

Consumers going traditional for Mother's Day 2012

NEW YORK, US: "Tradition" is the watchword when it comes to gift giving for Mom this year, as nine of 10 consumers (90%) plan to celebrate Mother's Day. Total spending is estimated to reach nearly US\$17.2bn, according to the annual Brand Keys Mother's Day survey.



Celebrants intend to spend an average of US\$163 this year, up 10% over 2011. Men, following a long-time pattern, intend to spend more than women, reporting an anticipated average "spend" of US\$190. Women anticipate spending US\$136 on Mom.

"Last year shoppers went high-tech. But this year," noted Robert Passikoff, Brand Keys (www.BrandKeys.com) founder and president, "they're going with more traditional gifts, including cards, brunch or dinner, flowers, jewellery, and clothing. The shift 'back' is a reflection of last year's purchases when e-readers, tablets, and smartphones were the gift-of-choice. After all, no matter how much you love Mom, she doesn't need a new computer or e-reader every year," said Passikoff.

Methodology

As part of the Brand Keys, Customer Loyalty Engagement Index, the New York City-based brand and customer loyalty research consultancy, polled 5000 men and women, ages 18-60, and asked them if and how they were planning to celebrate Mother's Day. Here's what they found (percentages in parentheses indicate changes from last year).

What they're buying

- Cards 97% (unchanged)
- Flowers 73% (+3%)
- Brunch/Lunch/Dinner 60% (+2%)
- Gift Cards 58% (unchanged)
- Clothing 42% (+6%)
- Jewellery 38% (+13)
- Spa Services 20% (+3%)
- Books /e-books 20% (+3%)
- Candy 5% (unchanged)
- Electronics 10% (-10%)

"The largest increases for gifts were in jewellery (+13%) and clothing (+6%), both areas in which consumers had cut back in recent years," noted Passikoff. "Generally all other areas showed no changes or only small increases from last year, except, of course, electronics and that was way up last year," noted Passikoff,

As to shopping venues, discount and department stores and online remain generally unchanged. Catalogues and specialty retail were each down 5%.

Where are they shopping?

Discount stores 43% (unchanged)
Department stores 35% (unchanged)
Specialty stores 45% (-5%)
On-line stores 29% (+1%)
Catalogue 15% (-5%)

However, whatever they buy and wherever they buy it, folks still intend to "connect" with Mom. In-person visits are down slightly again this year, "probably due to the high cost of gasoline," noted Passikoff, "but phone calls seem to be taking up the slack."

Phone 57% (+2%)
Personal visits 28% (-2%)
Cards 12% (-1%)
On-line 3% (unchanged)

While the second-biggest consumer-spending holiday behind Christmas, Chanukah, and Kwanza, Mother's Day involves a broader spectrum of relationships, embracing step-moms, female relatives and friends. Changing family dynamics, including divorced and single-parent households, and the fact that this holiday crosses ethnic, cultural, and religious boundaries makes it a real opportunity for retailers.

"Mother's Day has become a universal holiday. While the economy and retailers have trained consumers to look for deals, people are feeling better about the economy and about the future," said Passikoff, "and that's showing up in their Mother's Day spending plans."

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