

Effect of Brand Strategy on Co- Shopping of Mother and Daughter in Bangladesh: Potentials, Challenges, and Solutions

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Abstract— In Bangladesh, the total domestic clothing market is not small. Especially women's clothing market is much bigger than others. There is a significant impact of mother-daughter co-shopping on women's clothing purchasing. But unfortunately, no brand line has been started, or no branding strategy has been taken on targeting this huge market segment. Traditionally there is a trend of mother-daughter co-shopping, not only in Bangladesh but worldwide. And usually, when family shopping occurs, women of the families do this shopping, where the mother, daughter, and sisters are present in that shopping. So, it is very typical that mother-daughter will go shopping together whereas male persons of the family do not usually do their shopping together. A male person used to go shopping most of the time individually. So, it can easily be said that there is a vast market potential for this mother-daughter co-shopping. This report will identify the market potentials, impacts, challenges, and solutions of mother-daughter co-shopping branding in Bangladesh. This report has been made based on 30 women interviews from different shopping malls in Dhaka and market analysis from various market reports on the domestic clothing market.

Index Terms— Clothing Market, Mother-Daughter Shopping, Co-Shopping, Intergenerational Interaction.

I. INTRODUCTION

The mother-daughter shopping outing is becoming more prevalent. Mothers and their daughters follow the same brands on social media, exchange images of outfits, and establish joint boards on Pinterest for the looks they want to buy, whether they do it online or during a traditional trip to the mall. (Stella & Patricia, 2010).[1]

This paper looks into how respondents view the concept of a brand that focuses on mother-daughter co-shopping. Insights into the significance of the retail purchasing experience for young women are also explored in this paper. And lastly, the paper tries to examine the nature of response toward a brand established surrounding the concept of mother-daughter co-shopping.

II. PURPOSE OF THE STUDY

Shopping is institutionalized as "women's labor" because the association between women and shopping is deeply ingrained in our culture. (Stella & Patricia, 2010)[3] When it comes to shopping, mothers and daughters work together to build identities in addition to sharing skills and information.

The practice of mother-daughter co-shopping is not new in Bangladesh. It is instead a common practice for both grocery and clothes shopping. This paper has tried to shed light on the acceptance level of the mass towards this concept and their likelihood of becoming a patron of a brand that places this concept at its core.

This paper focuses on evaluating the attitude of women towards a brand that uses the concept of mother-daughter co-shopping as a branding strategy rather than delving into answering why this co-shopping practice is so common.

Beyond knowledge and talent exchange, the relationship also involves identity creation. (Md. & S.M., 2011) [2]As a result, similarities grow to daughters' shopping like mothers' shopping. Most of the time, it has been seen that the entire family shopping decision comes from mother and daughter, and they do it spontaneously. So, there are many opportunities to set up a brand strategy to enhance this co-shopping. It will be unique and fruitful in Bangladesh as there hasn't been any brand like this.

III. LITERATURE REVIEW

It has been observed that the manner of intergenerational interaction in a mother-daughter co-shopping scenario varies depending on the store where it occurs. Older clients were proven to be more proactive in the fresh produce area, providing the young people they were with more insightful recommendations. (Thompson, 1996).[4]

For elderly mothers, shopping with the young undoubtedly enhances the experience and addresses problems that older adults encounter, such as lugging heavy shopping items and reading labels/tags written in small print on the clothes. On the other hand, the mothers could share their knowledge by offering guidance on picking clothing made of the best fibers and what essential qualities to look for. (Sanford, Les, & Ann, 1991).[8]

In U.S. shopping malls, mothers and daughters are a powerful duo whose spending power is essential to the success of the retail sector. The value of the mother-daughter shopping experience goes much beyond self-worth generated by wise decision-making when shopping. Instead, it emphasizes the importance of the mother-daughter connection as it is expressed in a retail clothing-store environment. (Stella & Patricia, 2012).[5]

IV. METHODOLOGY

A. Broad Objective

The primary purpose of this report is to explore the brand establishment potential and identify the brand strategy for co-shopping of mothers and daughters in Bangladesh.

B. Specific Objective

- Identifying the market potentials of mother-daughter co-shopping branding in Bangladesh.
- To find the challenges to establishing the branding of mother-daughter co-shopping in Bangladesh.
- Bring out the impacts and solutions of overcoming all the challenges of forming a brand strategy for mother-daughter co-shopping in Bangladesh.

C. Methodology

In this report, two methods have been followed.

In-Depth Interview:

Here, 30 women aged between 15-45 have been interviewed. The interviews were recorded and later transcribed for the purpose of analysis.

Observation

Here, data from further market research and in-depth interviews are analyzed.

Here, 30 women interviews were taken, whether mothers or daughters. So, a clear picture can be drawn on this report topic as they are an actual consumer and the thoughts connected to them. Also, we have observed some market reports where the women's clothing market and market behavior in Bangladesh have been clearly illustrated. Based on the analysis of taken interviews and market reports observation, the paper has tried to devise the findings, challenges, and solutions on this report topic.

Mother	Daughter
45%	55%

V. DATA ANALYSIS

The transcripts of the recordings were examined to discover thinking and attitude patterns around the notion of mother-daughter co-shopping. The principal purpose of this article was to create practical knowledge about the topic under inspection.

Interviews took place on June 15, 2022, and June 17, 2022. The FGD participants were asked for their written permission. The interviews lasted 30 minutes on average. All interview sessions were taped and afterward converted into a written document through transcription. The writers discussed the findings after each interview session.

Anonymous transcription was completed. It was believed that the participants knew nothing about mother-daughter co-shopping-based marketing tactics. The interview topic was kept a secret from the interviewee to support the conclusions of this research unbiased and as objective as possible. On the transcripts, a detailed theme analysis was done.

The theme analysis was conducted using the nVivo 10 program. All the data was encoded using the codes given to each theme. Following a thorough assessment and analysis of the literature, codes for each primary topic were generated. There was no pre-existing theme used throughout the interview sessions. After it was created, the topic framework was used in both interview sessions.

VI. FINDINGS

This report wants to explore the brand establishment and identify the brand strategy for co-shopping mothers and daughters in Bangladesh. Let's briefly discuss co-shopping and brand strategy.

When individuals join consumption action and such joint effort may not necessarily be contemporaneous, individuals can perform their respective parts at different times; this is called co-shopping. A brand strategy is a formal plan used by a business to create a particular image of itself in the minds of current and potential customers. People know when a company has designed and executed a successful brand strategy without being told who the company is and what they do.

This research has conducted an online survey of 30 women in Dhaka. The questions and charts on outcome are as below:

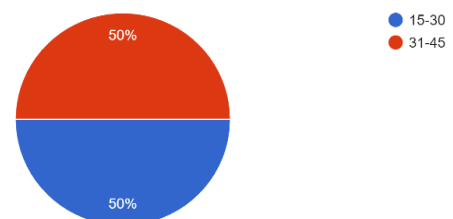


Figure 1 Respondent Age

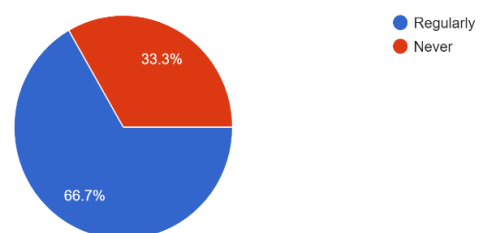


Figure 2 How often do you go shopping with your mother?

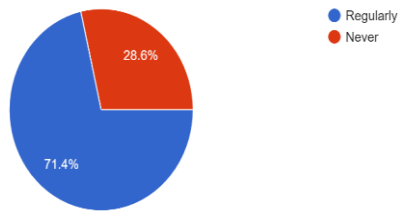


Figure 3 How often do you go shopping with your daughter?

It can be inferred that daughters who are still financially dependent on mothers are more likely to say yes to this question. Another probable reason for this response is a positive mother-daughter relationship in the play, where the daughter feels incomplete when her mother does not accompany her shopping. A similar response was observed when the mothers asked the same question. Participants who said that they never went on shopping with their daughters, upon further inspection, revealed that the majority of them did not have daughters but rather sons.

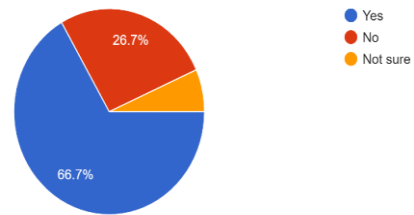


Figure 7 Do you think that the brand will bring a significant change to the Bangladeshi shopping landscape?

The response towards branding strategy, or an entire clothing line, which puts the concept of mother-daughter co-shopping at its core, was positive. However, when asked whether they thought such a company or branding strategies would be able to bring significant change in Bangladeshi shopping practices, the answers were divided.

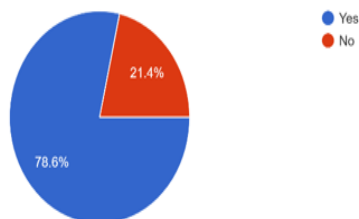


Figure 4 Do you feel comfortable when you go shopping with your mother/daughter?

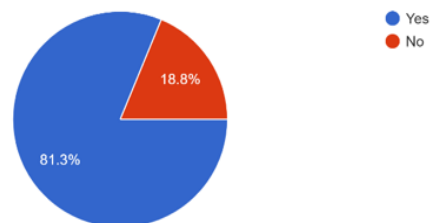


Figure 8 Do you think that the brand will make positive changes?

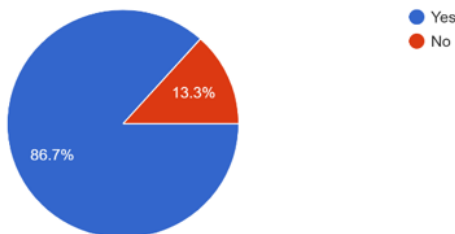


Figure 5 Do you think a brand should be formed targeting mother-daughter co-shopping?

Surprisingly, both the mothers and daughters felt comfortable when their daughters and mothers accompanied them shopping respectively. This again goes to show the effect of identity-creation in a mother-daughter co-shopping environment, where both parties have specific roles to play, which are crucial for a pleasant shopping experience.

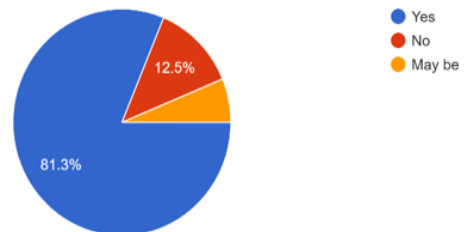


Figure 9 Will this brand be liked by the targeted customers of Bangladesh?

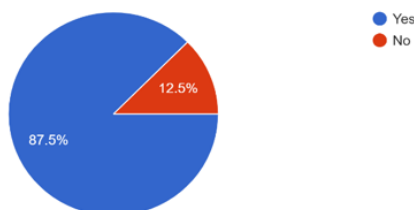


Figure 6 Do you think the brand will be effective in mother-daughter co-shopping?

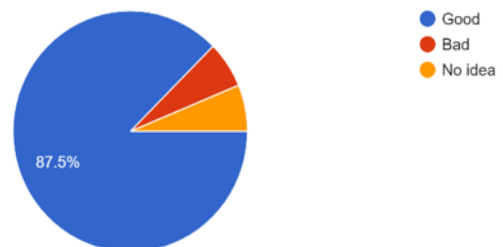


Figure 10 What will be your thinking on this Idea?

If we analyze the survey, we will see that most women support the ideas about a brand surrounding mother-daughter shopping and its positive impacts. That means this hypothetical brand has vast potential in the Bangladeshi market. The market will grab this brand if it is formed targeting the mother-daughter co-shopping.

VII. CHALLENGES IN MOTHER-DAUGHTER CO-SHOPPING IN BANGLADESH

This paper has found some challenges to establishing a brand targeting mother-daughter co-shopping by analyzing the market. Which are as below:

1. Different mother-daughter relationships in different social classes.
2. Financial bindings in different social classes.
3. Lack of fashion awareness.
4. Lack of experience in brand management.
5. Lack of interest from local and international brands.

The above challenges have been found by analyzing different market reports.

VIII. IMPACTS OF BRANDING IN MOTHER-DAUGHTER CO-SHOPPING IN BANGLADESH

By analyzing the survey and doing market research, we can easily say that setting up a brand targeting mother-daughter co-shopping will have a substantial positive impact. According to IDLC Bangladesh market research, the current women's clothing market value in Bangladesh is USD 7 billion. As per statista.com, the women's apparel market volume will be USD 4.20 billion in 2022 and is expected to grow annually by 5.03%. (IDLC, 2021)[7]

The impact will be huge if any brand is formed here. The women's clothing market is a potential market for setting up brands. The mother-daughter co-shopping branding will be an excellent platform for the upcoming trendy market, keeping aligned with the current global trend.

IX. RECOMMENDATIONS

9.1 Using Social media platforms for spreading the brand:

Nowadays, social media like Facebook, Instagram, linked in, YouTube, etc. are vital in people's buying decisions. Big brands invest considerable money in social media campaigns to promote their brands. So same theory should be applied to Mother-Daughter co-shopping brand promotion.

9.2 Using traditional media to promote the brand:

Conventional media like T.V., Radio, newspapers, etc. also still play a good role in buying decisions in people, especially older adults. That means brand promotion must be done in these media as well.

9.3 Finding a unique branding idea:

For establishing a brand, a unique idea has to be made, and it has to be spread out throughout the branding process. The unique brand logo, branding process, unique strategy considering the socio-cultural effect of Bangladesh, etc., will have to be implemented to establish the perfect brand for mother-daughter co-shopping.

X. CONCLUSION AND STRATEGIC DIRECTION

As Mother-Daughter co-shopping is very common worldwide, including in Bangladesh, there is considerable scope for this particular type of branding. (Rakibul, Md., & Md, 2019)[6]

In the domestic clothing market, most revenues are coming from women's clothing, and women's clothing is very much related to mother-daughter co-shopping. Hence, a brand may be formed targeting this area. It has vast potential, and the impact will be significant if the proper brand strategy can be carried out on mother-daughter co-shopping in Bangladesh. However, for such a branding strategy to be successful, several challenges must first be addressed.

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