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Tuning into Mom: Understanding America's Most Powerful Consumer

Michal Clements, Teri Lucie Thompson

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American mothers are household CFOs, in charge of an estimated $2.45 trillion in direct spending. They are also an important influence on other family members' buying habits. Many organizations have identified moms as an important customer group, but the broad, age-based definitions these companies work with mask an array of different consumer behaviors. Written by two leading marketers, this book provides a new approach to understanding the “American Mom” market, examining the mom’s influence on (or control of) the purchasing habits of children of all ages, from infants and toddlers to young adults, and bring focus to the frequently overlooked purchase influence of moms on teenagers. The authors combine large-scale quantitative research of more than 4,700 mothers with qualitative case studies from individual participants. Highly recommended for practitioners in retailing and product development, this book will also be a valuable supplemental text for college courses in consumer behavior and marketing strategy.

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