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The seven sides of the shopper mum

31 July, 2012 **Madeleine Ross** 0 comments

The existence of a typical Australian grocery buying mum is a myth, with this shopper demographic actually split into seven unique segments, a new report from online community Mouth of Mums has claimed.

The research asserts that the Australian grocery buying mum (AGBM) profile - a favourite with shopper marketing agencies and fast moving consumer goods brands - is an outdated generalisation, with this group composed of sub-demographics with different influences, motivations and shopping habits.

Mouth of Mums has labelled the first segment **Price Princesses**, accounting for 22% of the category. These women are devoted to achieving the most economical shop and are most open to new technology, especially digital apps.

List Lovers account for 19% of shopper mums, and view shopping as a chore and stick to staples for efficiency. They spend the least amount of time shopping and are least influenced by in-store activations.

Escape Artists, also 19%, visit the shops for enjoyment and as a place of refuge. They are least likely to be high use Internet shoppers.

Family Foodies account for 13% and shop to satisfy their desires for taste and creativity. They are most likely to spend more than eight hours per week shopping, but least influenced by in-store specials.

Network Gatherers make up 9% of the category, value their connections with local suppliers and avoid the larger retailers. They are high frequency shoppers and twice as likely to shop at IGA and independent shops.

Soul Seekers (9%) embrace change and invite inspiration to try something new. They are least price sensitive and most likely to be influenced to purchase by 'what's new' and in-store sampling activity.

The final group, **Condition Queens** (4%) are slaves to the conditions dictating their family's diet. They are the only segment to value range over price, and most likely to shop at night.

Nikki Hills, MD and founder of Mouths of Mums, says that the findings present an opportunity for brands to rethink their current AGBM strategy and employ a more targeted marketing approach for greater and more meaningful reach and relevance.

"For far too long the AGBM has been approached by brands with broad, generic campaigns which assume they are a homogenous audience. The biggest area of opportunity in this market is developing a deep understanding of these distinct segments and creating carefully targeted strategies which account for unique tastes and preferences," Hills said.

Mouths of Mums is an online network of 22,000 Australian mothers which helps brands engage in meaningful conversations with this demographic and generate marketing insights.

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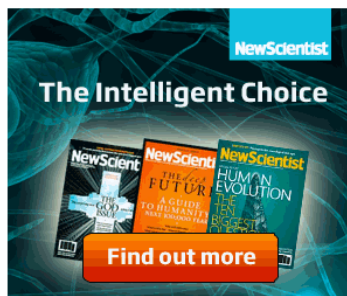
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