US went from 16 % to 32 % in the 1960’s and this tendency was the same in the rest of the world.\(^{18}\)

Around the 1960’s most young unmarried women had a paid job if they were not taking an education. The main workforce area for women was in the service sector area meaning sales personal in department stores. And when the welfare state grew the demand for healthcare personal was increased, which meant jobs for women as nurses, school teachers, kinder garden personal etc. but it is important to mention that these jobs were still the lowest paid jobs and the women did not at this point cover leading positions in the labour market.

Another reason for the women entering the workforce was that they wanted to enhance the family’s living standards and this could be done by bringing in a second income. Furthermore it became more and more normal for the household to own various machines such as washing machines, dish washers etc. and this eased the work at home.

\[\text{“From the 1960’ – 1984 the women had the right for maternity leave with benefits for 14 weeks if they were in paid jobs. Housewives and independent workers had the right for two weeks with sickness benefits. In 1960 the HK (Danish trade union) and the Trade – and office employers made an agreement which meant that pregnant women were able} \]

\[^{18}\text{Politikens forlag, Main editor; Blom, Ida, ”Kvinder fra urtid til nutid – fra 1500 til i dag”, page 757}\]
to have five months of maternity leave, with half the wages three months before and two months after the birth.”

This development resulted in the mothers becoming more career-minded and spending less time with their children. The women/mothers became more independent. While the mothers became more independent and career-minded they started to value/demand a life which was balanced with leisure time and enriched experiences.

In 1975 the UN named the decade the “women decade” where the issues and problems for the women should be the centre of attention. This awareness towards the women resulted in the hospitals carrying out the birth of children which meant lower death rates among mothers and babies and the opportunity to achieve help to be pregnant in forms of test tube treatments and surrogate mothers. Another development was that the single mothers were offered child support from the state which enables them in being single mothers. Many of these laws and actions in the mother’s favour were accomplished by the women’s rights movements. The women’s rights movements were particular active in the 1970’s and fought for better standards for the women in the labour market and for the single mothers.

Throughout the years it became more normal for the mothers to be part of the workforce. In 2002 79.9% of the Danish people between 15-64 years old were working (this number include the people who have jobs and the ones that are not currently in jobs but are searching for a job). 83, 8% of these (the 79.9%) were men and 75, 8% were women meaning there was a difference between genders of 8, 0%. And again in 2003 the workforce in Denmark consisted of app. 2, 86 million people and 1.28 million of them were women in jobs and 58 thousand women where unemployed. This is almost half of the workforce and illustrates quite well that most women and mothers are part of the workforce. It is also important to mention that in average men work more hours per week than women. In 2003 562,000 were part time employed and 401,000 of them were women, which is around 70%. A reason for this could be the fact that women with children often prioritize working less in order to have more time with their children.

The society has changed as well in order to make it easier for the women to be a part of the workforce. Now most working women are entitled to 6 months of maternity leave (some

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19 www.arbejdermuseet.dk
20 Politikens forlag, Main editor; Blom, Ida, ”Kvinder fra urtid til nutid – fra 1500 til i dag”, page 761
21 Danmarks statistik, “statistik tårsoversigt 2004”, page 8 tabel 2
22 Danmarks statistik, “statistik tårsoversigt 2004”, page 6 tabel 1
23 Danmarks statistik, “statistik tårsoversigt 2004”, page 9 figure 3
more) and many men also use some of their maternity leave in order to keep the child at home until he/she is ready to enter the day cares available. So it has become easier for mother to joggle a career and children.

“According to the Danish Statistical centre the average mother has 276 days of maternity leave in 2009 while the father on an average had 26 days.” 24

“According to the Danish statistical centre there were in 2008 475,000 part time employees who were women and 198,000 were men.” 25

Although a lot has changed for the new mothers during the last fifty years one thing is still the same and this is the family pattern. This means that the bonds between the generations are still the same as they were many years ago. Most new mothers still talk to their own mothers every day asking for advice and help and it is believed that the new mother is very likely to be the same kind of mother as her own mother. This makes a lot of sense because the only way the mother knows how to raise, love etc is how her own experiences were. Of course there are cases were the new mother has experienced a bad childhood and therefore tries her hardest to do things differently with her own child but in many cases “history repeats itself”. But although the link between generations has not changed the society certainly has.

One major difference from the stay at home mothers in the 60’s to the new mothers of today is the time aspect has radically changed. If you have to joggle a job and a family time is limited which leads to the next paragraph, the time aspect.

**Time aspect**

Time seems to be a key word of mothers today because they want to balance everything at the same time. This is why it is important for the marketers to send the message that their products will enable the mothers in being productive meaning that they can accomplish something during the day with the help from the products. An example here could be the baby carrier which enables the mothers to carry the baby while vacuuming or such. It is important to understand what the mothers need in her balanced life and they need to “walk in the mothers shoes” in order to understand this. Where does the mother go with her prawn? Does she go to cafés? The baby cinema (cinemas have certain movie times where mothers and babies are welcome)? Etc. All of these questions can enable the marketers in understanding

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24 Danmarks Statistic, 2009
25 Kristelig Dagblad, February 2010
the mothers and thereby creating a successful promotion strategy. They also need to understand that it is easier to insinuate a product into a mothers existing routine than it is to ask her to change or add a new routine to their agenda.

The marketer needs to recognize that the mothers play multiple roles in her life and if this is done successfully it is likely that the mothers will be very brand loyal, meaning that the brand will be their preference over other brands. Many mothers spend time researching their purchase online or by asking other mothers or such for their opinions and they value quality. They want baby product manufacturers to appreciate and understand their time restraints and they want them to live up to their promises so they won’t have to reinvest their initial product research time. If this is done correctly it is very likely that the mothers will become very loyal customers and as mentioned earlier they are willing to spend a lot of money and is therefore an important target group. The mothers talk to each other and share information on various products and word of mouth is a very strong marketing tool for new mothers and therefore the brand loyal mothers are very strong customers.

Throughout time mothers have always been the greatest problem solvers in history. They are always solving problems and creating solutions. The mothers always feel most successful when their children are doing well. It is believed by our society that by doing well as a mother the child must be, already before birth, offered the best possibilities which include baby products.
In order to figure out why this is the case, two focus groups of new mothers where asked some questions concerning baby products as mentioned in the methodology paragraph. The findings will be elaborated in the following analysis and will shed some light on why these products are of such great importance in order to succeed as a new mother.
Chapter 2: Analyzing and reporting the results

This chapter will consist of the focus group analysis. It will contain the findings from the discussions, a comparison between the two groups, the advantages and disadvantages of this method and will be summarized in the McCracken meaning transfer model. The chapter will end up with a conclusion of the findings of the thesis up until now. The conclusion will help answer the first part of the problem definition and in chapter 3 and 4 the second and last part of the problem definition will be covered.

This chapter is an important chapter because it illustrates how the Danish mothers of today feel towards the purchase of the various products and how they feel affected by the society to become a perfect mother by owning the right products.

First focus group (Appendix 1)

The points made in this focus group session was that the new mothers are the primal purchasers of baby products because they believe they have a better understanding than the fathers of what the babies need. The reason for this is that they spend the most time reading magazines and such before the baby’s birth and they spend the most time with the baby when it is born and therefore have a clearer idea of what the baby needs.

Most of the products were bought before the birth and various magazine checklists were covered before the birth. The reason for this was that they all wanted to be ready for the baby and did not what to be forced to go shopping during the first couple of weeks.

Some received the more expensive products as presents from grandparents which seems to quite common in the society.

It seemed as if four of the five products (not the baby carriers) were quite essential to have in order to be a good mother. Below the five products and comments from the participants will be covered.

Branded clothes:

All of the mothers owned the branded clothes. Some had achieved the clothes as presents but many of the mothers also purchased it themselves. They all believed that when they had to buy clothes as a present it was better to buy branded clothes. The reason for this was that the branded clothes were more expensive and therefore seemed as a nicer gift and might be
something the mothers would not spend her own money on and therefore a present with branded clothes would probably have a greater value.
They all agreed that the branded clothes not necessarily had a better quality but if it had they would all be willing to buy the branded clothes for their babies because the wanted their babies to own the best. Many of the mothers went to sales in order to afford the branded clothes and at these sales a lot can be saved.

Rita: “I bought the expensive branded clothes for my first child when I was pregnant and up until she was 6 months old. After she started kinder garden I stopped because I did not want the clothes to be destroyed. I think that when you are pregnant you want your baby to look like your friends babies because they look so cute and if they are wearing a certain brand this is what you want as well.”

Susanne: “I think I would buy branded clothes more if it was more accessible in this area. I know I can buy it online but sometimes it works better to see the clothes in real life.”

Jeanette: “I think branded clothes are a very good thing if it looks nice. I do not buy the most expensive branded clothes because it costs too much. Some brands as for example Holly’s is branded clothes but still affordable and this I would buy.”

Lone: “I would also prefer cheaper clothes for the kinder garden. But when we have to go out I really want my children to look nice as I want for myself. I think the branded clothes is good for this purpose. Just like when I go out I want to wear my more expensive nice clothes because I want to look good and portray that I am on top of things”.

When talking about winter clothes (snowsuits, shoes etc.) it is believed that price and quality go hand in hand and therefore price is not an issue, they all what “the best” for their babies. When owning some branded clothes the mothers usually dress the baby in this when attending birthdays and such because they want the baby to look good and it puts out the signal that their baby does not need anything and has the best.
**Prawns:**
All of the mothers owned a prawn. A prawn is believed to be essential when becoming a mother in Denmark. It enables you to walk around with the baby to make him/her sleep, to visit friends, to go grocery shopping etc.

It is primarily the mothers’ decision which prawns to buy but because it is so expensive it is sometimes decided along with the father. Some mothers were given the prawn as a present from the grandparents.

The price is not essential concerning the prawn. The prawn has to be safe. It has to be a good quality which is often the branded prawns. The reason for this is that it has to be used for all the babies to come and/or it should be able to sell it online on for example the site dba.dk (an internet site where private people can sell and buy used items). Also the child has to be able to sleep in the prawn for many months or maybe some years so it has to be able to cope with the different weather conditions, trips, it has to be big etc. It also matters that it looks good because it will be showed off at many occasions.

Many of the mothers use the online site tænk.dk (a site where various products are tested in order to find the best products) to check which prawns are the best in test.

**Lene:** “In my world there are two brands in prawns; Odder and Emmaljunga. It was an actual theme in the birth preparation class. Which prawn people were going to get was a hot subject and very important to position themselves. The Odder prawn was a classic model and the Emmaljunga was new smart model.”

**Mette:** “I really like the Odder. It is so big and robust. I use it very often with an extra seat on top for my older boy and I use it for grocery shopping and it just keeps working.”

**Baby monitor:**
All of the mothers have a baby monitor because this makes it easier. It enables them to not having to check the baby all the time. At the same time, most monitors have temperature indicators in them and this allows the mothers to check that the baby is not too cold or hot.

They all believe this a necessity to own when becoming a new mother.

When discussing the price, there are different opinions. Some believe that price and quality go hand in hand while others believe that a cheap walkie talkie is just as good.
Jeanette: “I heard so many good things about the SuperNova model but it was so expensive that I decided to go online and search for a similar model which was cheaper.”

Again most of the mothers check the website tænk.dk to see which model is best in test. Most off the mothers own the Phillips model SuperNova which is quite expensive (around 1.200 DKr.). This creates a problem because the same monitors interfere with each other so sometimes it is not clear which baby is crying when they are all together.

Rita: “Someone told me about the SuperNova so I got it but the only annoying thing is that all the SuperNovas interfere with each other so you are not sure which baby is crying”.

One of the mothers got a monitor as a gift from the grandparents. The reason why a baby monitor is so important is that it provides safety. The mother can go around the house vacuuming or such and will still be able to hear the baby crying. Therefore it is an important baby product which all mothers should own.

Baby carriers:
All of the mothers own a baby carrier of some sort (many different versions are available). Some have been given the carrier as a present and some bought it themselves. It is primarily the mothers’ choice to purchase this product.

Lene: “I did not care about which kind of carrier it was. I got the carrier as a present but I have not really used it because it is uncomfortable and it does not feel like the baby is comfortable in it.”

Mette: “I can not live without my carrier. I use it many times a day and it makes me able to do a lot of things because I have my hands free”.

Susanne: “I bought my carrier online. It is not a known brand. After I bought this carrier I really regretted that I did not buy a “BabyBjørn” (a known baby carrier brand) because it looks so comfortable and is known to be a good brand. I think that the more expensive carriers are better but still the need for it has to be there”.
Here most of the mothers believe that it is money out the window to acquire a baby carrier. Most of the mothers have not even used the carrier because it either does not fit, is uncomfortable or the baby is not “happy” in it. The mother who uses the carrier can not live without it and she states that it enables her to go shopping, vacuum etc. while having the baby close.

When asked why this is an important product to own, it is a common opinion that it really depends on what kind of baby you have weather you will use a carrier or not. Some babies are just most comfortable being close to their mothers and here a carrier can save you some time. They also believe that it depends on where you live. If you live in a big city it is easier to carry the baby around in a baby carrier as apposed to a prawn and therefore it might be a more used product in the larger cities.

**Baby toys:**

They all own different kinds of toys, some were presents and some were own purchases done both by the mother and the father.

**Lone:** “I think that price and quality is coherent when talking about baby toys. The more expensive baby toys, as for example Lamaze has so many functions. Each toy has a rattle, a small mirror, lots of colours and funny sounds.”

Price and quality is usually coherent in this case because the more expensive toys often promote that is does not contain different dangerous substances. And the more expensive toys is usually stimulation toys where it fits the baby’s age and what he/she is able to understand at the certain time in her/his life.

**Mette:** “It is very different what the baby likes. Some babies are very interested in cool expensive toys and some are happy if you give them a spoon”.

The mothers all think that is essential to own different toys in order to stimulate the babies in the right way. And to save them some time.

**Summery:**

The most common statement was that price and quality usually walk hand in hand and therefore they were willing to spend more money in order to get the best products. Some did
not agree with this statement and believed that cheaper brands were just as good. They all agreed though that a product such as the prawn was essential that this was a good brand. The reason for this was that it was important that it could last for the other babies to come and/or the ability to maybe sell the product again used in the blue paper (dba.dk – a website where private people can sell and buy used items).

They all owned the five products and all believed that these were essential to purchase when becoming a mother (with the exception of the baby carrier). The products made it easier to function as before and therefore important. Meaning that a prawn enables them to go grocery shopping and it was important to have the babies sleep outside and get fresh air. The baby monitor enables them to be in the house while the baby is sleeping outside and this gives the mothers a piece of mind because they know they will hear the baby cry. The baby carrier enables one of the mothers in vacuuming while “holding” the baby and when the baby gets older and is ready to be stimulated more it can help because the baby can experience the “world” from the carrier (this products did not seem to important to all of the mothers). The baby toys can help stimulate the baby’s senses correctly according to their age and the clothes keep the baby warm and should be comfortable so that the baby can move.

Some were given a prawn and other products as presents from grandparents, but the main purchasers were the mothers.

**Overall questions to the mothers:**

When asked about the society attitudes they believed our culture now is more materialistic and there is a need to show off the baby. Because the various products are available it is easier to be a parent if you own them and you feel better. Plus, a major point among all off the mothers was that you buy safety and relaxation.

According to the mothers we have a “throw out” culture where as their parents were from the hippie culture and more aware of recycling. Therefore they just buy and buy whatever they think they need without thinking to much about it. Also our society is more materialistic and what the mothers own for the baby illustrates how much wealth they have. If the babies have the finest clothes, toys, prawn etc. they show the world that they are on top of everything. The babies become a kind of status symbol.

The new technology in baby products also enables the mothers in having an easier time, for example as with the monitors and showing the temperature.

They all felt somewhat affected by the society because they all bought the products on the various checklists in baby magazines before the birth of the babies without really knowing if
they needed the products. The all agree that they have learned a lot after becoming parents and would probably buy differently for their next babies.

The final overall question for the mothers was where they went to gather information and experiences. Below are the comments made by some of the participants and these answers seemed to be agreed with all of the mothers.

Rita: “I primarily use my friends who have kids around the same age when I am in doubt. I learned some “life-lessons” from my own mother which was that she taught me to be confident and not to doubt my intuition. But when seeking actual advice I do not use my mother because times have changes to much.”

Jeanette: “I use my mother a bit, especially concerning illnesses. This is probably because she is a nurse. But I believe I turned out pretty well so I really need her advice on raising the child, but not on which products to purchase.”

**Second focus group (Appendix 2)**

All of the mothers were the primary decision makers when deciding which products they needed but in many cases the things were purchased by grandparents or friends and received as gifts. But as in the first focus group the mothers decided what was needed which is quite likely connected to the fact that they spend the most time with the baby. Below the five products will be covered along with comments from the mothers.

**Branded clothes:**
The women all owned branded clothes but it was mostly presents and from stock sales. Many of the mothers believed it was way too expensive and would rather spend money on more expensive clothes when the child gets older.

Sanne: “I would never dream of buying branded clothes for a baby”.

Mona:” I think the branded clothes are nice clothes and it is different from what all of the other babies have on. I like my children to own different and nice clothes, just like I do. I feel like branded clothes are worth more due to the higher price. I know this does
not mean it is a better quality than other clothes, but I like to show off my children and illustrate to others that my children are cute and smart and I think branded clothes helps.”

Marina: “I do not have that feeling towards the clothes but I do think that some of the branded clothes are of better quality than other clothes, especially for the small babies. I think some brands have a great fit to them and a baby does not make a mess and ruin the clothes so it can be used again for other children to come.”

The mothers believed the clothes was expensive but some believed the quality was better than other cheaper brands but when the baby is growing so fast the clothes does not need to have the best quality because they can only fit it for such a short time.
The branded clothes received as presents were normally used when they had to go out and it was important to look good. But the mothers pointed out that looking good does not necessarily mean expensive branded clothes but could also mean a smart shirt from H&M for example.
When the baby need new clothes it is primarily the mothers decision what to buy and the price does matter due to the short time it is usable.

Prawns:
All of the mothers owned a prawn and they were all gifts from grandparents. Two of the mothers owned a cheap model and the rest owned branded prawns such as Odder and Emmaljunga.

Sanne: “The prawn is primarily chosen because you are influenced by your friends and peers and it is chosen due to what the purpose of it is. For example if you live in the city the Emmaljunga combi prawn is very good because it has rotating wheels so it is easier to get around.”

The two who owned a cheaper model realized that it was simply not good enough. It was too heavy, hard to handle and easily break. There was a common understanding among the mothers that the price and quality does go hand in hand. The branded models have larger measures so the baby can use it for a longer time, the prawn is lighter and it can be used for
other children to come. The price is therefore not an issue because a good branded prawn is a very good investment.

They all believed it was essential to own a prawn in order to get around and many of the mothers also had a clear idea of how it should look.

**Mona:** “I had a clear idea of how my prawn should look even before I gave birth. I had an idea of how I would look walking around with my prawn”.

**Baby monitor:**
All of the mothers had a baby monitor. They all bought the monitor themselves and price did not matter because safety and comfort was essential. They all bought the monitor based on experiences from other mothers, the internet etc.

**Katrine:** “I think the baby monitor creates a kind of comfort because you always know how the baby is doing. And when it is available in our market you can not live without. It is kind of like with the mobile phone. Once you get one you can not live without”.

They all owned the more expensive Phillips monitor called SuperNova.

In some cases the men also had a say in which monitor to buy because it was a more technical device and some of the mothers believed the men had a better understanding of this.

Some mothers thought about buying a walkie talkie instead but found out that this could result in too much noise from other sources.

All of the mothers believed that a baby monitor was an essential product to own and they could not live without it because it provides safety. The only small problem was that they all owned the same model so sometimes they could interfere with each other meaning that one mother could hear another baby than her own. This could be avoided if the monitors were installed at different channels which is possible with the SuperNova model.

**Baby carriers:**
All of the mothers owned a baby carrier. They all bought this after the birth of the baby because they believed this was necessary. Some bought a carrier because they had an uneasy baby and some because it made some things easier. In the case with the uneasy babies the carrier was used to keep the baby close which also calms the baby down. In the case with the other mothers the carrier made it easier to vacuum, go shopping etc. The good thing with the
carrier was that it was easy to carry around and if they bought a good model it could be used for a long time. The mothers all believed that the model BabyBjørn (known baby carrier brand) was the best choice due to the design and the quality.

Mona: “I chose my carrier due to the nice design and the price did not matter. It is very useful because you have your hands free.”

Jane: “I do not use my carrier. I think it is more an extra tool for stimulating the baby. The baby can only sit in the carrier for 15 minutes so it is quite hard to use it for transportation and such”.

In all cases the mothers bought the carrier because they believed this was a necessary investment and the price did not matter as long as it was a nice design and good quality. The carrier was a necessity and created functionality for the mothers and enabled them “to have their hands free”.

Baby toys:
All of the mothers had toys for their babies. Most of the toys were received as presents but some were bought by themselves and the father.

June: “The Lamaze toys (brand of activity toys) were “thrown at us” when we had the christening of our baby”.

They all believed that toys that stimulate the baby at the different stages in life was very important and also that the toys does not consist of dangerous substances. The toys have to be washable!
Some also thought it was nice if the toys looked good because it is all around the house. But as mentioned earlier, the most important thing was the stimulation effects that the toys had. This product category also interested the father but the mothers all agree that the fathers usually buy some strange things not in accordance to the baby’s age. The price of the toys was not as important as the design, quality, effects and what it is made of. When the baby usually puts everything in their mouths it had to be “clean” materials and not contain chemicals or such.
Mona: “I think that many baby toys are very ugly and I will not buy those toys for my child. Sometimes they are given to me as presents and that is ok but I will not buy it myself. I usually buy toys in softer colours which matches the rest of her things.”

The mothers use experiences from others in order to decide which toys to purchase.

Katrine:” You figure out which toys to purchase when you are visiting other mothers and see which toys are laying around and see which toys that seem to interest your own baby”.

Summing up:
As in the first focus group there was a strong opinion that price and quality go hand in hand and therefore the price of the products was not essential. This was not quite the case for the branded clothes because they believed that the clothes can only be used for such a short time that price is essential. The mothers in this group would therefore rather spend less money on clothes now and more when the children get older and can use the clothes for a longer period of time.

The mothers all owned the five products and believed they were all essential items to own with the exception of the branded clothes. They believed that the products made it easier to be a good mother. The carrier made it easier to have their hands free to do other things, the monitors provided safety, the toys stimulated the babies correctly and the prawns made it possible to get around.

Final overall questions:
When asked about the society’s attitudes they all believed they were affected by other peers on which products to purchase. They also believed that the products made it easier to be a mother than it must have been when their own mothers were in the same situation.

When asked why they believed the need to own the products were there, the overall opinion was that we simple have more money these days and therefore it is easier to purchase all of these products. In “the old days” there was not a big market for these products due to the tighter economy also among the grandparents. Also the parents have less time now and therefore the products can help them multitask. In the old days the babies usually started in
the institutions at 3 months and therefore it was probably not necessary to have all of the
different toys, carriers etc. because the institutions had those things.
They all felt affected by the society to purchase the various products. They did not feel
affected by their own mothers because times have changed so much, but they feel affected by
peers who have experienced the same.

**Marie:** “You want to be a correct mother and own the right things and peers help you
figure this out”.

The final overall question for the mothers was where they went to gather information and
experiences. Below are the comments made by some of the participants and these answers
seemed to be agreed with all of the mothers.

**Jane:** “I use my peers mostly. I really do not use my mother because all of her advice
seems quite old fashioned and therefore I do not think I can use it.”

**Marina:** “I use my friends also more than I use this group of mothers, I thinks it is
because that it is out of my comfort zone so for some issues I would prefer to use my
friends”.

**Comparison and reflection on the findings**

In both focus groups it was quite clear that the society affected how and why the purchased as
they did. The overall opinion was that the development of various baby products is a positive
development that makes it easier and safer to be a mother. Some products could for some of
the mothers have been avoided but they all have different needs. And when they have the
means to purchase these products and make it easier to be a mother there is a big market for
these products.
Many of the mothers realized that when they had the baby many of the products they already
purchased were not necessary. The reason why many of the mothers bought the products
before hand is because they believed that it would take months before they could get outside
the door when they had the baby and therefore they acquired the products beforehand just in
case. They were nesting. And then when the baby came some of the products were not useful
and this experienced can be used when the mothers have another baby.
One could argue that many of the products are not necessary but as long as they exist there is a market. Just 30 years ago when my own mother was a “new mother”, many of the products were not available. Back then she did not feel like something was missing because the products did not exist, but today she can recognize that some of the products are really useful and she can not understand or/and remember how she could function without.

Back then they had the prawns. Prawns seem to be a part of the Danish culture. In Denmark we have large pavements enabling the mothers to use the prawns and the distance between various things is quite short making it easier to use the prawn instead of the car. And this is also a great way for the babies to get some fresh air. Just recently I was talking to my nurse (all new mothers have a nurse connected who helps with the welfare of the baby the first couple of months) and I asked her why it was so important and common in Denmark to have the babies sleep outside. She told me that the babies sleeping in their prawns was “from the old days” were families in the bigger cities lived in very crowded apartments which meant a lot of bacteria and therefore the babies where left outside to sleep to avoid various diseases.

As mentioned it is part of our culture in Denmark to use a prawn and much more common than in other countries. One of the mothers from the focus group used to live in the USA during her two first pregnancies and she told me it was quite unusual to use a prawn where she lived. In the states the distances are usually so large that it is easier to use the car. Also many people are scared of having their babies kidnapped so the idea of leaving their baby outside in a prawn to nap is unheard of. In fact in some areas, she told me, the neighbours will report you to the authorities if they see your child outside napping in the garden.

Today it is required that mothers are super mothers and they have to be on top of the cleaning, the laundry and making the household work and the products available makes it easier. So yes, they all felt affected by how the society look at them as mothers and therefore the products become necessities in being a good, effective mother.

Advantages and disadvantages of the focus group interview

Advantages

The interaction among the participants in this interview stimulated new thoughts and feelings towards becoming a new mother and what to purchase. In a group people are more likely to express opinions as opposed to one-to-one interviews and because the first focus group was
people that knew me they were more comfortable in answering questions. It also provided a good insight in why new mothers behave as they do and this can be valuable for markers when promoting the baby products. The products showed created a spontaneous discussion among the participants and viewed various opinions. Another advantage in this group discussion is that they are mothers with different educations, living situation etc. but still they could interact and agree on a lot of topics which shows that these focus group results are quite valid and can be used for a large part of the new mothers in Denmark. But as mentioned in the next disadvantage paragraph these women belong to the “higher society” in Denmark and therefore the interviews does not represent the entire group of new mothers in Denmark.

**Disadvantages**

It must be mentioned that in order to present representative results more focus group interviews had to be conducted. It is hard to generalize on focus group results. Also it is hard to create statistical data on focus group information because all of the statements, opinions etc. can not be put into boxes.

Another disadvantage is that the moderator, being me, can have affected the participants in how the questions where asked and because the first group know me they could have answered differently than if the moderator was unknown. And how the collected information is interpreted can also be different from moderator to moderator. This will of course be avoided if the moderator is very skilled and experienced in this field.

One disadvantage in the focus group interviews is that the mothers are described as fairly well educated women living in socially and economically secure circumstances. It would have been interesting also to interview less privileged mothers in order to get a broader idea of how the market looks in Denmark.

To further understand the process of how the baby products can be connected to the mothers the McCracken meaning transfer model will be used.
**McCracken: The Meaning Transfer Model**

The further analysis will be formed by using McCracken’s Meaning Transfer Model\(^2\). The reason why this model is used is because it describes how cultural meanings moves from the cultural constituted world to the goods and then to the groups of consumers. This model will illustrate why the new mothers acquire the different baby products and how the manufactures and marketers can affect the mother’s decisions to purchase. The model is corrected so it fits this thesis meaning that the goods are replaced with baby products and the consumers are replaced with the new mothers.

McCracken Meaning Transfer Model (revitalised)²⁷

Culturally Constituted World

Advertising system  Fashion Systems  Reference groups

Meanings transferred to Baby products

Possession rituals  Exchange rituals  Grooming rituals  Divestment rituals

Meanings transferred to New mothers

The Cultural Constituted World

The cultural constituted world means that the world is constructed through categories and principles. Ages, gender, education, class, status etc. are all categories that categorize our world and society. The cultural principles are the concepts, values and assumptions that we have in the world. All of these aspects help create the world of the new mothers in Denmark. When women become mothers they have to redefine themselves in order to fit into a “new world”. They will now be defined as mothers by the society but which kind of mother do they want to portray? There is no question that all new mothers wants to be portrayed as the good nurturing mother but what they will have to do to be portrayed this way is more confusing to them.

It is my perception, being a new mother and associating myself with a lot of new mothers, that the ideal mother is someone who is caring, dedicated, responsible and loyal. The perfect new mother’s main role is to love her child in a natural way and fulfil the child’s every need. How to do this when you have never tried being a mother before can be challenging and mothers seek information among peers, their own mothers, in books, magazines and in advertising. This will be elaborated later on.

In our culture the women are not prepared for the role of motherhood and all the changes that will follow.

“The society is not suitable for having children today. The social aspects which supported you earlier are not longer available unless you are really good at networking. The mother is more alone with the child and even the grandmother is still at most times a part of the labour force.”

As mentioned it is a redefining moment for the women becoming mothers. Most women are not prepared of the personality changes that will occur. One thing is the physical changes. The body will change when pregnant and after birth the body will probably not look as it used to. The hips might be wider, the skin might be looser and the breasts might be the victim of gravity. Still the ideal women in TV ads etc. are the skinny woman with the flat stomach. Also the psychological aspect will change. The new mother has changed priorities. Now the baby is the main focus area instead of herself and the needs of the baby is dealt with before

28 http://www.b.dk/danmark/moderne-kvinder-faar-foedselsdepression
her own. Especially when the child is a baby the mother can only keep focus on other things for a short while. These aspects make it quite hard for the Danish woman to find her place as a mother. The worst fear is to be portrayed as a bad mother, whatever that means. This fear results in obsessed mothers who will seek information on everything and try to live as various books on the good mother suggest.

When the woman is trying to be pregnant it is recommended that drinking and smoking should stop and a healthier lifestyle should begin. When the woman gets pregnant it is recommended that she should take various vitamins, avoid coffee, should not eat for two, stay away from tuna and other fat fish, should be active 30 minutes per day, avoid perfume products, should not paint the walls etc.

When the child is born the recommendations does not stop. The office of health in Denmark has a 16 page long paper of recommendations on what to do before, during and after pregnancy. This results in a huge pressure on the mothers. Much of the information is based on being almost to cautious but if the mother keeps grounded and trust her instinct it will most likely end up with the best result.

Once the mother has defined her values and needs she will be able to find her personal “motherly” style and this will result in more confidence, inner peace and relaxation within. In many cases it is believed that owning the right baby products will enable the mother to be the good mother she wants to be and who is in control.

**Linking cultural meanings to baby products**

The next part leads to linking the cultural meanings to the baby products. This part will include how the fashion system, the advertising system and reference groups can be linked to the baby products. Marketers use the communication to link the cultural world to different products in this case the baby products. Fashion, advertising and reference groups help influence the meanings that are associated with the products.

**Fashion**

The fashion system plays an important role for the baby products. For example, when deciding which prawns to get, the mothers often look at the design as much as the actual quality of the prawn. This quote from the focus group illustrates this in a good way:

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29 [http://www.sst.dk/publ/Publ2010/CFF/Graviditet/Sunde_vaner_2010.pdf](http://www.sst.dk/publ/Publ2010/CFF/Graviditet/Sunde_vaner_2010.pdf)
Mona: “I had a clear idea of how my prawn should look even before I gave birth. I had an idea of how I would look walking around with my prawn”.

The quote indicates that the mother has seen in ads how the mothers she wants to portray looks like and therefore the looks of the prawn play a higher role than the functions of the prawn. This reinforces the fact that the fashion system plays an important role in the baby product market.

And when deciding what clothes to purchase fashion also plays a significant role. Although the mothers used in the focus groups believed that it had nothing to do with fashion but with quality one must assume that the fashion houses brand themselves on quality and therefore the mothers are affected by the fashion system.

By owning a certain prawn and dressing her baby in a certain way the mother illustrate she is a resourceful modern mother.

It is important to point out that not all baby products are affected by the fashion system. For example the baby monitors are primarily sold for their functions and qualities rather than by the looks.

Advertising

The most common situation is that the marketer starts with creating a communication plan. The marketer figures out which associations should be connected to the brand. This communication plan will be elaborated later on in chapter 4.

There is no question that the new mothers are affected by advertisements, as mentioned in the US study, to buy the different baby products. As mentioned earlier in the fashion paragraph, the images seen in magazines among others enhances the mothers ideal of which kind of mother she would like to portray. The marketers can use different images for the different desired portrays. It could be the career mother, the eco mother, the playful mother etc. Only imagination sets boundaries (some examples on prawn ads with different types of mothers will be shown further on in the divestment paragraph). This particular issue will be further covered in chapter 4 future prospects for the marketer. The reason for this is that the

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30 Focus group interview 2 appendix, page 2
31 Focus group interview 2 appendix, page 2
advertising subject is aimed more at the marketers and how they can use the gathered information and therefore relevant in chapter 4 where the last part of the problem definition will be covered, being how the baby product manufactures can create a successful marketing campaign towards the new mothers.

**Reference groups**

Reference groups represent an important element in deciding which products to buy. Reference groups consist of other mothers, their own mothers and other reliable people who the new mothers would consult before buying baby products as mentioned earlier. It is clear that the new mothers are affected from reference groups. Especially peers who have children at the same age are relevant informants. The new mothers listen to other mothers and hear their experiences, successes and failures. There is no question that a mother’s positive experience with a baby product can encourage a new mother in purchasing this product and the other way around if the experience was negative. The new mother will also observe the reference mothers and through them “learn” which kind of mother she would like to be as the quote below indicates.

*Katrine:” You figure out which toys to purchase when you are visiting other mothers and see which toys are laying around and see which toys that seem to interest your own baby”.*

By observing other mothers, the new mother will be affected to purchase the same baby monitor, clothes from a certain brand etc. The new mother will also most likely listen to her own mother’s experiences but when it comes to the different baby products, her own mothers advice will definitely be out of date and therefore not a strong informant on this subject. Other references could be nurse connected to the city area and the midwives who are professional informants. Their main task is to guide the new mother and can be very important for the marketers. But as the new mothers, these informants are affected by other mother’s experiences and their own experiences.

There is no question that the marketers can benefit from mothers who have had positive experiences with their products. This might be the strongest marketing aspect for the marketers and will be discussed later on in the thesis.
Linking baby products to the new mothers

The consumers play an important role in linking the products to the consumption meanings. The success of the marketing campaign depends on how “active” the consumer is. In this case the mothers recognize the products through the ads and recall what the products symbolize, which feelings the product recall etc. The meanings of the products are evaluated and if the marketers are successful the product can be differentiated from other products. Another aspect is that the mothers often connect themselves to the ads. So if the ad illustrates a natural eco mother, the mother who will be affected by this will see herself as the eco friendly mother. The special behaviours in the model that mothers use to transfer meaning from the products to themselves are the possession rituals, grooming rituals, exchange rituals and divestment rituals. In the first two the mothers invest personal meanings to the products and in the second two involve the further movement of products and the meanings they hold to the other mothers.

The rituals are social acts that are meant to be understood as negotiations going on within the mother. The four different rituals will be elaborated on in the following.

Possession rituals

Possession rituals allow the mother to assume ownership of products meaning. Some of the possession rituals the mothers can engage in are customization, decoration, personalizing, cleaning, discussing, displaying and photographing. One example is the expensive baby clothes where some mothers might visualize the tags in order to show the world the expensive tag and illustrate prestige. As one of the mothers said:

Mona:” I think the branded clothes are nice clothes and it is different from what all of the other babies have on. I like my children to own different and nice clothes, just like I do. I feel like branded clothes are worth more due to the higher price. I know this does not mean it is a better quality than other clothes, but I like to show of my children and illustrate to others that my children are cute and smart and I think branded clothes helps.”
Customization of pacifiers with a name\textsuperscript{32} is also an example of a possession ritual.

**Exchange rituals**

The exchange rituals means that seller and buyer exchange resources such as money, goods, services, social status, information, love etc. They try to meet each others needs. If the mother wants to own a baby monitor with certain qualities, the manufacturer tries to meet her needs by selling this type of monitor and by this exchange ritual the mother gain a good monitor which gives her peace of mind and the manufacturer gains money and status among other mothers. The exchange rituals in the baby product category can be very emotional because it offers the mother stability, peace of mind etc.

**Grooming rituals**

Grooming rituals are repeated actions necessary to draw meanings to products. Grooming behaviour is a body language which communicates specific messages about the consumer’s social status, maturity, aspirations, conformity and morality. The meaning of clothes, hairstyles etc. can illustrate this. Many grooming rituals are aimed at giving the consumer confidence, glamour etc. in the baby category baby clothes is again a way of the mothers showing off their babies as being well dressed and therefore the mothers can gain confidence from other mothers.

**Divestment rituals**

Divestment rituals are those in which the individual sees the product as possessing personal properties. An example is the different prawn ads which are positioned to different types of mothers.

Below are some examples. In figure 1 (the Odder prawn which is a known brand) the two ads shows the natural mother (the blue) and a more sensual mother (the yellow). Figure 2 (the Emmaljunga prawn which is a known brand) shows the city mothers on a shopping trip and finally figure 3 (Emmaljunga) shows the eco mother in touch with nature.

\textsuperscript{32} www.navnesutten.dk
The mothers can associate themselves with the different ads and tries to become part of one of the groups of mother buy purchasing a prawn. As one of the mothers put it:

Lene: “In my world there are two brands in prawns; Odder and Emmaljunga. It was an actual theme in the birth preparation class. Which prawn people were going to get was a hot subject and very important to position themselves. The Odder prawn was a classic model and the Emmaljunga was new smart model.”

**Conclusion on the McCracken model**

The McCracken analysis illustrate that the mothers tend to use the baby products to “show off” to their peers and to make life as a mother easier.

The rituals mentioned work as instruments for the mothers to position themselves and negotiate through the big jungle of baby products.
The manufactures of the different baby products can use this analysis to realize how much meaning the logo, the qualities etc. will affect the mothers to purchase. Furthermore the rituals can help the manufactures in meeting the mother’s needs, meaning that involving some mothers in some processes could help their sales. For example some could make it possible to design clothes as it is already possible with the name on the pacifier online site.
A lot of information gathering and discussion among others mothers happens before the new mother is ready to purchase the baby products. It is an important choice she has to make and therefore many thoughts go through her head before the correct choice for her is made.

**Conclusion up until now**

In the thesis up until now the first part of the problem definition has been covered which was: “I wish to figure out how and why pregnant and new mothers might be influenced to purchase the different baby products available. The main focus will be how and why the mothers feel affected to own various baby products available by society and why this has changed throughout the years”.

A focus group discussion was used to figure out how and why the pregnant and new mothers were affected to buy baby products and to figure out if they felt affected by the society. The focus group enabled me in finding the motivational, emotional, attitudinal and personality factors which was key when they had to purchase the baby products.

The two focus groups consisted of new mothers who already knew each other and therefore they could feel more “free” and “safe” to say whatever was on their mind and not hold back. This way I could get the most truthful answers and a good discussion could be carried out.

Before conducting the focus group other studies were analyzed. They showed that becoming a mother meant gathering a huge amount of information in order to purchase the right products. By owning the right products the mothers could feel a sense of ease because this meant they were a good mother even before the birth of the baby. This also meant that the mothers were affected by outside stimuli which were advertisements and from other mothers.

A historical aspect on the mothers was also analyzed. This showed that the mothers primarily became active in the workforce during the 1960’s. This was due to the growing economy and because the households became more materialistic meaning the demand for washing machines, refrigerators and other similar things grew. Because the mothers were in jobs the need for more time also emerged. Throughout the 1960’s up until now the mothers got less
time to joggle family and carriers and demanded products which could help them with the
time issue. Today the new mothers have prawns, baby monitors, baby carriers etc. which are
all products helping them multitask and solve everyday problems. There is no doubt that the
advertising scene has changed through the years as well making it harder to decide which
products are the best. This has resulted in the mothers becoming the most effective
information searchers and this is a great challenge for the marketers and will be elaborated in
chapter 3 and 4.

The mothers in the two focus groups were all the ones who took the decision of purchasing
the products and this is most likely because the mothers have a higher insight as to what the
baby need and many men are not that interested in the products. It seems as if it is a part of
nature that the mothers are “nesting” and the fathers do not have the same need. Many of the
mothers even bought the products before the births of the baby and before they even knew if
the products would be useful. It seems as if the mothers browse the internet looking for what
they need for the baby and actually create a checklist which must be covered before the birth
of the baby. When this is done, the nest is ready or is it?

The products discussed in the focus groups were all necessary products for the mothers in
order to make them feel as a success. They believed they bought safety and relaxation and felt
that the society demanded this. After the birth some of the products were proven useless to
some, but useful to others. This is exactly what the society does to the new mother. She is
constantly bombarded with ads, information from nurses, from own mothers and peers and
this is making her believe that if she does not follow all of these advices and purchase the
baby products she will not be a successful mother.

Another issue as to why so many baby products are now available and needed is that the
mothers have six months of maternity leave today and many use another four months staying
at home with the baby. By this I mean that the mother spend so much time with the baby that
the need for stimulating toys, a prawn for grocery shopping etc. is high. Just 30 years ago the
mothers only had three months of maternity leave and therefore did not need most products
because the daycares/kinder gardens had the necessary products.

The new mothers are constantly being confronted with choices and opinions from society.
When the mother is pregnant it is expected that she quit smoking, not to have an alcoholic
drink, quit using products with certain chemicals etc. but she still has to look good and not be
too fat. Then when the baby is born she is expected to breastfeed, still not use products with
chemicals, stimulate her baby in accordance with its age etc. In many cases it is also expected
that she owns the right products in order to function as a mother in accordance to society’s standards.

It is quite easy to conclude that the motherhood is almost a “holy motherhood” meaning that it could almost be compared to a religious cult where the mothers have to behave in a certain way in order to achieve accept from one another and from the society in general. Mothers compare themselves to other mothers and are quite quick to judge the mother who does not things the “right way”. This is quite absurd because the mothers should support each other and accept that motherhood is the greatest challenge in life and mistakes will be made.
Chapter 3: Reflections on the findings

In this part of the thesis I will discuss how the marketer can successfully reach the mothers with the previous part of the thesis in mind. How the marketer can brand the product successfully and why this is so important will be covered. Chapter 3 will focus on the last part of the problem definition which is an evaluation of how the manufactures of the baby products (also referred to as the marketers) can use the society’s view on the new mothers and hereby create the perfect marketing campaign aimed at the new mothers. In order to solve this problem all of the gathered information until now will be a part of this evaluation.

CBBE Model – successful branding

In order to create a successful campaign the marketers must create a strong brand. To enlighten how this is possible a very useful tool is the CBBE model which will be covered below.

![CBBE Model diagram]

Figure 1: Consumer-based brand equity pyramid

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36 Keller, Kevin Lane & Aperia, Tony & Georgson, Mats, “Strategic brand management – A European perspective”, page 57, figure 2.5
The Consumer Based Brand Equity model (CBBE Model)\textsuperscript{37} explains what makes a strong brand and how the brand can be created by the marketer. The model approaches the brand equity from the perspective of the consumer, in this case the new mothers. It is very important that the marketer seek to understand the new mothers. They need to figure out what their brand means to the mothers and how the brand knowledge of the mothers can affect their response to the marketing activity. If the marketers want to build a strong brand, which the study on new mothers showed was important (other studies available – US Study on baby products page 11 in this thesis), they need to ensure that the new mothers have the right experience with the product and the desired feelings, thoughts, images, beliefs, perceptions and opinions becomes linked to the brand.

Some of the advantages of building a strong baby product brand are: improved perceptions of product performance, greater loyalty, less vulnerability to competitive marketing, less vulnerability to crisis, larger margins, more inelastic consumer response to price increases, more elastic consumer response to price decreases, greater trade corporation and support, increased marketing communication effectiveness, possible licensing opportunities and additional brand extension opportunities.\textsuperscript{38}

The brand equity occurs when the brand has awareness which consists of brand recognition (the consumers ability to confirm exposure to the brand when given the brand as a cue\textsuperscript{39}) and brand recall performance (the consumers ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue\textsuperscript{40}).

The reason why the brand awareness is so important is because it plays a very important role in the whole consumer decision making process. First of all the brand awareness creates learning advantages meaning that when the mother knows the strengths of the brand image it is established in their memory and therefore creates consideration advantages. Consideration advantages means that the mother will consider some brands before other brands. This will end up with the mother choosing a brand over another which is known as choice advantages. It is important to mention that brand awareness is very important when dealing with high involvement products (in this case the baby products are high involvement products because the learning process before purchase is very significant) but not so significant with low involvement products (examples could be groceries, toilet paper etc.).

\textsuperscript{37} Keller, Kevin Lane & Aperia, Tony & Georgson, Mats, “Strategic brand management – A European perspective”, page 42
\textsuperscript{38} Keller, Kevin Lane & Aperia, Tony & Georgson, Mats, “Strategic brand management – A European perspective”, page 44 figure 2.1
\textsuperscript{39} Keller, Kevin Lane & Aperia, Tony & Georgson, Mats, “Strategic brand management – A European perspective”, page 49
\textsuperscript{40} Keller, Kevin Lane & Aperia, Tony & Georgson, Mats, “Strategic brand management – A European perspective”, page 49
The CBBE model shows (see figure 1 above) that there are four steps to building a successful brand. On the right the four stages are stages of brand development and on the left the branding objective at each stage. The two rows are linked together.

2. Stage - Identity: At the first stage the marketer needs to create brand awareness as mentioned earlier. The mothers need to associate the baby product to the company. The mothers must be able to identify the product. Achieving the right brand identity the marketer must create brand salience with the mothers. Brand salience relates to the awareness of the brand for example how often the brand is remembered in different situations.

3. Stage - Meaning: at the second stage the marketers must associate the baby product with certain properties, trying to explain what the product is and how it is different from competitors. This can be done by using brand performance and brand imagery. The brand performance relates to the functions of the products. Does the product meet the consumer’s needs? There are five types of attributes and benefits that underlie brand performance: 1) Primary ingredients and supplementary features. 2) Product reliability, durability and serviceability. 3) Service effectiveness, efficiency and empathy. 4) Style and design. 5) Price. These different categories help categorize and differentiate the baby product categories. The brand imagery refers to the psychological and social needs of the product. This means that it refers to what the mothers think of the brand rather than what the brand actually does. One example is the user profiles which means who uses the product can actually result in the mothers having a mental picture of who uses the product and if she would like to be part of that group. The brand meaning is what helps produce brand response which is the next stage.

4. Stage - Response: the third stage is about creating the proper positive, accessible reactions towards the products. The marketer seeks to figure out what the mother’s response is to the product. To do this the marketer looks at the judgements and feelings towards the products. The judgements focus on the mother’s personal opinions and evaluations of the products. The most important aspects of these judgements are the brand quality, credibility (is the product competent, innovative, dependable, interesting and worth spending time and money on?), consideration (will the mothers include the product in the set of possible options of products they might buy or use?) and brand
superiority (is the product unique and better that others?). The brand feelings focus on the mothers’ emotional responses and reactions towards the product. There are six important types of brand building feelings: 1) warmth – the product makes the mothers feel and sense of calmness and peacefulness. 2) Fun – the product makes the mothers feel upbeat, joyful and playful. 3) Excitement – making the mothers feel she is alive, sexy and cool. 4) Security – making the mothers feel safe and comfortable. 5) Social approval – the product makes the mothers feel that she is part of a group and is accepted by other peers. 6) Self-respect – the mothers feel better about themselves. These feelings are extremely important to focus on in the “mother – market” because they are at a very vulnerable stage in their lives and therefore the six feelings can help the mothers feeling secure about their decisions and actions.

5. Stage - Relationships: at the fourth and final stage the marketers tries to create loyalty between the brand and the mothers. This can be done through resonance. Resonance deals with the relationship between the product and the mothers. The resonance can be put into four categories: 1) Behavioural loyalty – Repeat purchase, how often does the mothers purchase the product and how much do they purchase? 2) Attitudinal attachment – viewing the product as something special and even “loving” the product, 3) Sense of community – the mothers feel associated with other mothers using the product and therefore feeling as a part of a group, 4) Active engagement – when the mothers are willing to spend more time, energy and money on the product.

**Conclusion on the CBBE model**

The CBBE model does as mentioned measure the strengths of a brand. The marketers of the baby products can use this model to try to have a successful brand but in the end it is the mothers who determine if the brand is a success or not. If the mothers have good experiences with the product they could very easily start missionarising the product to other mothers and thereby the product could become a great success. If the marketer takes the CBBE model serious and do not take shortcuts when building the brand it is very possible that the brand will become successful. Not all of the steps mentioned in the CBBE model are difficult to establish. Some of the steps are quite obvious when dealing with the new mothers. One
example could be the step on brand feeling which plays a very important part in the new mothers’ consciousness because they are usually very vulnerable at this stage in life. But if the marketer knows his target group very well and has done his homework it is quite possible to create a success.

It is important to mention that this model is useful for baby products because the products are of great meaning for the mothers and therefore creating a strong brand will almost certainly mean loyal customers and a long term investment for the marketers. Loyal customers will often feel an attachment to the products, they will feel a part of a community with the other mothers and they will engage in the product and promote it to other mothers. All of this enforces the fact that strong branding is of great importance.
Chapter 4: Future prospects for the marketer

All of the information gathered until now in this thesis can help the marketer in creating the perfect brand for the mothers. The brand must have a clear communication plan in order to reach the new mothers successfully. This last chapter of the thesis will answer the last part of the problem definition which is how the baby product manufactures can exploit the society’s view on how the new mothers should be and thereby what they need to own. The chapter will start out with a short description of the product, price and distribution strategy followed by a communication plan containing a promotion strategy.

The chapter will end up with a conclusion on the future prospects which will enlighten how the marketers can reach the important target group the new mothers with a concrete strategy. Throughout this chapter the marketers working for the manufactures of baby products will be mentioned as the marketers. In the product, price and distribution paragraph they will still be mentioned as the marketers although it is not always the marketers who make these strategy decisions in the company.

The product, price and distribution strategy

Product strategy

Most of the aspects concerning the product strategy are already mentioned in the CBBE model where the focus is the branding of the product. We already know that the products are the baby products but the marketers must decide if complementary products could be a possibility, if they want a wider or/and deeper rage of products, how the packaging should look, if they should be environmentally certificated and if there is a possibility for further innovation within their product range. These are questions the marketers must have the answers for in order to create the successful branding as mentioned in the CBBE model. I will not come further into this subject due to the relevance to my problem definition. It is important to mention that the marketers must be aware of this strategy but in this thesis the focus is laid on already exciting products and the range of products, complementary products etc. are not important to us in this thesis.
The price strategy

The successful branding and the price strategy are closely connected. During the branding process it is very important which message the company is trying to send. If the product is branded as a luxury product with high quality it is important that the marketers set the price thereafter. An example is the more expensive clothes mentioned in the focus group discussion. Some of the mothers believed that price and quality went hand in hand and therefore a higher price setting is important. This does not necessarily mean that the quality is actually better than the cheaper clothes, but again if the branding is carried out correctly the marketers can create the illusion that the price is higher because of the higher quality. Many of the mothers from the focus group were also aware of the fact that the more expensive did not mean better quality, but because the branded clothes showed the society that they cared about their babies looking good, they were willing to pay a higher price.

There is no question that demand and price go hand in hand for all of the baby products meaning if the demand is high it is possible to require a higher price. But one important factor is that many of the mothers believe that purchasing the right products for their babies is one of the most important roles as a mother and they will therefore go through great lengths in order to acquire these products no matter what. This is called psychological price setting were the marketers look more at how the customers react to the prices and less at the financial situations among the customers.

Some of the mentioned products for example the baby monitor and the prawns were for the mothers of the focus group necessary products and therefore these products were not price elastic at all. By this I mean that the marketers could quite likely set a quite high price and still have the customers. But one must keep in mind that within the product categories there are different manufactures and therefore competition, so it must be clearly considered which signal they want to send by the right price strategy and again branding plays an important part in this matter.

Some of the other products mentioned were clothes and carriers and here the products are more price elastic. By this I mean that if the mothers do not have the funds to purchase the expensive branded clothes they will purchase cheaper clothes elsewhere and the main purpose is to dress the babies, not what brand they are wearing. And concerning the carriers it was my perception that this was a useful item but not a necessity and could therefore be avoided if the fund were not there.
All in all when setting the price the marketers must look the costs of producing the product, the competitor’s prices and the demand for their products. These three parameters along with the branding will help set the right prices in order to boost sales and create a strong and loyal group of customers which it is all about.

**Distribution strategy**

It is important to track the mothers. By this I mean figure out where the mothers are. The expectant mothers spend time at the hospitals, attending childbirth classes, shopping for nursery items etc. The mothers who have given birth spend time at afterbirth classes, online, shopping etc. Once this has been cleared the marketers have an idea of which distribution channels to use. Many of the baby product manufactures use intermediaries to sell their products. Some of the most known ones in Denmark are “Babysam” and “Ønskebørn” which are large chains of shops that sell all kinds of baby products from prawns to clothes. They have everything a new mother need and therefore a popular distribution channel for the marketers. Other channels which are used often for the baby products are the different websites. Here some marketers use both their own websites for sales and intermediaries. Some of the websites available are tinyzone.dk, creakids.dk and the large chains mentioned before also have online shops.

Earlier on in the thesis it was mentioned that the mothers are strong information seekers concerning their babies (the US study showed that 67 % of the mothers felt that having a baby was the most important time of their life to gather information) and therefore the websites are a strong channel because it is one of the places where the mothers seek information about the products for their babies and where they would most likely purchase some of these products. As mentioned before the chains “Ønskebørn” and “Babysam” both have real shops and websites and is therefore a popular channel for the marketers to pursue in Denmark. The websites enables the mothers in seeking information about various products at home and at the real shops the employees gives the mothers personal guidance and advice. And the two chains are well known among all of the mothers in Denmark.

**Communication Plan**

The new mothers are constantly affected by ads. Many of the mothers also affect each others. In order to reach the mothers successfully the marketer needs to have a communication plan.
When the marketers have to create a successful communication plan it is important that they keep in mind where the product is placed on the market. If it is a new brand on the market a different approach will be necessary than if the product is already in the market. And if the product is dropping in sales another approach could be necessary. In this thesis the focus is not on the distribution and therefore it is not as important where the product is on the market rather than the possibilities the marketers has for a successful campaign.

One of the keys to a successful communication plan is that the promotion strategy correctly carried out.

**Promotion strategy**

**How should the ad look?**

Main aspect in ads is that the mothers like to see people like themselves. It is all about reality, service and trust if you want to gain loyal brand customers.

In order to figure out how the ad should look two current ads with different motives will be analysed. This could give an idea of how the baby product ads could look like and the strengths and weaknesses of these ads will be covered in order to find the best possible ad. The ads used are printed ads in Danish magazines. First ad is from the toothpaste brand Zendium and is from the magazine “Our children” (Vores Børn)\(^4\) and focus on the guilt (figure 1 and full size appendix 3). The second ad is an ad for the toy brand Lamaze and is from the same magazine but focus more on the product and its capabilities (figure 2 and full size appendix 4).

\(^4\) Vores børn gravid & baby, Vores Børn junior special 4/2010, page 39
First of all the marketer needs to create attention towards the ad. In the first case it is a full page ad and the heading reads “Do you choose the right one for your child?” This phase tries to catch the mothers’ attention and to make her read more because her guilt tells her that she wants to choose the best for her child. Secondly the layout of the ad, here being the colours and the stamp saying “recommended by TÆNK” (a Danish well recognized consumer site that recommend good and safe products after testing them in various ways), should also draw the mothers attention to the ad.

In the second ad the heading is the brand name Lamaze followed by the phase “let me see, let me feel, let me play”. This should catch the mothers’ attention and tell her that these products will enable the baby in seeing, feeling and playing.

In order to gain attention several aspects concerning words and pictures are very important. First attention towards the ad can be created if the words used contain the following:

1) Use unexpected words or infrequently used letters such as Q, X or Z. The reason for this is because the ad needs to be memorable and this can be done if the words are unusual. In the Zendium and Lamaze ad this is not the case.

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42 Vores børn gravid & baby, Vores Børn junior special 4/2010, page 39
43 Vores børn gravid & baby, Vores Børn junior special 4/2010, page 75
although the brand names include unexpected words. So it is quite likely that the usage of words will not evoke memory for the mothers for these particular ads. The brand names might be stored in memory due to the use of words but the ads.

2) Vary emphasis or stress of certain words in headlines or audio content, or use them in unexpected ways. This only works in audio content and is therefore not important in this case with the two magazine ads.

3) Keep headlines to fewer than 7-8 words. The reason for this is that you do not really need to read the words to know what they say, only to see them. This means that it is common to glance at ads and if the headline is to long most people will not carry on their reading, but on the other hand if the headline is short it is already stuck in the head and therefore the reader decides weather they find it interesting or not and will want to read on. In the two printed ads the headlines are very long and therefore most mothers will not pay further attention to the ads, unless they search for the particular information.

In both of the ads the usage of words is not successful if you follow the recommended aspects. But it must be mentioned that the words in both the Zendium ad and the Lamaze ad are high imaginary words meaning that they are concrete and therefore should be easily remembered in the readers mind. But the recommended concepts are not used and this weakens the ads. So if the words are not successful the pictures must do the job.

In order to get the picture to create attention the following four aspects must be covered:

1) Use larger pictures. The reason for this is that the recognition of print ads increases when the size of the picture is larger. The first Zendium ad is a full page ad and therefore meets the criteria of a large size picture. In the Lamaze ad a smaller ad is used but the ad contains a lot of pictures and could therefore draw attention as well.

2) Use colours. The use of colours is also important when you are trying to draw attention to an ad. A full colour ad draws more attention than a two colour ad or a black and white ad. In both our ads this criteria is followed. They both consist of a lot of colours and this draw attention.

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3) Keep visual cuts in commercials to fewer than 20 per 30 second advert\(^{49}\). This is only the case in TV ads and will therefore not be further discussed.

4) Use pictures that hold attention for at least 2 seconds\(^{50}\). As discussed the picture must draw attention but it must also keep the readers attention for more than 2 seconds. The reason for this is that the reader must be intrigued enough to read on and in the best case to make the reader further process the message and actually go purchase the products. This is quite hard to determine if the two ads do. I had attention towards the ads for longer than 2 seconds but I was looking for different ads for my thesis and therefore my experience is not valid.

**Concluding on the ads appearance:**

In theory the two ads follow the picture criteria, but they lack the word criteria, so I would conclude that these are not the best ads created. But what the ads do is that they give a quite good picture of how ads towards mothers look. If you go through a baby/mother magazine the ads follow a quite similar path as the two ads analyzed here.

One of the reasons why the Lamaze ad could work is because it shows the products being used by a baby and is therefore more accessible by the mother. And a reason why the Zendium ad might work is the choice of words: “are you choosing the right thing for your child” which could evoke the mothers’ guild and therefore make them purchase the product.

In order to get a clearer pictures of how a successful ad in a magazine could look I have chosen an ad found in a Catalogue\(^{51}\) from “Ønskebørn” which is a chain of shops and an online site that sell baby products from different manufactures. The ad is from the clothing brand called “Holly’s” which is a brand in Denmark and priced approximately in the middle of the clothing brands in Denmark. The ad is seen on the next page in a smaller version and the real size full page version is appendix 5.

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\(^{49}\) Percy, Larry & Elliot, Richard, “Strategic advertising management” 3rd edition, page 287 table 12.2

\(^{50}\) Percy, Larry & Elliot, Richard, “Strategic advertising management” 3rd edition, page 287 table 12.2

\(^{51}\) Ønskebørn catalogue 2012, page 45
In this ad the unexpected words mentioned are not used but the words love and free will evoke feelings for the mother. The phase “if you love somebody, set them free” is a very strong selection of words and says what most mothers want for their babies. They want their babies to feel free and they want themselves to feel free and on top of things. The headline is held at seven words which is also a criteria to a successful ad. The picture in the ad almost covers the entire page which helps the reader recognize the ad and it is in full colour. The picture illustrates a small girl who is wearing Holly clothes and looking quite comfortable. Below the main ad are some smaller pictures of the other choices Holly offers and these pictures helps keep the attention for more than two seconds. The entire ad evokes a comfortable and smoothing feeling and therefore it is very likely to address a majority of the mothers who are looking through the catalogue.

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52 Ønskebørn catalogue 2012, page 45
**Where should the ad be?**

When the marketer figures out where the mother is reachable the promotion methods can be chosen. It is important to mention that not all of the possible communication tools have been illustrated in the following paragraph. The ones chosen are the most common and most likely tools for the manufactures of baby products to implement in their communication plan.

**Direct mail:**

Direct mails are carried out by the marketers sending a message to the customer by email, text on the phone, voice mail, fax or MMS. The purpose is to inform and/or create a response on a message from the company. They are trying to create an interaction directly with the customers and creating a one-to-one marketing approach.

This method might not be good because it reaches the mother when her mind is on multiple tasks rather than on the marketing message. It reaches her when she is on the computer probably looking for something and those direct mails are quite likely to be erased rather than studied by the mother. Another disadvantage by using this method is that is has to be carried out multiple times in order to maintain the “relationship” and there is a risk that the focus will be put on the wrong target group. It takes a lot of effort to implement this method and find the exact group of new mothers or/and pregnant women that have babies under one year and has not already purchased various products. Although this method is a good way to create some kind of relationship between the mothers and the baby toy manufactures it is still not the best way to go for the manufactures.

**Magazines:**

Many mothers in Denmark have the possibility to join different baby clubs (Baby Sam club, Matas Club, Libero Club etc.) and hereby receive a lot of sampling products such as diapers, soaps, small toys etc. This is a good way for the products to get exposed. Another thing they receive in some of the baby clubs are free magazines as “Vores Børn”, “Vi forældre” etc. These magazines contain a lot of ads directed toward the mothers. These ads usually contain strong solution based messaging, which works very well in attracting the eyes of the money spending mothers.

The advantages of using this type of media is that it has a large demographic and geographic reach because many mothers throughout Denmark read the magazines mentioned before. Furthermore printed media in “baby” - magazines have a high credibility and prestige because it is in a magazine that is of great relevance for the readers, being the mothers. And in the
magazine the ads have a longer lifetime than other media because it is very common to read
the magazine again after weeks and here the ad have another chance of affecting the reader.
The disadvantages of using this method is that when the manufactures decides to use this
media it takes quite some time until the ad is actually printed and available for the mother.
Another aspect is that there is not always a guarantee for a certain ad space meaning that
which page the ad will be on and next to what is usually not for the manufactures to decide.
When comparing the advantages and disadvantages it is likely that this method could turn out
to be a very effective method for the baby product manufactures.

**Catalogues:**
An example of a catalogue is the Babysam catalogue (Babysam is the chain of shops
mentioned earlier which sell various baby products from different manufactures). This
catalogue help many mothers gain information about products and help inspire them towards
which products to purchase for the new baby.
In these catalogues there are pictures of all the different products available but some pages
contain real ads from the manufactures. This is similar to the magazine ads mentioned above
but a difference is that a catalogue does not contain articles and such. Catalogues are only
focused on sales and this might be an advantage because the mothers are reached at a
“purchase state of mind”.
The disadvantages to be mentioned are the same as in the magazines and furthermore that
these catalogues are only accessible if you visit the store, they are not sent door to door and
therefore there is a risk that the reached group of mothers is to small.

**Newspapers:**
Some newspapers as for example “søndagsavisen” (this paper is a free newspaper delivered to
every household in Denmark every Sunday and is read by many) have best in test articles and
they are quite frequently for baby/children products. If the marketers can get their products in
such a test with good results it is very effective on the mothers.
It is possible to have normal ads in the newspapers and if this is the case it will indicate a high
credibility and broad coverage of the market. The disadvantages are the printed quality is not
as good as in the magazines and the possibility for reading the paper again weeks later is quite
small.
But if the marketers can get the product in a best in test and actually do well it is of great
importance which leads to the PR media.
PR:
PR – public relations means that the marketer aims to get a buzz going on their product without directly paying for this.

The positive aspect about PR is that it seems more valid than paid advertising and in dealing with the mother segment the best ROI (return on investment) would probably be in this category. The most mothers have a thirst for learning and gathering information and they are more likely to purchase a product due to an article in a magazine or newspaper rather than an ad in the same media. Most mothers would rather listen to an expert, a peer or such than to an ad.

Some articles also create a buzz and the whole word of mouth has a very strong effect. One of the reasons why the word of mouth is so effective is that the mother has a natural need to nurture. By helping another mother find a solution she feels she is helping her peer save valuable time that the mother would otherwise spend on researching. Another reason is when the mother is talking about a problem she used to have but solved she is demonstrating her own knowledge and experiences as a mother. When a mother has a lot of success stories she feels more empowered and is very willing to share this with peers.

It would be a very helpful goal for the marketer to find the mothers who are higher in the hierarchy and address them when trying to create a buzz.

Another PR method which could be useful in the promotion strategy is special events. In Denmark there are quite often baby/children events where various products are illustrated. It could be a good idea to have a stands at these events to show the products to the mothers.

The main disadvantage worth mentioning when discussing PR is that it is the journalists who decides which information concerning the product will be discussed. It is not always positive PR and this can really destroy a product. But still this method is a very interesting tool to promote the baby products.

Online:
The web is also an important tool for the marketer’s promotion strategy. The reason for this is that many mothers use the web for parental guidance, advice, information on products etc. Mothers are usually seekers online and not browsers. This means that they usually go online to gather information about a certain product and not just to browse because she usually does not have the time for this.
In order to capture the mothers online the sites must contain information on relevant topics, must be easy to navigate, contain “about us” information, contact information, site search, latest news, electronic newsletter registration, articles, online polls etc. Some of the things that could potentially attract the mothers online could be topics as baby names (baby-navne.dk), gift suggestions (babyshower.dk), chat rooms (netbaby.dk), expert knowledge (sundhedsplejersken.dk), activity ideas (baby.dk), medical explanations (netdoktoren.dk), checklists (babybusiness.dk), freebies (matas.dk), test on products (tænk.dk) etc. And therefore these online sites might be very interesting for advertising for the baby product manufactures.

Below is a screen dumb of how a website looks with ads (a larger picture can be seen in appendix 6). The website is netbaby.dk and is a site where the mothers can find information about being pregnant and the time after the baby is born. The most visible ad is the one in the yellow square from the Danish book company Gyldendals. The ad says “get a lively baby package for free” and is a package with things from Gyldendals. This ad is seen by all of the mothers and pregnant women who visit the site. I remember that I used the site when I was pregnant because it had a personal calendar where I could keep up with which week I was in and how big the baby was at this stage. Furthermore I used the site to read the different users experiences and questions to each other, which helped to understand many different issues.

Figure 4

53 www.netbaby.dk
The advantages of using online media is that it gives the mothers access to useful information, the messages can be adjusted depending on the market conditions, it is convenient for the mothers to sit at home and search which will save them time, the costs are lower than other media and the possible reach of the mothers is very large.

The disadvantages are that there are many different products that are promoted this way which creates confusion when looking at these sites due to many ads. Another problem is that it is hard to figure out which websites are serious and which are just junk sites and because many people are very scared/tired of spam emails they will not visit sites that indicate that they are not serious.

All of the above enlighten the fact that if using this method the marketer must be very careful when choosing the website where they want to promote their product. This method is although as mentioned above a frequently used method among the various baby related websites and therefore might not be a bad idea for the marketers to invest in.

**Conclusion of the future prospects for the marketers**

The final two chapters covers the last part of the problem definition which is: “Another aspect which will be covered in this thesis will be the society’s view on the perfect parent and the evaluation on how baby product manufactures are able to exploit this point of view and achieve information to create a successful marketing approach”.

The manufactures of baby products can exploit the society’s view on the perfect mother in order to create a perfect marketing campaign by following the recommendation mentioned in this chapter.

The manufactures must have a clear product range which does not make it confusing to understand what they are selling and why. When this is properly sorted they have to brand the product in order to gain the loyal customers as mentioned in the CBBE model chapter.

When having the focus group discussion I learned that the majority believe that price and quality go hand in hand and therefore it is very important that the price of the product is not set to low because this will indicate lower quality. But at the same time the manufactures must keep in mind that some of the products are price elastic and therefore the market conditions at the certain moment must be considered. The importance of owning a baby alarm is quite different from owning branded clothes and therefore the manufactures of especially clothes, toys and carriers must be aware of setting a reasonable price if they want the sale. But of course the costs of producing and marketing the product must be covered.
It is recommended that the manufactures of the baby products use intermediaries when distributing the products in Denmark. The reason for this is that the chains “Babysam” and “Ønskebørn” already have a large customer group and therefore the products become very visible in these shops and websites.

When the manufactures are ready to promote their products they will become visible in the intermediaries catalogues and they could create a larger ad for this catalogue as the Holly ad. Another recommendation is that they should use printed ads in the known Danish magazines addressed to mothers such as “Vores Børn”. And when using the printed ads the way to reach success is to follow the recommended guidelines to a visible ad.

PR is also a very interesting way for the manufactures to go. In Denmark there are a lot of events for pregnant women and mothers and having a stand at these events which promotes their product will create awareness and possible future sales. The newspaper “søndagsvisen” is also a very good place to get the baby product mentioned in a positive way of course. If the product is in a “best in test” article and does well it is a very powerful promotion tool in Denmark.

The last option for the manufactures is to use online media but here I would recommend them to only use the intermediaries’ websites at first because all of the other sites seem quite confusing and can damage the brand if connected to something which is not serious.

These days more and more manufactures of baby toys are producing the same products and therefore the possibility to differentiate the products from the competitors’ products is essential. The methods used to differentiate the products are successful branding and a good, creative marketing campaign as mentioned above. The two methods are closely linked and therefore the manufactures must have a clear line between the two.

Because the mothers feel obligated by the society to own certain products it should not be too hard for the manufactures to create a demand for the products. The hard task is to make sure that the new mothers will actually purchase their product instead of the competitors. If the above recommendations for a successful campaign along with the correct branding strategy are followed I believe that the manufactures of the baby products have come a long way and the possibility for the mothers becoming their loyal customers is in reach.
Chapter 5: Final conclusion on the thesis

When becoming a mother it means saying goodbye to a life with themselves at the centre of attention. The new life with a baby is a life with huge responsibilities, constant worries and great joy, the new centre of attention is now the baby.

The last years there has been so much focus in society on becoming the perfect mother. The mothers will read a million magazines, book and articles on becoming the perfect mother and along the way she will feel guild when she can not live up to the standards set by society. Can she breastfeed, does the baby have the right clothes, does the baby get the right nutrition, can she raise the baby etc.? These are all questions the mother will have to cope with for the rest of her life.

When the baby is born an unconditional love emerges and the will to create the perfect life for this baby becomes the main goal in life. But when the baby is born all of the articles read and information gathered circle around the new mother and a huge frustration emerges because real life is quite different from the written works.

According to the US study 67 % of the asked mothers felt that it was more important to search for information when having a baby than when for example buying a house. This was a very interesting point and showed how much pressure is on the new mother to do things right. This is off course also because the woman gains a whole new identity when becoming a mother and this is not the case when purchasing a house or getting married. Another very interesting finding was that the mothers are actually overspending on their babies and are very stressed about their financial situation because they are overspending (59 %). This showed us again that the mothers are trying so hard to follow the society’s “rules” as how to be the perfect mother that they will even put themselves in financial distress. Every mother wishes her children to be successful and she wants to believe she helped them reach their full potential and this means owning the right products for their babies. And this can in some cases also mean owning branded products which are much more expensive than others (62 % connected brands to higher quality in the US study).

The focus group discussions were conducted to figure out how and why the pregnant and new mothers were affected to buy various baby products and to figure out if they felt affected by
the society to do so. The focus group discussions provided emotional, motivational, attitudinal and personality factors that all came into mind when purchasing baby products. The overall opinion among the mothers in the focus groups was that availability of baby products and the development of the new baby products was positive because it eases the role of being a mother. The development in the society is concerning though, because some mothers feel pressured to own all of these products in order to succeed. This is a dangerous path because most people can not afford this and what good is a mother who does not have any money to buy groceries because it has all been spend on baby products? This is a very extreme situation but the danger is there. The mothers must be better at ignoring all surrounding opinions and instead listen to their own gut and gather a few peers which she relies on and confides in.

I believe that many of the mothers in the focus group and other mothers I know feel as if they are following their own path and doing things their own way. But they are very much affected by the outside society because no one wants to be looked at as a bad mother. There is such an enormous pressure to stimulate the baby correctly, to dress the baby in the right clothes, to breastfeed, making sure there are getting the right nutrition etc. and no one can avoid be affected by this. Many of the manufactures of the various baby products know this and use this to position themselves on the market and target their promotion activities to a specific segment in this case being the expectant mothers and new mothers. This promotion can help the mothers finding the right products and establishing their motherhood identity but the marketers could help the mothers if they made it obvious that there is no right or wrong way but only suggestions to what could work for the different mothers.

One of the main aspects as to why the view of mothers has changed so much throughout the years is that the exposure of baby products is much more aggressive. Advertising in TV, in newspapers, magazines etc. are much more obvious than it was just 30 years ago. Furthermore our society is more focused on materialistic aspects than earlier and of course we know more now due to various studies on babies and mothers. This is not a negative development but mothers really need to be better at reassuring themselves that a lot of love for their babies and less worries can help them and their babies a long way.

Because the baby product area is such a growing area it is also an interesting market for the manufactures of the products’ marketers to explore further. The marketers can gain loyal long term customers if they create a brand buy offering quality brands. As we learned through the
focus group discussions the quality of the brand is a major issue among the mothers. The mothers are also very affected by each other so developing a strong relationship between the products and the mothers will create a stronger brand.

In order to reach the mothers a successful marketing campaign must also be carried out. The products must be strong on the quality aspects and the price should be in accordance to the demand in the present market and the quality. Furthermore it is a good idea to have the product near the mothers and a good start could be in the various baby stores as Babysam and Ønskebørn. The advertisement must portray the most important qualities of the product and should be delivered in the catalogues, magazines and online which were the most obvious places to run the ads. Furthermore PR from for example “søndagsavisen” best in test articles could also be very interesting and rentable if the press is positive of course.

Because the mothers feel so obligated to own various products it is possible for the marketers to sell their products. The trick is to differentiate themselves from competitors and have the best quality brand. The best opportunity for the manufactures would most definitely be to gain loyal customers who will promote their products to other mothers. This is a strong tool.

Being a good mother is not something which can be read about in books and by owning the right products. It is a feeling the mother has inside and being a good mother is primarily being there for the child at all stages in life. How the mother act as a mother will most likely be as her own mother acted because it is the only way she knows how. If the new mother’s own mother was able to give the right amount of love to you chances are that she will be able to do the same towards her child.

The whole process of becoming a mother takes many years and is a constant development. Mistakes will be made along the way and the mother will learn from this. When mothers are asked what they are most proud of in their life they will most likely answer; “their children”. And at some point the new mother will have the same answer; it just takes time for her to find her own place as a perfect mother for her child.
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Appendix 1: Focus group interview 1

**Purpose of the focus group:** “I want to investigate the pressure to purchase different baby products that pregnant and new mothers experience in our society”.

**Products used:** Branded baby clothes, branded prawns, baby monitor, baby carrier, baby toys.

**Participants:**
All of the participants live in Lynge in the north of Zealand and are in a group of mothers put together by the nurse connected to the mothers. The participants are all anonymous and therefore different names have been used.
Mette, 39 years old, physiotherapist, baby: Freya, 6 months old, other child: Oliver 4 years old
Lone, 36 years old, employee at university, baby: Sebastian, 7 months old, other child: Christian 4 years old
Rita, 36 years old, accountant, baby: Emil, 7 months old, other child: Ida 4 years old
Susanne, 33 years old, HR employee, baby: Johannes, 7 months old
Jeanette, 27 years old, social worker, baby: Ina, 6 months old
Lene, 27 years old, student, baby: Frederik, 7 months old

**Questions asked for every product presented:**
1. Do you own this?
2. Who decides the purchase of this (mom, dad) and why?
3. Is the price essential here?
4. Is it primarily gifts from grandparents, friends?
5. Why is it important for you to own this product?
Branded clothes:
Yes we all own some of this. It is us, the mothers, who purchase this because we know what the baby needs. Or it is given to us by friend or family as gifts. When having to buy presents for other babies it looks better to show up with some branded clothes rather than clothes from H&M.
It is not important that the clothes are branded clothes but sometimes the quality is better and when this is the case, price does not matter. Usually it is a good idea to go on different stock sales in order to get the products at a better price.

Rita: “I bought the expensive branded clothes for my first child when I was pregnant and up until she was 6 months old. After she started kinder garden I stopped because I did not want the clothes to be destroyed. I think that when you are pregnant you want your baby to look like your friends babies because they look so cute and if they are wearing a certain brand this is what you want as well.”

Susanne: “I think I would by branded clothes more if it was more accessible in this area. I know I can buy it online but sometimes it works better to see the clothes in real life.”

Jeanette: “I think branded clothes are a very good thing if it looks nice. I do not buy the most expensive branded clothes because it costs too much. Some brands as for example Holly’s is branded clothes but still affordable and this I would buy.”

Lone: “I would also prefer cheaper clothes for the kinder garden. But when we have to go out I really want my children to look nice as I want myself to. I think the branded clothes is good for this purpose. Just like when I go out I want to wear my more expensive nice clothes because I want to look good and portray that I am on top of things”.

When talking about winter clothes (snowsuits, shoes etc.) it is believed that price and quality go hand in hand and therefore price is not an issue, they all what “the best” for their babies. When you own some branded clothes you usually dress the baby in this when attending birthdays and such because you want the baby to look good and it puts out the signal that my baby does need anything and has the best.

Branded prawns:
Yes we have this. A prawn is essential when becoming a mother. It enables you to walk around with the baby to make him/her sleep, to visit friends, to go grocery shopping etc. It is primarily the mothers’ decision which prawns to buy but because it is so expensive it is sometimes decided with the father. Some mothers were given the prawn as a present from the grandparents.

The price is not essential. The prawn has to be safe. It has to be a good quality which is often the branded prawns. The reason for this is that has to be used for all the babies to come and/or be able to sell it online on for example the site dba.dk. Also the child has to be able to sleep in the prawn for many months or maybe some years so it has to be able to cope with the different weather conditions, trips etc. It also matters that it looks good because it will be showed off at many occasions.

Lene: “In my world there are two brands in prawns; Odder and Emmaljunga. It was an actual theme in the birth preparation class. Which prawn people were going to get was a hot subject and very important. The Odder prawn was a classic model and the Emmaljunga was new smart model.”

Mette: “I really like the Odder. It is so big and robust. I use it very often with an extra seat on top for my older boy and I use it for grocery shopping and it just keeps working.”

Many of the mothers use the online site tænk.dk to check which prawns are the best in test.

**Baby monitors:**

All of the mothers have this because this makes it easier so they will not have to check the baby all the time. At the same time, most monitors have temperature indicators in them and this allows the mothers to check that the baby is not too cold or hot. They all believe this a necessity to own when becoming a new mother.

When discussing the price, there are different opinions. Some believe that price and quality go hand in hand while others believe that a cheap walkie talkie is just as good.

Jeanette: “I heard so many good things about the SuperNova model but it was so expensive so I decided to go online and search for a similar model which was cheaper.”

Again most of the mothers check the website tænk.dk to see which model is best in test. Most off the mothers own the Phillips model SuperNova which is quite expensive (around 1.200
DKr.). This creates a problem because the same monitors interfere with each other so sometimes you are not quite sure which baby is crying when they are all together.

Rita: “Someone told me about the SuperNova so I got it but the only annoying thing is that all the SuperNovas interfere with each other so you are not sure which baby is crying”.

One of the mothers got a monitor as a gift from the grandparents. The reason why a baby monitor is so important is that it provides safety. The mother can go around the house vacuuming or such and will still be able to hear the baby crying. Therefore it is an important baby product which all mothers should own.

**Baby carriers:**

All of the mothers own a baby carrier of some sort (many different versions are available). Some have been given the carrier as a present and some bought it themselves. It is primarily the mothers’ choice to purchase this product.

Lene: “I did not care about which kind of carrier it was. I got the carrier as a present but I haven’t really used it because it is uncomfortable and it does not feel like the baby is comfortable in it.”

Mette: “I can not live without my carrier. I use it many times a day and it makes me able to do a lot of things because I have my hands free”.

Susanne: “I bought my carrier online. It is not a known brand. After I bought this carrier I really regretted that I did not buy a BabyBjørn” because it look so comfortable and is known to be a good brand. I think that the more expensive carriers are better but still the need for it has to be there”.

Here most of the mothers believe that it is money out the window to acquire a baby carrier. Most of the mothers haven’t even used the carrier because it either doesn’t fit is uncomfortable or the baby is not “happy” in it. The mother who uses the carrier can not live without it and she states that it enables her to go shopping, vacuum etc. while having the baby close.
When asked why this is an important product to own, it is a common opinion that it really
depends on what kind of baby you have weather you will use a carrier or not. Some babies are
just most comfortable being close to their mothers and here a carrier can save you some time.
They also believe that it depends on where you live. If you live in a big city it is easier to
carry the baby around in a baby carrier as apposed to a prawn and therefore it might be a more
used product in the larger cities.

**Baby toys:**

They all own different kinds of toys, some were presents and some were own purchases done
both by the mother and the father.

Lone: “I think that price and quality is coherent when talking about baby toys. The more
expensive baby toys as for example Lamaze has so many functions. Each toy has a rattle, a
small mirror, lots of colours and funny sounds.”

Price and quality is usually coherent in this case because the more expensive toys often
promote that is does not contain different dangerous substances. And the more expensive toys
is usually stimulation toys where it fits the baby’s age and what he/she is able to understand at
the certain time in her/his life.

Mette: “It is very different what the baby likes. Some babies are very interested in cool
expensive toys and some are happy if you give them a spoon”.

The mothers all think that is essential to own different toys in order to stimulate the babies in
the right way.

**Summary:**

All of the mothers own the five different baby products and it is almost always the mothers’
decision to buy the products. The reason for this is that they spend the most time reading
magazines and such before the baby’s birth and they spend the most time with the baby when
it is born and therefore have a clearer idea of what the baby needs.
Most of the products were bought before the birth and various magazine checklists were
covered before the birth. The reason for this was that they all wanted to be ready for the baby
and did not what to be forced to go shopping during the first couple of weeks.
Some received the more expensive products as presents from grandparents which seems to quite common in the society.
It seemed as if four of the five products (not the baby carriers) were quite essential to have in order to be a good mother.

**Final overall questions:**

1) Why do you think the attitudes towards the different baby products are as it is in today’s society? Do you feel affected by the society (also your own mothers)?

According to the mothers we have a “throw out” culture where as their parents were from the hippie culture and more aware of recycling. Therefore we just buy and buy whatever we think we need without thinking to much about it. Also our society is more materialistic and what we own for our baby illustrates how much wealth we have. If our babies have the finest clothes, toys, prawn etc. we show the world that we are on top of everything. The babies become a kind of status symbol.

The new technology in baby products also enables the mothers in having an easier time, for example as with the monitors and the temperature.

They all feel somewhat affected by the society because they all bought the products on the various checklists in baby magazines before the birth of the babies without really knowing if they needed the products. The all agree that they have learned a lot after becoming parents and would probably buy differently for their next babies.

2) Where do you go to get information and advice?

Rita: “I primarily use my friends who have kids around the same age when I am in doubt. I learned some “life-lessons” from my own mother which was she taught me to be confident and not to doubt my intuition. But when seeking actual advice I do not use my mother because times have changes to much.”

Jeanette: “I use my mother a bit, especially concerning illnesses. This is probably because she is a nurse. But I believe I turned out pretty well so I really need her advice on raising the child, but not on which products to purchase.”
Appendix 2: Focus group interview 2

**Purpose of the focus group:** “I want to investigate the pressure to purchase different baby products that pregnant and new mothers experience in our society”.

**Products used:** Branded baby clothes, branded prawns, baby monitor, baby carrier, baby toys.

**Participants:**
All of the participants live in Allerød in the north of Zealand and are in a group of mothers put together by the nurse connected to the mothers. The participants are all anonymous and therefore different names have been used.
Mona, 27 years old, student, baby: Alma, 3 months old, other child: Simon 4 years old
Sanne, 41 years old, Assistant contract manager, baby: Mads, 2,5 months old
Katrine, 35 years old, Physiotherapist, baby: Bertil, 3 months old, other child: Lina 3 years old
Marie, 31 years old, Clinical dietician, baby: Silas, 3 months old
Marina, 33 years old, Customer advisor, baby: Merle, 3 months old
Jane, 38 years old, Team leader, baby: Maja, 3 months old, other child: Liva 2 years old,
Daniel 7 years old
June, 34 years old, Patent advisor, baby: Agnes, 3 months old, Other child: Camilla, 5 years old

**Questions asked for every product presented:**
6. Do you own this?
7. Who decides the purchase of this (mom, dad) and why?
8. Is the price essential here?
9. Is it primarily gifts from grandparents, friends?
10. Why is it important for you to own this product?

**Branded clothes:**
The women own this but it is mostly presents and from stock sales. Many of the mothers believe it is way too expensive and would rather spend money on more expensive clothes when the child gets older.

Sanne: “I would never dream of buying branded clothes for a baby”.

Mona: “I think the branded clothes are nice clothes and it is different from what all of the other babies have on. I like my children to own different and nice clothes, just like I do. I feel like branded clothes are worth more due to the higher price. I know this does not mean it is a better quality than other clothes, but I like to show off my children and illustrate to others that my children are cute and smart and I think branded clothes helps.”

Marina: “I do not have that feeling towards the clothes but I do think that some of the branded clothes are of better quality than other clothes, especially for the small babies. I think some brands have a great fit to them and a baby does not make a mess and ruin the clothes so it can be used again for other children to come.”

The mothers think the clothes is expensive but some believe the quality is better than other cheaper brands but when the baby is growing so fast the clothes doesn’t need to have the best quality because they can only fit it for such a short time.

The branded clothes received as presents are normally used when they have to go out and it is important to look good. But the mothers point out that looking good does not necessarily mean expensive branded clothes but could also mean a smart shirt from H&M for example. When the baby need new clothes it is primarily the mothers decision what to buy and the price does matter due to the short time it is usable.

**Branded Prawns:**

All of the mothers own a prawn and they were all gifts from grandparents. Two of the mothers own a cheap model and the rest own branded prawns such as Odder and Emmaljunga.

Sanne: “The prawn is primarily chosen because you are influenced by your friends and such and it is chosen for what the purpose of it is. For example if you live in the city the
Emmaljunga combi prawn is very good because it has rotating wheels so it is easier to get around.”

The two who own a cheaper model have realized that it is simply not good enough. It is too heavy, hard to handle and easily break. There is a common understanding among the mothers that the price and quality does go hand in hand. The branded models have larger measures so the baby can use it for a longer time, the prawn is lighter and it can be used for other children to come. The price is therefore not an issue because a good branded prawn is a very good investment.

They all believe it is essential to own a prawn in order to get around and many of the mothers also had a clear idea of how it should look.

Mona: “I had a clear idea of how my prawn should look even before I gave birth. I had an idea of how I would look walking around with my prawn”.

**Baby monitors:**

All of the mothers have a baby monitor. They all bought the monitor themselves and price did not matter because safety and comfort was essential. They all bought the monitor based on experiences from other mothers, the internet etc.

Katrine: “I think the baby monitor creates a kind of comfort because you always know how the baby is doing. And when it is available in our market you can not live without. It is kind of like with the mobile phone. Once you get one you can not live without”.

They all own the Phillips monitor called SuperNova.

In some cases the men also had a say in which monitor to buy because it was a more technical device and some of the mothers believed the men had a better understanding of this.

Some mothers thought about buying a walkie talkie instead but found out that they could result in to much noise from other sources.

All of the mothers believe that a baby monitor is an essential product to own and they could not live without it because it provides safety. The only small problem is that they all owned the same model so sometimes they could interfere with each other meaning that one mother could hear another baby than her own. This could be avoided if the monitors where installed at different channels which is possible with the SuperNova model.
**Baby carriers:**

All of the mothers own a baby carrier. They all bought this after the birth of the baby because they believe this was necessary. Some bought a carrier because they had an uneasy baby and some because it made some things easier. In the case with the uneasy babies the carrier was used to keep the baby close which also calms the baby down. In the case with the other mothers the carrier made it easier to vacuum, go shopping etc. The good thing with the carrier is that easy to carry around and if you buy a good model it can be used for a long time. The mothers all believe that the model BabyBjørn is the best choice due to the design and the quality.

Mona: “I chose my carrier due to the nice design and the price did not matter. It is very useful because you have your hands free.”

Jane: “I do not use my carrier. I think it is more an extra tool for stimulating the baby. The baby can only sit in the carrier for 15 minutes so it is quite hard to use it for transportation and such”.

In all cases the mothers bought the carrier because they believed this was a necessary investment and the price did not matter as long as it was a nice design and good quality. The carrier is a necessity and creates functionality for the mothers and enables them “to have their hands free”.

**Baby toys:**

All have toys for their babies. Most of the toys were received as presents but some were bought by themselves and the father.

June: “The Lamaze (brand of activity toys) toys were “thrown at us” when we had the christening of our baby”.

They all believe that toys that stimulate the baby at the different stages is very important and also that the toys does not consist of dangerous substances. The toys have to be washable! Some also think it is nice if the toys look good because it is al around the house. But as mentioned earlier, the most important thing is the stimulation effects that the toys have.
This product category also interests the father but the mothers all agree that the fathers usually buy some strange things not in accordance to the baby’s age.
The price of the toys is not as important as design, quality, effects and what it is made of. When the baby usually puts everything in their mouths it has to be “clean” materials and not contain chemicals or such.

Mona: “I think that many baby toys are very ugly and I will not buy those toys for my child. Sometimes they are given to me as presents and that is ok but I will not buy it myself. I usually buy toys in softer colours which matches the rest of her things.”

The mothers use experiences from others in order to decide which toys to purchase.

Katrine:” You figure out which toys to purchase when you are visiting other mothers and see which toys are laying around and see which toys that seem to interest your own baby”.

Summary:
All of the mothers own the five different baby products and it is in most of the cases the mothers’ decision to buy the products. The reason for this is that they spend the most time reading magazines and such before the baby’s birth and they spend the most time with the baby when it is born and therefore have a clearer idea of what the baby needs. But the difference in this group of mothers is that many of the cases the products were received as gifts. Gifts were the mothers had been quite clear as to what they wanted.
Most of the products were bought before the birth with an exception of the baby carriers. Again the reason for this is that they all believed it was nice to be ready for the baby.
All of the five products presented to the mothers were quite essential to have in order to be a good mother and to ease the new motherhood “situation”.

Final overall questions:
Why do you think the attitudes towards the different baby products are as is in today’s society? Do you feel affected by the society (also your own mothers)?
The overall opinion was that we simple have more money these days and therefore it is easier to purchase all of these products. In “the old days” there was not a big market for these products due to the tighter economy also among the grandparents. Also the parents have less time now and therefore the products can help them multitask. In the old days the babies
usually started in the institutions at 3 months and therefore it was probably not necessary to have all of the different toys, carriers etc. because the institutions had those things. They all feel affected by the society to purchase the various products. They do not feel affected by their own mothers because times have changed so much but they feel affected by peers who have experienced the same.

Marie: “You want to be a correct mother and own the right things and peers help you figure this out”.

Today it is required that mothers are super mothers and they have to be on top of the cleaning, the laundry and making the household work and the products available makes it easier. So yes, they all feel affected by how the society look at them as mothers and therefore the products become necessities in being a good, effective mother.

2) Where do you go to get information and advice?

Jane: “I use my peers mostly. I really do not use my mother because all of her advice seems quite old fashioned and therefore I do not think I can use it.”

Marina: “I use my friends also more than I use this group of mothers, I thinks it is because that it is out of my comfort zone so for some issues I would prefer to use my friends”.

Appendix 3: Zendium Ad

Vælger du den helt rigtige til dit barn?

Første Tand
0 - 5 år

Junior
5 - 12 år

*Anbefalet af TÆNK

Mild og effektiv tandpasta til dit barns tandpleje!

Zendium tandpasta specielt udviklet til barn. "Første Tand" er til mælkетand.,

en tandpasta til børn, der er mild i øjne til skifte tand. Billederne af de populære

Scooby-Doo og den børnevenlige tandpastesmåreg er med til at øge

interessen til spørgsmål. For begge produkter gælder, at det bringer ekstra mildt ingredienser

for at holde kinderne børnemunde. Vi anbefaler kun lige den mængde fluoride, silice- og skumme-

for at holde mælkmtænder og blivende tænder ren og sund.

Zendiums børnevarianter på www.zendium.dk


den er den eneste tandpastaer med SLS, som

blød interesser skummeendeld SLS."
Appendix 4: Lamaze Ad

Lad mig se
Lad mig føle
Lad mig lege

LUKSUS TÆPPE
Den nye laksustæppe fra Lamaze følger babyen i de forskellige stader: ligge på ryggen, ligge på maven, sidde op og legg. Der følger samme figur med tæppet og sidder kom bin og spille multilukser.

LUKSUS BARNEVOGNS-RAND
Den nye laksus barnevognsrand er lavet i en fast materiale, så den kan stå selv. Den ene side af fælde og starkere kontraster er vekslagt til halv nyfødte og den anden side med mange farver stimulerer de større babyer. Barnevognsranda har pulseringsfunktion og er godt til motorsik træning.

DRAGE

BLØD KUBE MED SANSEOVELSER
Den bløde kube er god at holde på og øve hånd til hånd koordinering med. Den har kontaktdybe og er flettet med tove ting babyen kan røre ved.
Appendix 5: Holly’s Ad

if you love somebody, set them free

www.hollys.dk
Appendix 6: Screen dump of website