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SMME Clinic Masterclass

Why SHE buys Why HE buys

*How to position your marketing
messages in a fast changing world*

Paul Hartnady

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WHY **SHE/HE** BUYS

WHAT DO WE WANT TO ACHIEVE TODAY?

TO CELEBRATE WITH GRATITUDE THE MAGNIFICENCE OF OUR GENDER DIFFERENCES AS SHOWN THROUGH BUYING PREFERENCES WHICH EMBRACE OUR **ENERGY, EMOTIONS AND FEELINGS** TO SERVE OUR **HUMANITY FOR LIFE & LIVING & CARING RELATIONSHIPS**



WINNING

CARING

**BUYING PREFERENCES
ARE ROOTED IN
GENDER**



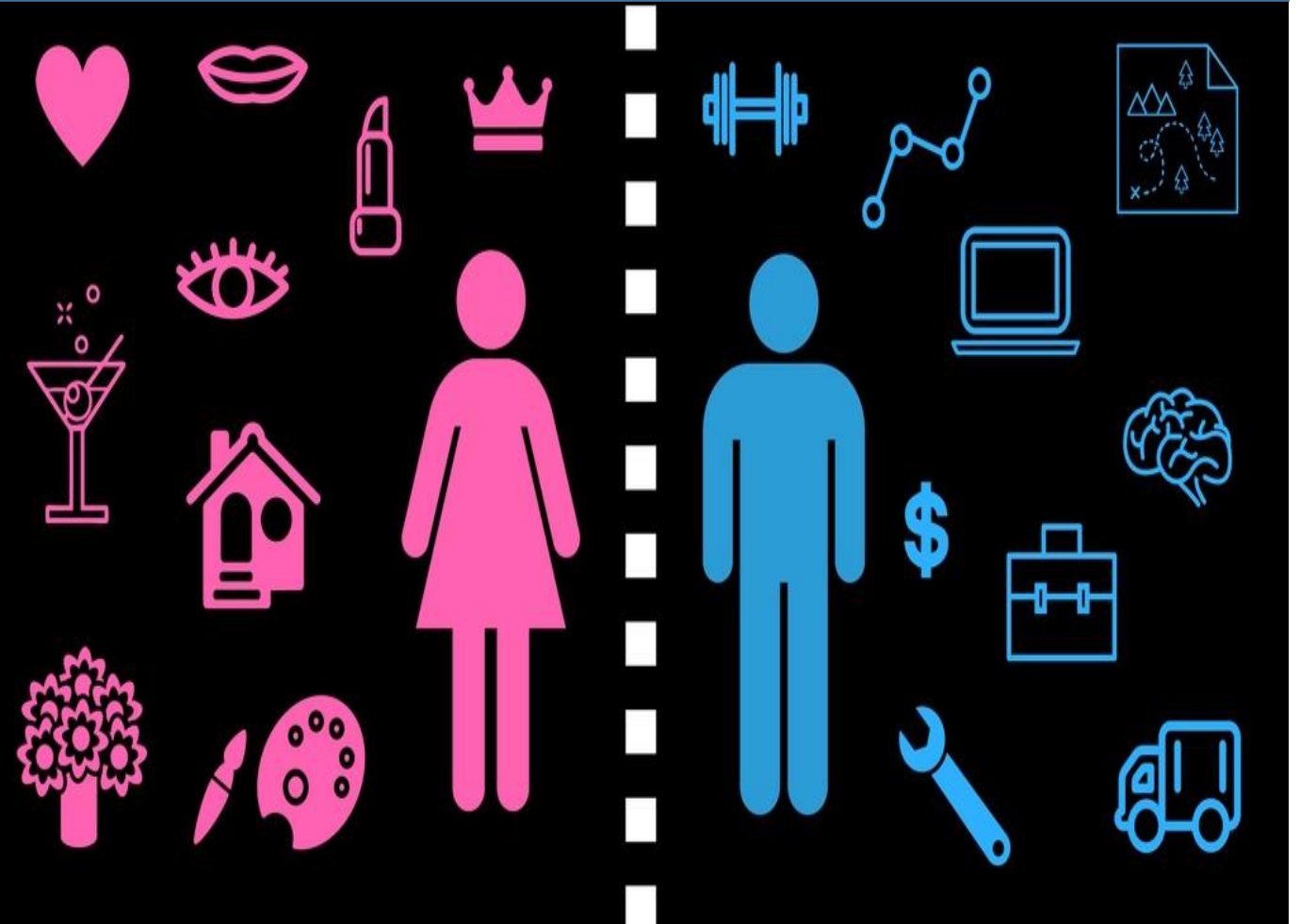
SHE & HE

Buyer Behaviour

RED-BOXED LEARNING POINTS ON EACH SLIDE

CONTENT

1. Humanity & Gender Equality
2. Emotions, Instincts & Feelings
3. The Psychology of Marketing
4. The Psychology of Selling + Buying
5. Gender World Views
6. Gender Buying Preferences
7. Physical v Online Shopping
8. Global Trends
9. Prejudice & Empowerment
10. The Coming Wave



OUR HUMANITY

- **ENERGY** is an *imponderable metaphysical substance* – which means that it cannot be measured.
- Selling Yourself means Selling Your **ENERGY** (*They buy YOU first*)
- Every person is a product of their creative thinking **ENERGY (Spirit)** and their FORM (**Matter**) which combine to produce their unique individuality.
- **Matter without Spirit is motionless / Spirit without Matter is expressionless.**
- Spirit and Matter are thus recognised as the driving forces of human behaviour and are interconnected (*Einstein said they were interchangeable*).

The essence of our humanity is the process of expressing our '*Spirit*' (our Energy) through '*Matter*' (our Body) in *Service* to others.

Our Bodies (Matter) are differentiated by Form, but our Energy (Spirit) is always equal & undifferentiated



GENDER – OUR SPIRIT & MATTER EXPRESSION

THE SACRED FEMININE

- **GATHERER**
- **GENTLE**
- **NURTURER**
- **CARING**
- **COLLABORATIVE**



THE HERO MASCULINE

- **HUNTER**
- **STRONG**
- **PROTECTOR**
- **BOLD**
- **TERRITORIAL**



"Gender equality will help abolish poverty, will create prospering economies, fairer societies and happier men, women and children."
Graça Machel

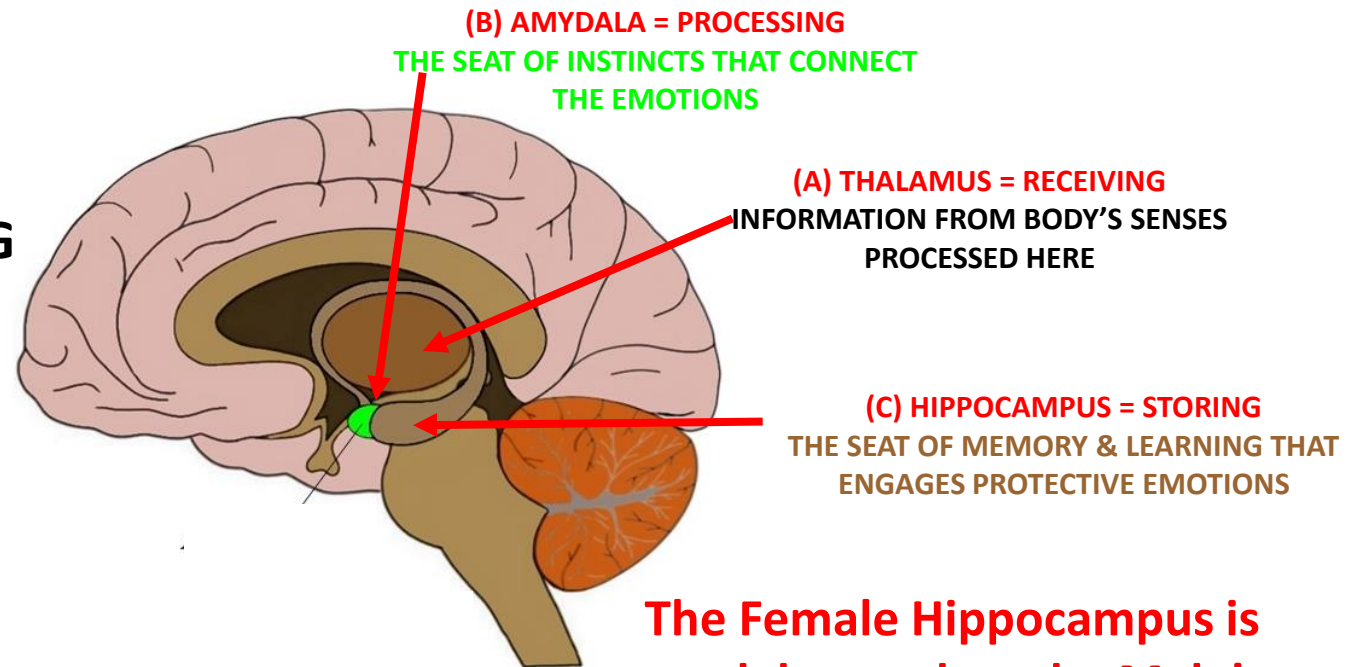
GENDER EQUALITY USUALLY REFERS
FEELINGS RELATING TO **FORM**
SPIRIT ENERGY IS ALWAYS
UNDIFFERENTIATED



HOW WE PROCESS INFORMATION

PRIMAL BRAIN
LIMBIC SYSTEM
SENSORY PROCESSING

MARKETING MESSAGES
WORK BETTER WHEN THEY
ENGAGE **FEELINGS**
ASSOCIATED WITH
GENDER SENSITIVE
INSTINCTS & EMOTIONS



The Female Hippocampus is much larger than the Male's and has more capacity for noticing & retaining memory for finer details



PRIMAL v LEARNED EMOTIONS & FEELINGS

PRIMAL BASIC EMOTIONS

Anger,
Sadness,
Disgust,
Surprise,
Anticipation,
Trust,
Joy,
Fear

FEELINGS COMMON
TO ALL

LEARNED SOCIAL EMOTIONS

Empathy,
Guilt,
Shame,
Remorse,
Jealousy,
Support,
Compassion,
Love

FEELINGS COMMON
TO SOME

PRIMAL PROTECTIVE INSTINCTS

Acceptance,
Connectedness,
Contentment,
Freedom,
Gratification,
Guardianship,
Prestige,
Fight or Flight

FEELINGS COMMON
TO ALL

PEOPLE ON A SPECTRUM OF
DISSOCIATIVE DISABILITY
(NARCISSISM, ASPERGES,
AUTISM, A-SPD,
SOCIOPATHY etc) HAVE
DIFFICULTY WITH FEELINGS
ASSOCIATED WITH LEARNED
SOCIAL EMOTIONS

MARKETING MESSAGES
WORK BEST WHEN ALIGNED
WITH
GENDER SENSITIVE
PROTECTIVE INSTINCTS
THAT ENGAGE FEELINGS



MANIPULATIVE MARKETING

*As you see the world – so it reveals itself to you:
You experience Life according to your Vision*

CONSCIOUSNESS - NORMAL AWARENESS = BETA STATE

MODIFIED AWARENESS = ALPHA STATE Suggestion & Hypnosis

BERNAY'S THEORY (1928) USA

*To manipulate buyer behavior, one must understand how
the **Group Mind** works and connect **EMOTIONS** to the
product*

COMPLIANCE - TECHNIQUES

PRIMAL PROTECTIVE INSTINCTS of ACCEPTANCE & CONNECTION

RECIPROCITY

'Free' giveaways

SOCIAL PROOF

"We all agree..." "Obviously.."

ASSOCIATION

Credit Card Logo = Legitimacy

CONDITIONING

Cozy Family identity

AUTHORITY

White Coats & Special Expertise

SCARCITY

'The last one..'



*We often speak to influence others of our
agenda through suggesting Compliance.
Compliance principles can activate auto-
responses & are acceptable provided for
misrepresentation.*

*Masculine appeal is in **WINNING**
Feminine appeal is in **COLLABORATION***



The Psychology of Marketing

TODAY'S CONSUMER CAPITALISM is SYMBOLIC

CONSUMERISM today can be seen as based on people *trying to display desirable human traits*

Modern consumers strive to project to others how **CLEVER** they are by showing off brands they use as symbols of personal image identity

YOUR MARKETING SUCCESS WILL DEPEND UPON *UNDERSTANDING & CONVEYING THE **SIGNALS** THAT PEOPLE WANT TO SEND TO ONE ANOTHER*

SMART NOT CHEAP & GENDER RELATED

Products / Brands are bought to display **TRAITS** such as **kindness, intelligence, creativity, care, sensitivity and friendliness, + winning, achievement, efficiency, strength & independence, inter alia.**

Most Marketers err by signaling benefits rather than **image identity.**

SMALL BRANDS NEED BIG PERSONALITIES

They need to stand for something significant (A worthy "CAUSE")

WHAT MESSAGES DO THESE BRANDS SIGNAL?



INNOVATION



SAFETY



WONDER



CONNECTION



RELIABILITY



JOY



THE PSYCHOLOGY OF SELLING (and BUYING)

PROJECTION INCONSISTENCY CREATES UNCERTAINTY
 SELL UNIVERSALLY (ENERGY) – BUY INDIVIDUALLY (GENDER FORM)

FEMININE PROJECTION

FORM

- COLLABORATION
- CARE
- KINDNESS
- FEELINGS
- DETAILS
- INCLUSIVITY

FEMININE PROJECTION

FORM

- COLLABORATION
- CARE
- KINDNESS
- FEELINGS
- DETAILS
- INCLUSIVITY

- # FEMININE PROJECTION
- FORM*
- COLLABORATION
 - CARE
 - KINDNESS
 - FEELINGS
 - DETAILS
 - INCLUSIVITY

MALE PROJECTION

FORM

- WINNING
- COMPETITION
- ACHIEVEMENT
- STATUS
- PRINCIPLES
- RECOGNITION

MALE PROJECTION

FORM

- WINNING
- COMPETITION
- ACHIEVEMENT
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- RECOGNITION

- # MALE PROJECTION
- FORM**
- WINNING
 - COMPETITION
 - ACHIEVEMENT
 - STATUS
 - PRINCIPLES
 - RECOGNITION

UNIVERSAL PROJECTION

ENERGY

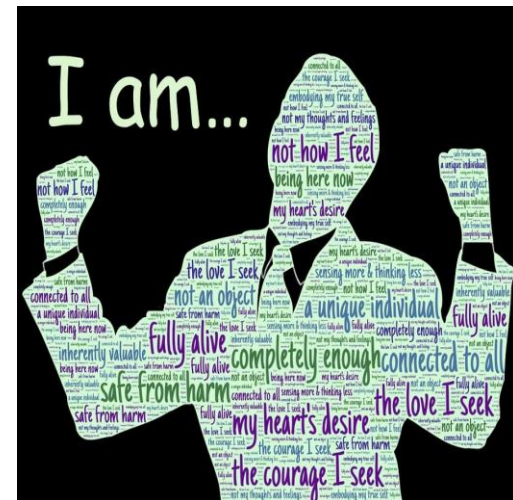
- RELATIONSHIPS
- OUTCOMES
- SUPPORT
- CREATIVITY
- INNOVATION
- MEANING

UNIVERSAL PROJECTION

ENERGY

- RELATIONSHIPS
- OUTCOMES
- SUPPORT
- CREATIVITY
- INNOVATION
- MEANING

- # UNIVERSAL PROJECTION
- ENERGY***
- RELATIONSHIPS
 - OUTCOMES
 - SUPPORT
 - CREATIVITY
 - INNOVATION
 - MEANING



The easiest thing to be in the world is you. The most difficult thing to be is what other people want you to be. Don't let them put you in that position. [Leo Buscaglia](#)



GENDER DIFFERENCES

IF THE **BUSINESS WORLD** HAD A SEX - IT WOULD BE **MALE**

IF THE **CONSUMER ECONOMY** HAD A SEX - IT WOULD BE **FEMALE**

BRIDGET BRENNAN

HOW MEN & WOMEN VIEW THE WORLD DIFFERENTLY

Inside **Women's** Minds

Desire to be Indispensable, Connected, & minimize Status differences

Disclose feelings & vulnerabilities / connect through talking

Feel powerful when they help others & like details about People

Competition is stressful / Collaboration great

Self-esteem through Relationships

Interest in what a product does for me

Respond to messages about 'improvement'

Inside **Men's** Minds

Desire to be Independent, Respected, & aware of Rank in the Pack

Hide vulnerabilities / do not discuss feelings / connect through activity

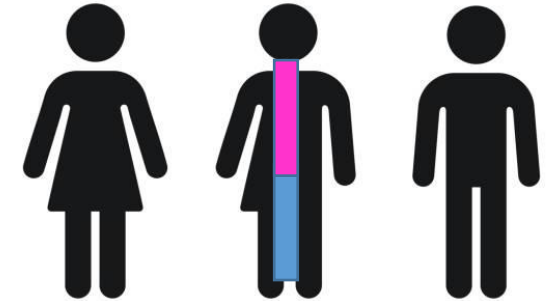
Feel powerful when in charge & hate details about People

Competition is great / Collaboration stressful

Self-esteem through Achievement

Interest in how a product works

Respond to messages about 'winning'



WHEN SELLING:-

*Don't confuse the Male impulse for **WINNING** with the Female impulse for **COLLABORATION***

*Women want to know **UTILITY**
Men want to know the **BRAGGING** rights*



SHE & HE BUYING PREFERENCES

SHE: SLOW & WIDE
HE: QUICK & NARROW

Female = Utility & Feeling / Male = Speed & Achievement
TO HAVE APPEAL - DESIGN FEATURES SHOULD COVER BOTH GENDERS' NEEDS

SHE

*For Inside
Social activity
Lifestyle interest
25% try & buy
Ave shop 20mins
New tech adopters
90% view price tags
Less easily upgraded
Shop to be informed
Take pride in purchases*

HE

*For Outside
Necessity activity
Efficiency interest
65% try & buy
Ave shop 8mins
New tech bragging
60% view price tags
More easily upgraded
Shop to consume
Take pride in efficiency*



SHE
COMPARATIVE
& SPECIALTY

HE
DESTINATION &
CONVENIENCE

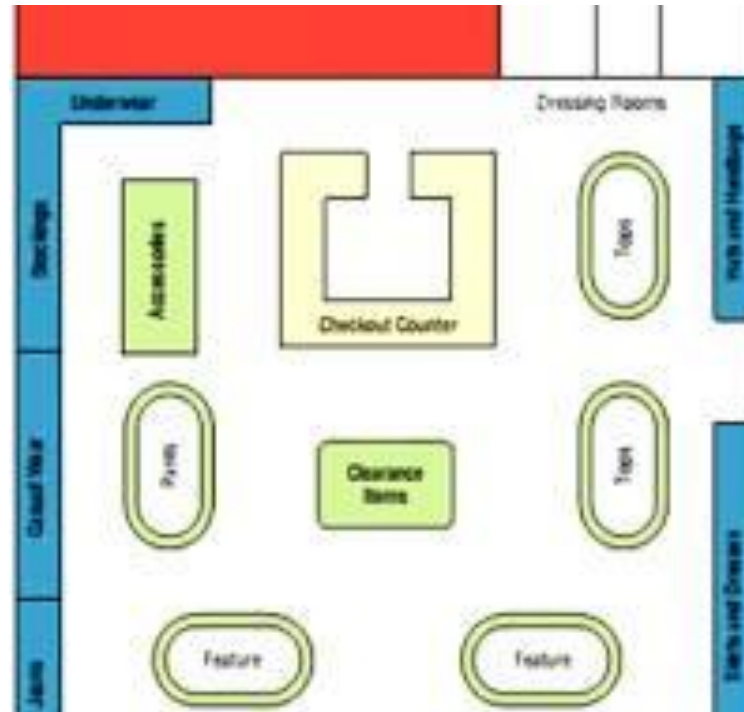


IF YOU WANT TO SUCCEED IN SELLING YOU MUST FIRST UNDERSTAND WHY THEY BUY



The Science of (Physical) Shopping - Universal

- WINDOWS
- ENTRY
- EYES
- FRONT
- MIDDLE
- BACK
- AISLES
- IMPULSE
- CHECKOUT



SHE - GATHERS



HE - HUNTS



E-COMMERCE STRATEGIES

Demand-Pull

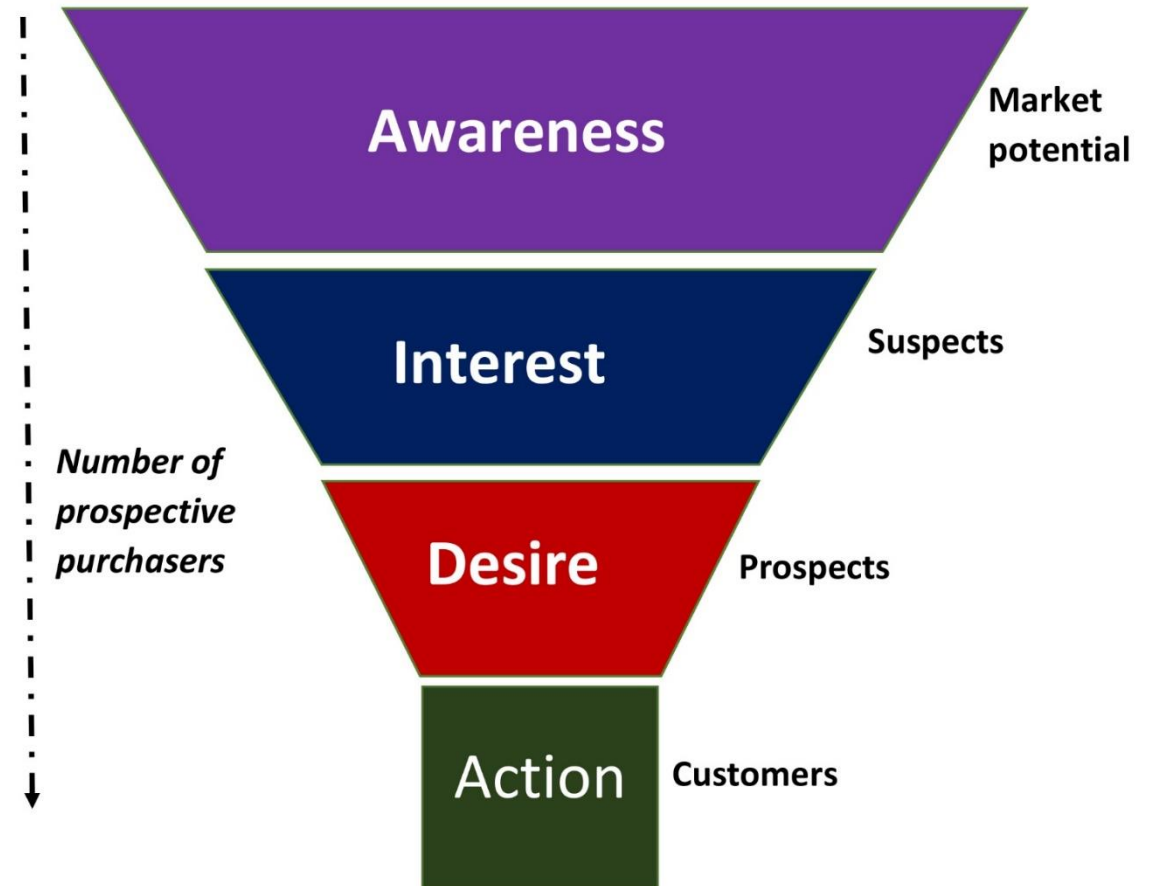
Facebook Ads / Influencers / Digital PR /
Brand collaborations / TikTok / Instagram

Meta Ads / Email Marketing / Google Ads /
Search Engine Optimisation / Instagram

Website / Email / TikTok Shop

Loyalty Program / Chat Room / VIP Rewards /
Brand Purpose / Cause Support

SALES FUNNEL *THE CUSTOMER JOURNEY*



The Meaning of your Communication is the response you get



ONLINE SHOPPING

DEMAND-PULL COMMODITIES REQUIRE
STRONG MARKETING SUPPORT STRATEGIES

HE

Surfs
Buys & Keeps
Buys for Women
Gifts
Seeks bargains
Speed
Informs Themselves
What others don't buy

SHE

Clicks – Buys – Logs Off
Buys & Returns
Buys for Kids
Utility
Seeks Price Value
Comparative
Informs Others
What others buy



SOME ONLINE STATS

- 39M e-commerce users in SA in 2024
- R1648 per user ave
- 28-35% of Retail by 2027
- 25% users >60yrs
- 55% users male
- Most popular: Instant gratification
- Highest Need: Flexible delivery



AND WHEN THEY COMPLAIN



NEVER SUBORDINATE A CUSTOMER TO YOUR SYSTEMS – BEWARE AI LIMITATIONS

HE – IT'S USUALLY ABOUT **CONTROL**, WINNING, RELIABILITY, FREEDOM

"This is a deal breaker..."

RESPOND WITH RECOGNITION BUT CLARIFY THEIR THINKING FIRST

HANDLE AS AN OBJECTION

SHE – IT'S USUALLY ABOUT **FEELINGS**, EQUALITY, SENSITIVITY, COMPASSION

"How would you feel if someone did that to you...?"

RESPOND WITH EMPATHY AND ENDORSE A FAIR EXCHANGE

HANDLE AS A REQUEST



FEMALE EMPOWERMENT

10 GLOBAL TRENDS

GENDER EQUALITY IS AN EMERGING SOCIO-EQUILIBRIUM REALITY

- 1. MORE FEMALES IN WORKFORCE**
- 2. MORE WOMEN BREADWINNERS**
- 3. MORE WOMEN ENTREPRENEURS**
- 4. MORE WOMEN CONNECTIVITY ONLINE**
- 5. MORE GRANDMOTHERS CHILD-CARING**
- 6. OLDER WOMEN REDEFINING MARKETS**
- 7. DELAYED MARRIAGE**
- 8. LOWER BIRTH RATES / OLDER MOTHERS**
- 9. DIVORCE ECONOMY (2 of everything)**
- 10. INCREASED SHARING OF HOUSEHOLD CHORES**



PRIDE & PREJUDICE

MIDDLE AGES PERSECUTION OF WOMEN

MASCULINE PRINCIPLE OF GROWTH (FORM) DOMINATION

FEMININE PRINCIPLE OF PRESENCE, PEACE & NURTURING

AGENDA 2030 GOAL 5 GENDER EQUALITY

SPIRIT & MATTER

EGO ADAPTATION

EQUALITY NEEDS NO EMPOWERMENT



THE COMING WAVE

BETTER – FASTER – CHEAPER – SAFER

- NEO-LIBERALISM
- POST-LABOUR ECONOMICS
- BLOCKCHAIN TRANSPARENCY
- COLLECTIVE OWNERSHIP
- UNIVERSAL BASIC INCOME
- ENABLING TECHNOLOGIES
- MENTAL HEALTH

THE “MEANING” ECONOMY WILL BE
GENDER EQUAL

RELEVANCE WILL REQUIRE BUSINESS *FINANCIAL UNDERSTANDING* TO PROVE VALUE

START NOW – BE PRESENT – KEEP RENEWING

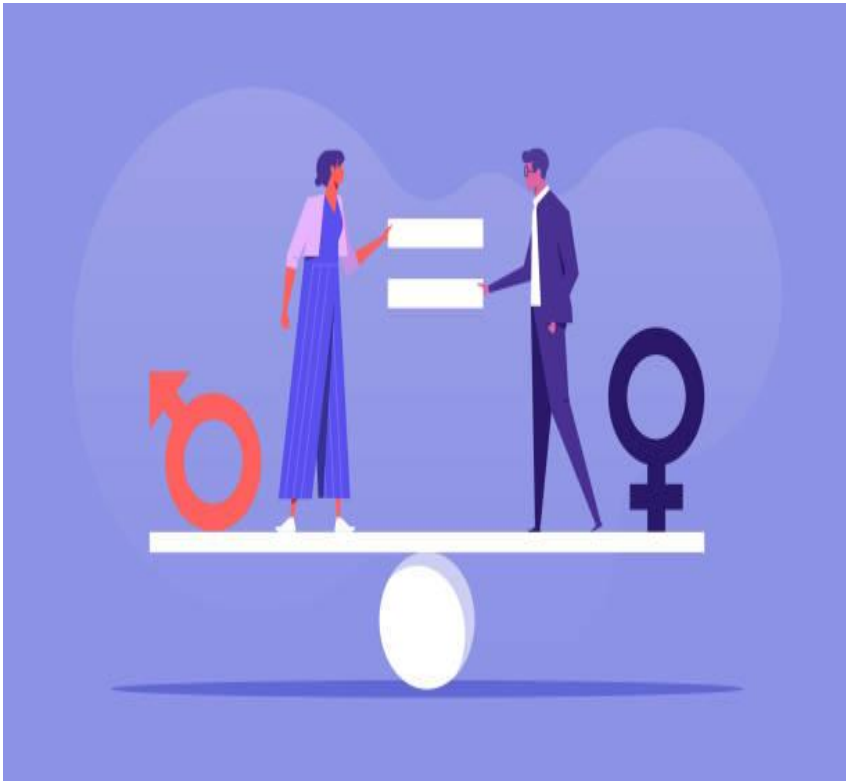


“The only thing we have to fear is fear itself”

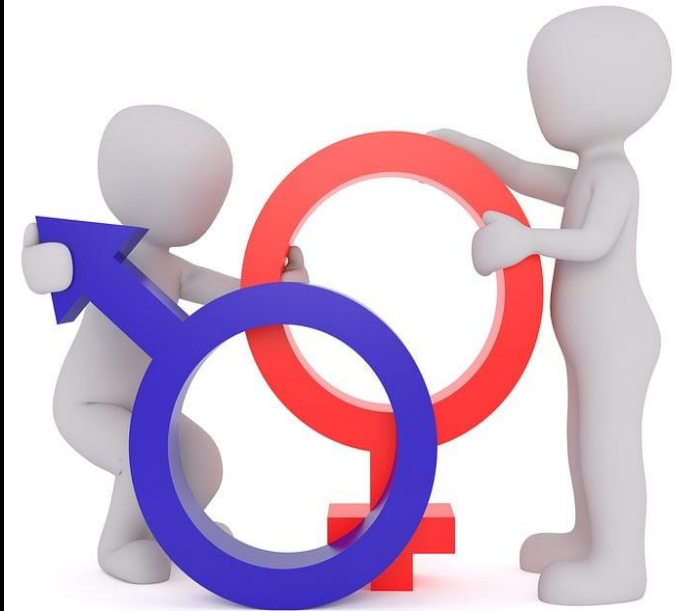
F.D.Roosevelt
HOWEVER.....



TO CELEBRATE WITH GRATITUDE THE MAGNIFICENCE OF OUR GENDER DIFFERENCES
AS SHOWN THROUGH BUYING PREFERENCES WHICH EMBRACE OUR
ENERGY, EMOTIONS AND FEELINGS THAT SERVE OUR **HUMANITY**
FOR LIFE & LIVING & CARING RELATIONSHIPS



1. ENERGY
2. FEELINGS
3. SYMBOLISM
4. CONSCIOUSNESS
5. PROJECTION
6. PREFERENCES
7. SHOPPING
8. TRENDS
9. EQUALITY
10. AI



The ONE BIG THING TO REMEMBER....

BUYING PREFERENCES ARE ROOTED IN GENDER

There are 2 sexes in the Human race and one of them does
most of the shopping

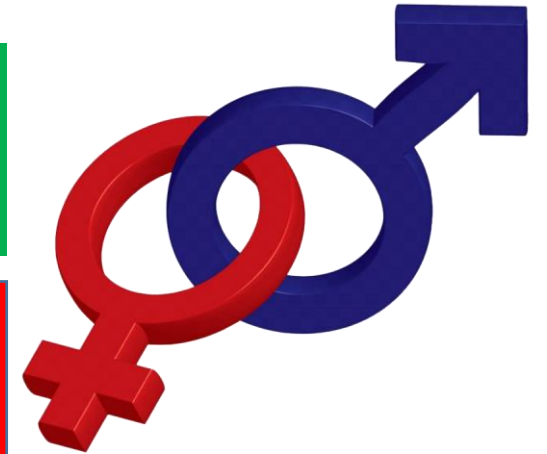
YET

Women are **Females First** and Consumers Second

Know your Audience to understand their Consumerism

“WHATEVER YOU ARE – BE A GOOD ONE”

ABRAHAM LINCOLN



A FINAL THOUGHT.....

Being masculine is not exclusive to men.
Being feminine is not exclusive to women.

“Both men and women should feel free to be sensitive. Both men and women should feel free to be strong.” Emma Watson



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Thank You!

QUESTIONS?



Practical Business Remedies

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