

# What Attracts New Moms to Baby Brands



Forward:

A group of Moms were brought into a Digsite community to discuss their favorite baby brands and products. In a week-long discussion, Moms engaged in a series of activities that explored brands they are currently using, what attracts them to those brands, motivations behind their brand loyalty, shopping habits and more. This qualitative report will share key insights gleaned from the study, complete with verbatim responses from participants.



Digsite®

## 26

### Community Participants

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All New Moms

All had children under 3 years

Ages 18 - 34

Primary shopper for the family

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Moms were brought into an online Digsite community to discuss their preferences among baby brands.



The community ran for 5 days, during which time participants completed a total of 4 activities comprised of 8 tasks.

## Activity Schedule

Current Brand Usage (Occasion Snapshot)	Brand Motivations	Shopping Habits	Product Concept Feedback
1	2	3	4

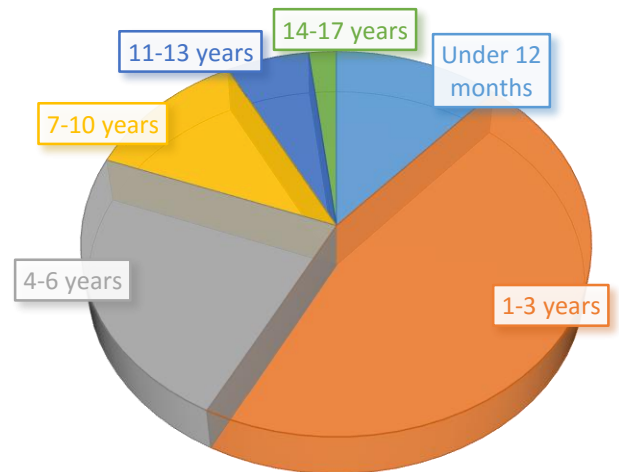


Activity types included **Qualtrics surveys**, **whiteboard exercises** and **community discussion**. High engagement with the community allowed the ability to probe individual responses for further clarification/expansion on some thoughts and ideas.

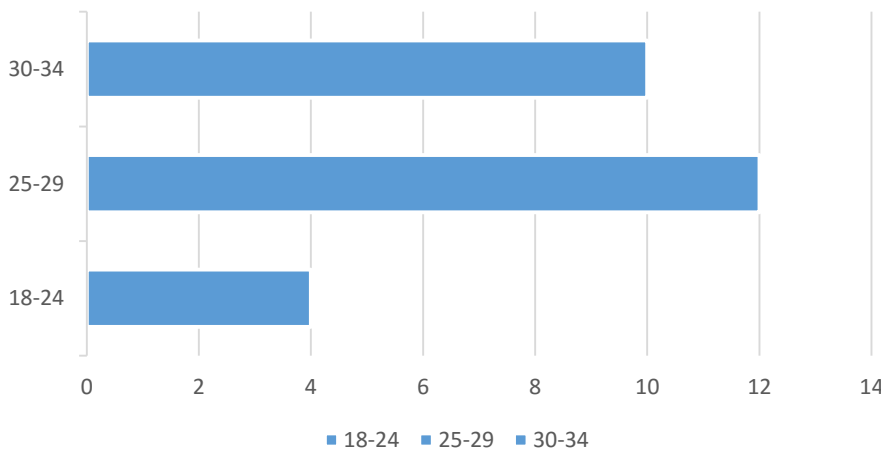
✓ Participants were recruited via Social Media outlets using Digsite's own SocialFind™.

✓ All participants had at least one child under the age of 3 years old in the household, though a wide variety of child age ranges were represented.

## CHILDREN AGE RANGE



## Participant Age Range



✓ “New Moms” between the ages of 18-34 were targeted, what is typically considered to be in the “Millennial” generation. Moms also had to be the “primary shopper” of the household to qualify for the study.

## Sample Participant Profile

*I am 28 year old mom of a beautiful 2 year old boy. I use to shop baby products in multiple places including BJ and Walmart. My most recent shopping experience was about a month ago (I use to buy in bulk some baby products like diapers and wipes). Last time I bought luvs diapers. I used to buy huggies but wanted to try something new in order to eliminate baby skin harsh and somebody recommend this brand to me. Also I bought this brand because I got some coupons that seems like a good deal. When I go shopping baby products or pantry products for the month I usually go with my little boy.*

### **A day in my life goes like this:**

*I wake up early, about 5.30am and make breakfast for my family, including some smoothie for baby boy. I usually work a few hours from my computer, then prepare lunch, around noon. Then, I use to play with the baby for a couple of hours and then prepare him for a nap. This is my time to prepare for dinner and usually make some prep for next day lunch. when baby is up play time again and then when he is ready to sleep, prepare myself to finish my work for the day, mame some cardio and go to bed around 12am*

## Current Experience with Brands



### THE OBJECTIVE

To determine which brands Moms currently use or view favorably and why.



### METHODOLOGY

Participants completed a Qualtrics Survey within the Digsite platform to explore how they viewed a selection of popular baby product brands. They were then asked to follow-up with any brands that were not represented in the Qualtrics survey.



### Key Findings

#### Quality is Sought, Found Through Personal Experience

The number one response for “why” Moms used brands was quality. No surprise there, Moms are looking for a quality brand; however, almost all respondents concluded that a brand was quality **after** having used it for themselves.

#### Quality > Price in a Brand

Responses indicated that Moms are willing to pay a little extra for a brand as long as they are confident that the brand will work properly and as expected.

#### Brand Heritage Important Qualifier For Loyalty

Moms will look at a brand’s historical performance to determine if it is worth their business. Poor performance or dishonesty can become a blocker for brands.

#### Don’t Forget About Customer Service

Customer service is an underdog qualifier for brand loyalty in Moms. If a product doesn’t work as expected, they expect to be taken care of.

# Qualtrics Survey Results: Brand Favorability Rating

Move the bar under each logo to indicate your familiarity, usage and liking of each brand.



3.6/5



3.3/5



3.2/5




3.1/5



2.9/5



2.8/5



2.7/5



2.5/5



2.2/5



2.2/5



1.6/5



0.7/5

## Honorable Mention Brands

What Other Brands Do you Love that Were Not Included?



## Tell us Why You Love These Brands...

*“They work very well, haven't had any problems with them. Huggies little movers keep my sons skin dry, we use a graco pack n play, Fisher price and little tikes toys are well made and built to last. I still have some toys from my oldest son that are still in great condition that my third son is now Playing with them. I have used Gerber with all three of my sons, they have a large selection of different flavors.” – Digsite Participant*

*“The brands I chose as my favorites are because they are consistent, great products and do what they claim. They have good follow through and I have had a good experience. Plus they are a brand with a great, well known reputation” – Digsite Participant*

*“Pampers and Huggies are good quality brands. They hold up well for my son and I don't have any leaking problems. Medela Pump is a savoir! This is one of the best pumps I had ever used! I love Gerber they have great quality onesies shirts and I enjoy giving my baby gerber food as well. The baby food, puffs and drinks as great. I like that the baby food is now natural and the graduates Puffs are whole grains. ” – Digsite Participant*

*“I love Luvs, Huggies wipes, BeechNut, Gerber, J&J baby shampoo oh the Lavender!! I love these because they have not let me down, I know they work and my babies love them. I have not purchased Honest yet, but have heard alot of good things.” – Melissa R*

*“I've learned my lesson when it came to choose price over quality. Especially with sippy cups and diapers. I purchased sippy cups that my children constantly took over the lids and they leaked I hated it. So now I buy the more expensive ones. For diapers I used to get the cheaper parents choice but they leaked over night and caused rashes so then I went with huggies.” – Kristine M*

# How a Brand Can Connect with Moms



## THE OBJECTIVE

To discover the motivators attracting Moms to particular brands and brand advertising.



## METHODOLOGY

Moms were asked in a conversation activity to provide a baby/toddler ad that they loved and explain why they loved the ad.



## Key Findings

### **An Emotional Connection Is Key to Winning with Mom**

Moms were drawn to brands and advertisements that provided an emotional connection to their experiences with motherhood. Heartfelt ads and ads that offered an “inside joke” to parenthood were well received. Also, brands that embrace a little humor in their advertising attracts moms’ attention. Huggies, Luvs and Pampers all appeared frequently in discussion.

### **Simplicity and Honesty in Marketing**

Ads that had too many, “bells and whistles,” were viewed negatively by participants. Moms preferred ads that were simple with clearly stated product benefits.

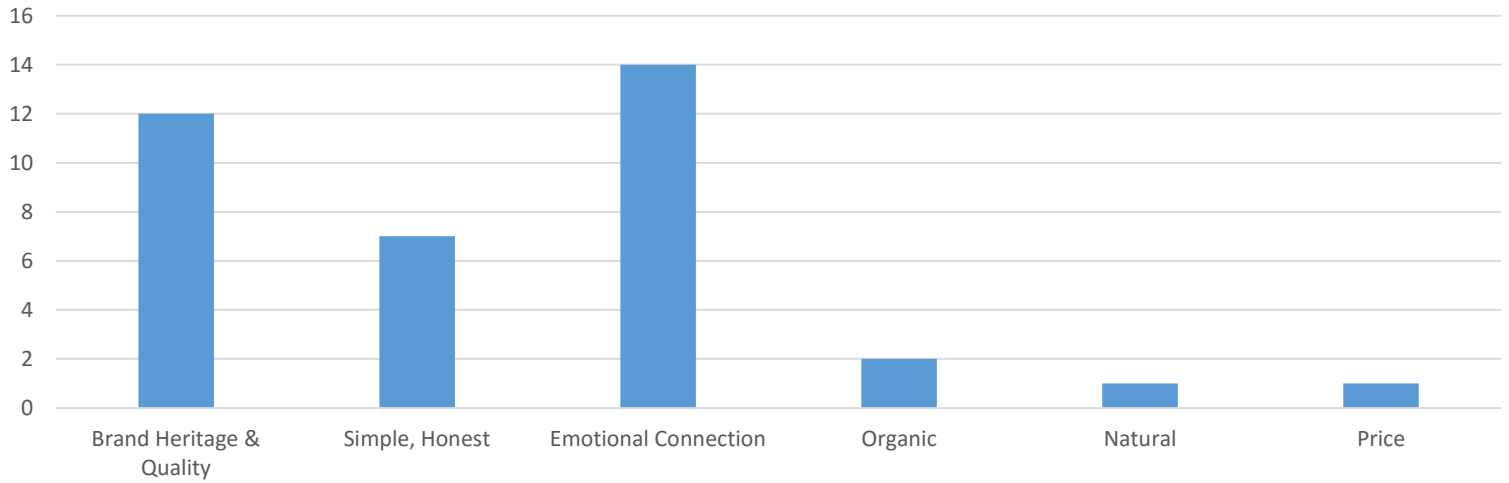
### **No Love for Organic/Natural Products – Emphasize Safety Instead**

Well, perhaps not NO love, but responses did not indicate they were drawn any more or less to organic/natural products. Emphasis instead was placed on safety for their child.

### **Don’t Compete on Price - Price Virtually Absent from the Discussion**

Price was mentioned only once in the entire discussion. Moms are much more willing to pay for a quality product with a strong brand heritage that connects with them emotionally. Price is a plus, but not an initial attractor.

## Motivations Behind Brand Selection



*"I chose this ad, because it made me stop and look.. I LOVE ads that show the love between a parent and their child. I miss the little baby days.. But yea, I just love seeing ads that show a mother's love and a baby's love for their mom :) They just always give me that warm fuzzy feeling! There isn't really anything I don't like about this ad!" – Amber M*

*"I absolutely love this commercial for pampers. It shows various poop faces from babies. It's adorable and very attention grabbing and something i could watch over and over. Theres nothing i dislike about it at all. I think its a cute concept and i believe its the first of its kind. Well at least the 1st ive seen using this idea of babies faces." – Heather S*



Explore our products

*"I snagged this from their site. I really like babyganics approach to their products. They make me feel safe using their items and feel as if they take pride in their product and company. They have amazing lotion which I use for my son often. I like the thought of "baby-safe" and really the whole idea of bringing their world to life. I want what is best for my little guy and want him to be able to explore the world around him. I want to feel that I am using the best and think this is one brand that fits the bill." – Mandy H*



*“The ad that more catch my attention is one of pampers baby dry 12 that states that with other brands your baby wake up at 3am due to wet diapers discomfort but with pampersbaby dry your baby can sleep comfortably all night and actually is true because with other diapers I was used to buy my baby use to wake up exactly at 3am so I tried a couple of times with baby dry. This fact is very true also with my current brand of diaper (Luvs) but I havent seen or heard any ads of luvs diapers ever.” – Heidi A*



You're Doing OK, Mom  
JOHNSON'S Baby Commercial

*“I really loved this commercial it made me feel good as a mom , like im doing things right parenting wise and by choosing johnsons brands..”– Lisa J*

*“I love the simplicity of the ad, plain and simple. I dont like ads that have to many bells and whistles. I just want to know what the product can do and how it benefits my babies.”– Melissa R*



*“Firstly, I love the product. Huggies wipes have always worked well for my son since he was born. In this ad, I love the mess the baby has just made and the baby's expression. It lets you know these wipes are great for everything, not just diaper changes. Plus, who can't relate to a little mess every now and then? :)”– Lisa H*

*“I saw this ad in my FB newsfeed. I think it's relevant to me because I have a 15 month old that loves drinking out of regular cups but will spill all over himself because he doesn't yet understand how to hold the cup at the right angle. I have actually seen this quite a bit and have been debating whether to get it for him. Most likely will so he can feel big like the rest of us. I love the concept of this cup. I haven't tried any NUK products however so that has been my main reason as to why I was debating getting it.” – Diana M*



# Exploration of Purchasing Behaviors



## THE OBJECTIVE

To explore Moms' current shopping habits, specifically touching on how general shopping habits have changed, when they shop in-store vs. online and what quality in a brand is a "deciding factor."



## METHODOLOGY

Participants completed a survey activity and then engaged in a follow-up community discussion after seeing each other's results.



## Key Findings

### Perception of Quality Number One Deciding Factor

When deciding between two brands, Moms will pick the brand that they perceive to be of higher quality. This perception comes from brand heritage, past experience or just plain good marketing. A close second was "highest safety rating," and rounding off third was the healthiest option.

### Majority of Moms Will Shop Online for Necessities

For items that we have lovingly termed, "parenting overhead," (diapers, wipes, powder, etc.) Moms will turn online. Additionally, they may shop online for a cheaper option for an item they found in-store.

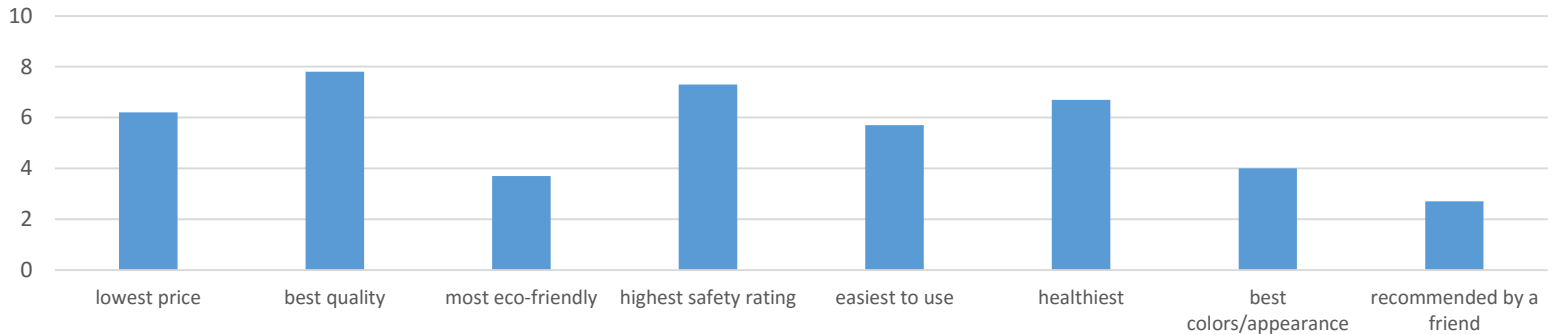
### Moms Shop In-Store for New Items

Moms prefer to check out new items in-store first. Respondents indicated they prefer to personally handle the item and try it out before deciding to purchase. Examples of such items include toys, carseats, strollers, and clothing.

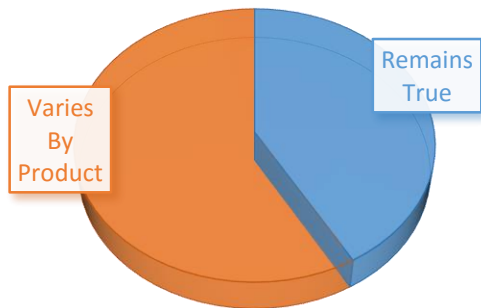
### Increase of Product Selection and Marketing Have Changed the Game

As an interesting aside, Moms are aware that the baby product market has changed since they were babies themselves. They quoted an increase in product offering and associated marketing – showing understanding of a growing and saturated market.

## How do you decide between two similar products?



## Does this hold true for all baby products, or does it vary by type?



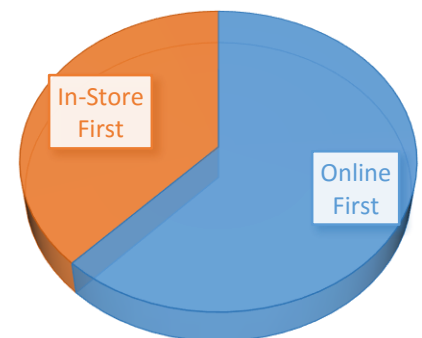
*“It varies, my son is very picky, so sometimes it may be the cheapest thing. For example he only takes MAM pacis. They are dentist recommended, they are somewhat expensive (over \$5 for 2), and they have great designs! When we buy diapers we use the cheaper ones because my son has a habit of holding his pee, so he'd pee out the side of the Huggies and Pampers.” – Halley M*

*“That's always the rank for every item I buy for my baby and toddler. I always do whats best for my children regardless of price.” – Daniella L*

*“For me I believe this rank is true for all baby products. I am constantly trying to get the most for my money but also purchase safe and appealing products.” – Melissa H*

## When do you decide to shop online vs in-store?

*“My husband and I are really big on buying online and that recently started Maybe a year ago before that we had to go see the item at the store before we bought. I was more of a Hands-On and seeing in person before I purchase something but now that I know the product and what I'm getting is easy to just purchase online because I know what I'm going to get. Honestly I believe buying online is cheaper and more convenient for me and if I'm not happy I can easily just return it back. Unless I'm out of diapers that same day and I would have to run to the store and buy them.” – Jennifer F*



*“I always buy at the store unless I'm ordering pacis or gift sets. I'd rather see the product I'm choosing for my baby. I even inspect it. Say we buy new pacis, I will pull on it to make sure it doesn't come apart easily since he always plays with his. And it's different buying for a child then me or my husband.” – Halley M*

*“yes i do more of baby shopping online after i see products in store to get a feel for it as there are more options online and i can easily compare prices and select the best. i also feel by shopping online i can spend more time with my baby alone .” – Priyanka B*

## Feedback on Two New Tech Products



### THE OBJECTIVE

To test Moms' responses to see if their indicated brand motivations and purchasing behavior held true when presented with two tech products.



### METHODOLOGY

Moms were presented with two product concepts via the whiteboard activity. They were asked to mark up each concept directly and then participate in a follow-up survey and community discussion.



### Key Findings

#### **Quality of Life and Entertainment Products Draw New Business**

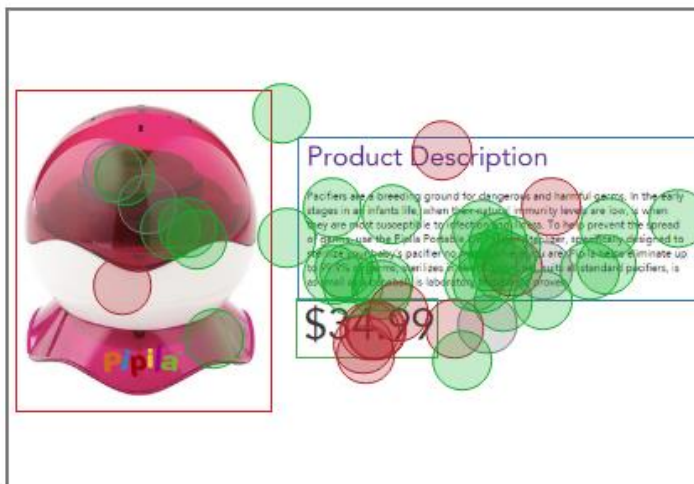
Products that either increased a family's quality of life or provided entertainment/education accounted for the majority of recent, unnecessary product purchases made by Moms.

#### **Moms Also Look For an Emotional Connection With Products**

Responses to the two product concepts showed a strong attraction to the aspects of the product that connected to a specific problem or emotion experienced by parents.

#### **Price for "Unnecessary" Products a Potential Barrier**

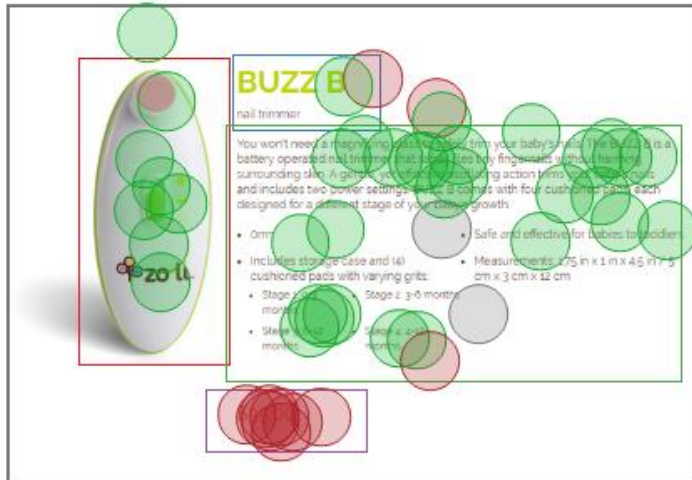
Finally, price enters the discussion, but in a negative manner. Majority of participants indicated they thought the two products to be "overpriced," for a product that was only a "nice to have."



## Sentiment by Section

● Pacifier Sanitizer Product	● +5	● -1	● ?2
● Product Description	● +22	● -3	● ?1
● Price	● +0	● -6	● ?0
● General Comments	● +5	● -1	● ?1

- Although none of my children took a pacifier I think this is a really neat gadget to have around to clean those pacifiers. Little ones tend to drop them often.
- great product works in 3 minutes
- Like that it is small, wouldn't take up a lot of counter space.
- this is important as i think all parents worry about this
- This is a super great idea. I think every mom in history has been in the situation where their kid has dropped their binky somewhere- is screaming because they want it back- and mom is sure it is totally filthy but considering giving it back because their kid is starting to turn red from screaming. Then there are the mom's who stick the pacifier in their mouth first because you figure you'll get the germs. TOTALLY nonsensical but I am guilty of it. Hey desperate times call for desperate measures. If I had another baby, this bad boy would be on my need list.
- I think the price could go down a little
- Very expensive
- This is rather expensive for just pacifiers. We used a sterilizer that worked for bottles as well as pacifiers and it was a little less than double the price.
- Maybe if the price was a bit cheaper. About 20-25.00
- It says portable but I can't tell by looking at it how big it actually is and if it would fit in a diaper bag easily. I think I would like to know the dimensions.
- seems unnecessary

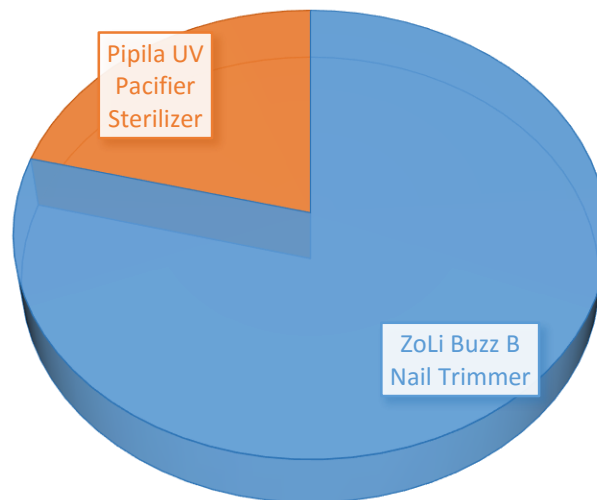


## Sentiment by Section

Buzz B Product	+7	-0	?0
Buzz B Product Name	+1	-1	?0
Product Description	+26	-1	?2
Price	+0	-8	?0
General Comments	+2	-1	?0

- + love that it is battery operated and SAFE!
- + Glad it works for toddlers too!
- + I think this is a really cool invention. I like the idea of it providing a safe way to trim little ones nails. I know all too well how difficult it is to trim a baby's nails.
- + Like that there is different pads designed for different ages.
- + I love that this is safe and grows with my child. We need this. This definitely would be beneficial and less scary than our current product.
- + i love this as i am always nervous to clip his skin
- + Love this idea! I always fear trimming by baby's nails and this would make things easier!
- + Love that its safe for newborn and a little older
- + Seems like a great and smart tool. I would have bought this tool. It would've been very helpful for those times I have a hard time cutting my sons nails and he pulls and moves so much.
- Costly for a nail trimmer
- too much money for a product I don't NEED. Good ol baby clippers have worked just fine for years for us =)
- Price seems a little steep but honestly I will pay for this
- Id like to see this at \$25 or a little less to make it more affordable to parents
- a little on the pricey side
- ? How do we know its really safe, and want file them down to much?
- ? I would definitely need a trusted friend to tell me they loved this product in order for me to use it. I think my kids would hate it.

**BASED ON THE 2 GADGETS YOU JUST SAW,  
WHICH PRODUCT WOULD YOU BE MOST  
LIKELY TO PURCHASE?**



*"We purchased a sterilizer that works for bottles and pacifiers, so the second one isn't as necessary. My son did not use a pacifier as much either. Also, the first product, the nail trimmer can be used for a long period of time at multiple stages." – Lisa H*

*"I have the hardest time trying to cut my sons nails. He's always pulling his hands and I'm afraid of cutting too short or his skin, like I've done once before. I felt do bad and wish I had another way to cut his nails. This would be a great tool." – Jennifer F*

*"Honestly, I probably wouldn't purchase either. We just don't spend that much on gadget items that aren't needed. Clippers work great for us, and I don't see myself actually using the paci sterilizer." – Jennie H*

*"This (Buzz B Nail Trimmer) is a product we need and would use. I dread clipping my kiddos nails. This would definitely be safer and easier. I love this product. The other product seems unnecessary to me." – Melissa H*

*"My children have never used a pacifier thankfully, but they will always need their nails cut. Besides it seems like it will be very handy and easy to use." – Amy S*

# 26

## Community Participants

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All New Moms

All had children under 3 years

Ages 18 - 34

Primary shopper for the family

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### Moms Seek Quality, Find Through Personal Experience

Evidence indicated that Moms seek a quality product, but reserve judgement on the product's quality until after they have tried it themselves.



### Quality > Price for Brands

Responses show that Moms are willing to pay a little extra for a brand as long as they are confident that the brand will work as expected. Price may be a barrier to purchase; however, for products that are deemed, "unnecessary."



### An Emotional Connection Is Key to Winning with Mom

Brands that tug on Mom's heartstrings with their advertising will win. Mom's were drawn to ads that showed love, honesty and humor. Additionally, Moms sought an emotional connection in the two product concepts presented via whiteboard, though they were deemed "unnecessary."



### No Love for Organic/Natural Products. Emphasize Safety.

Responses did not indicate Moms were drawn any more or less to organic/natural products. Emphasis instead was placed on safety for their child and whether or not the product will actually solve their problem.



### Perception of Quality Number One Deciding Factor

When deciding between two brands, Moms will pick the brand that they perceive to be of higher quality. This perception comes from brand heritage, past experience or just plain good marketing. A close second was "highest safety rating," and rounding off third was the healthiest option.



### Necessity Items = Shop Online. New Items = Shop In-Store

Moms indicated that for necessity items, such as diapers, wipes, etc. they are more likely to shop online. For new items for their children, clothes, toys, car seats, they are more likely to visit the store, preferring to handle the product themselves first. They may; however, shop online for a cheaper option.



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