



PROJECT GIVER

Mother's Day Edition

Survey Period: April 2024

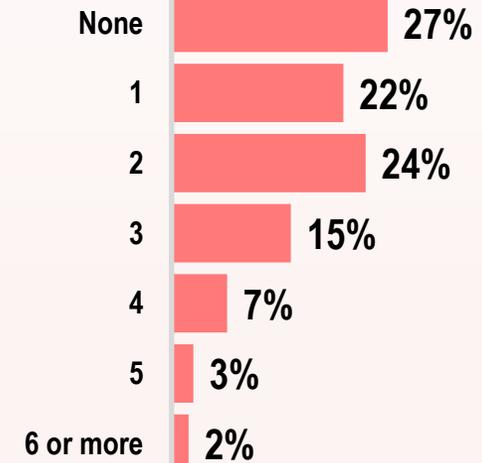
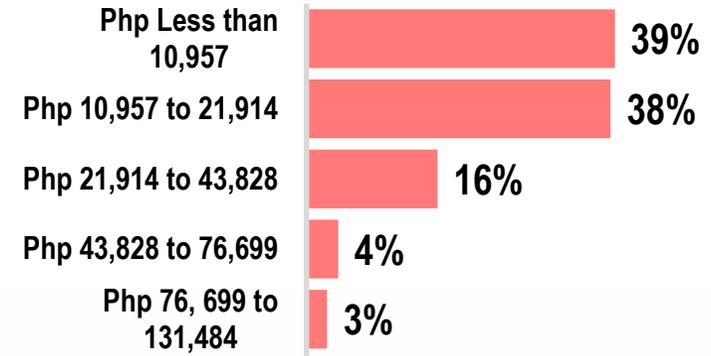
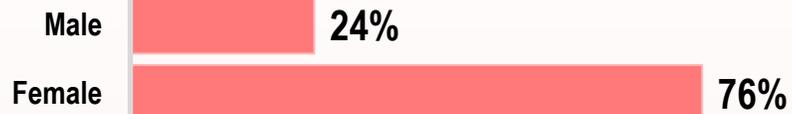
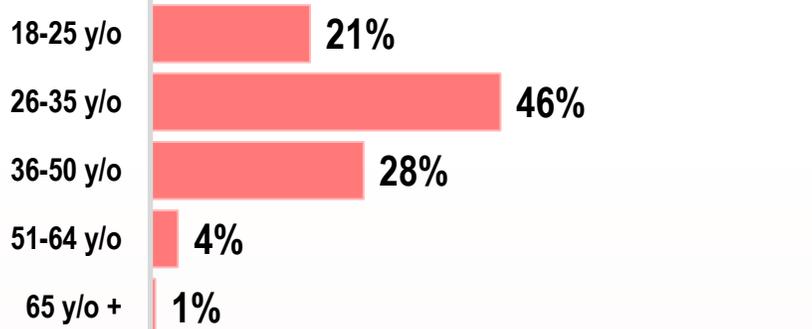
Prepared by:  acquisition
apps, inc.



Survey Methodology

Methodology	Self-accomplished online survey via Tangere app using a structured questionnaire and visual aids
Target respondents (Qualifications)	<ul style="list-style-type: none">• 18 -60 years old• Males and females• SEC ABCDE households• w/ or without children• Celebrates Mothers' Day
Sample Size (Base)	n=1, 500 among qualified respondents were completed
Survey Area	Nationwide
Sampling Design	Convenience sampling
Survey Period	April 2024

Respondents Profile





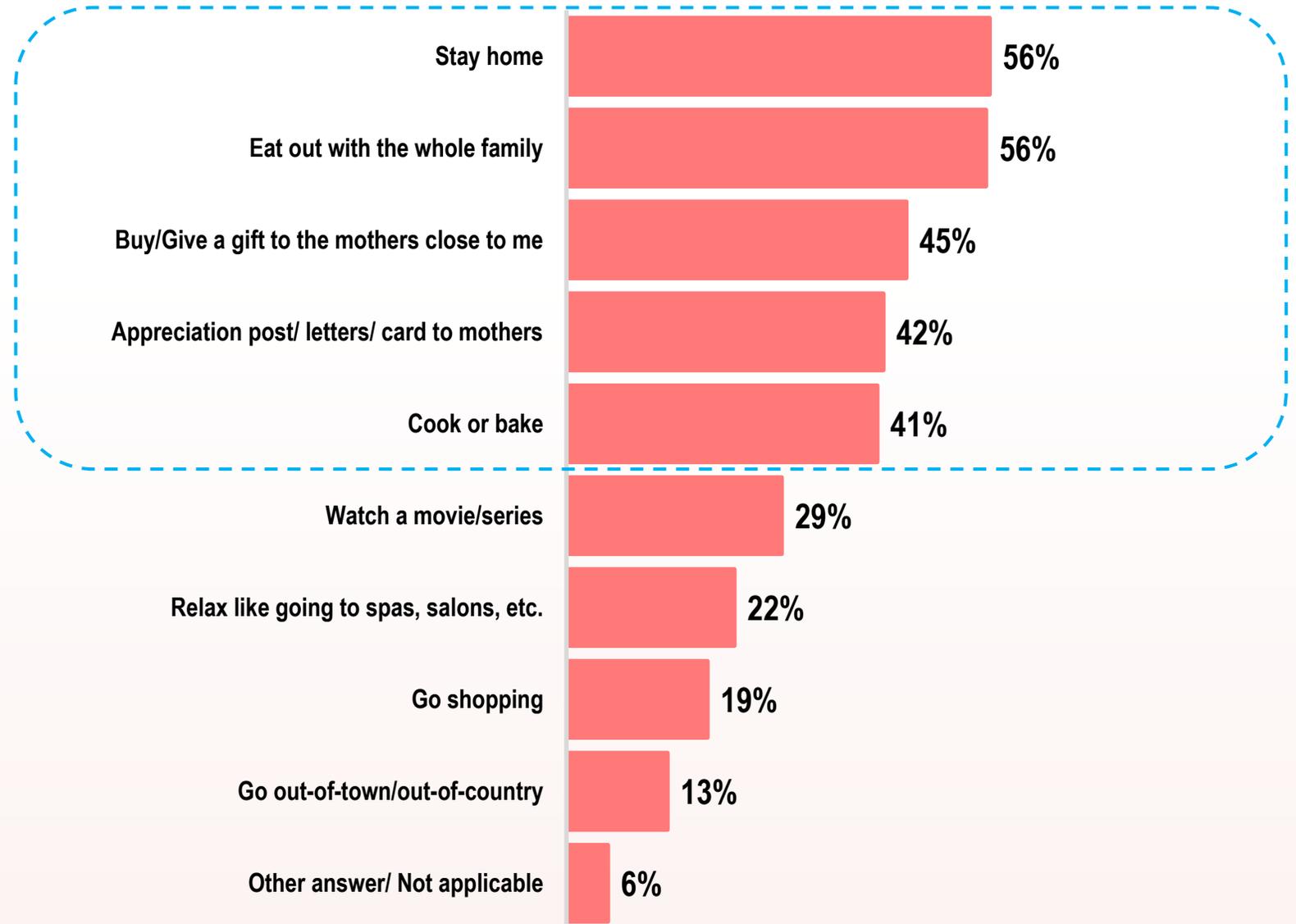
Ways of Celebrating Mother's Day



Celebration Ideas

Celebrating Mother's Day is usually done at home or outside with the whole family.

Giving gifts and appreciation cards, and cooking/baking are also common practices.

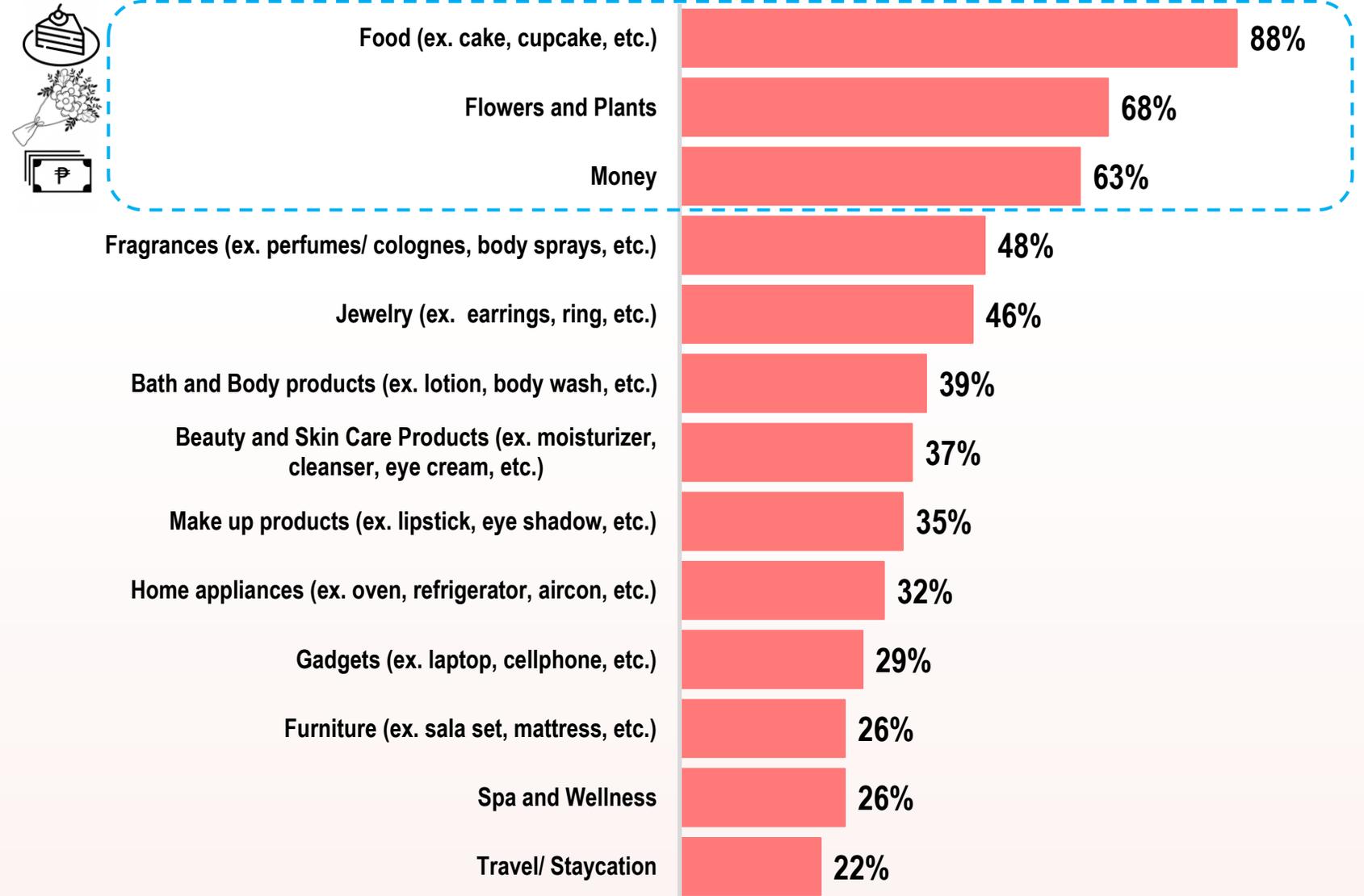


Q. How do you usually celebrate Mother's Day? Choose all the answers that apply to you.

Base – Total interviews (n=1,500)

Gift ideas

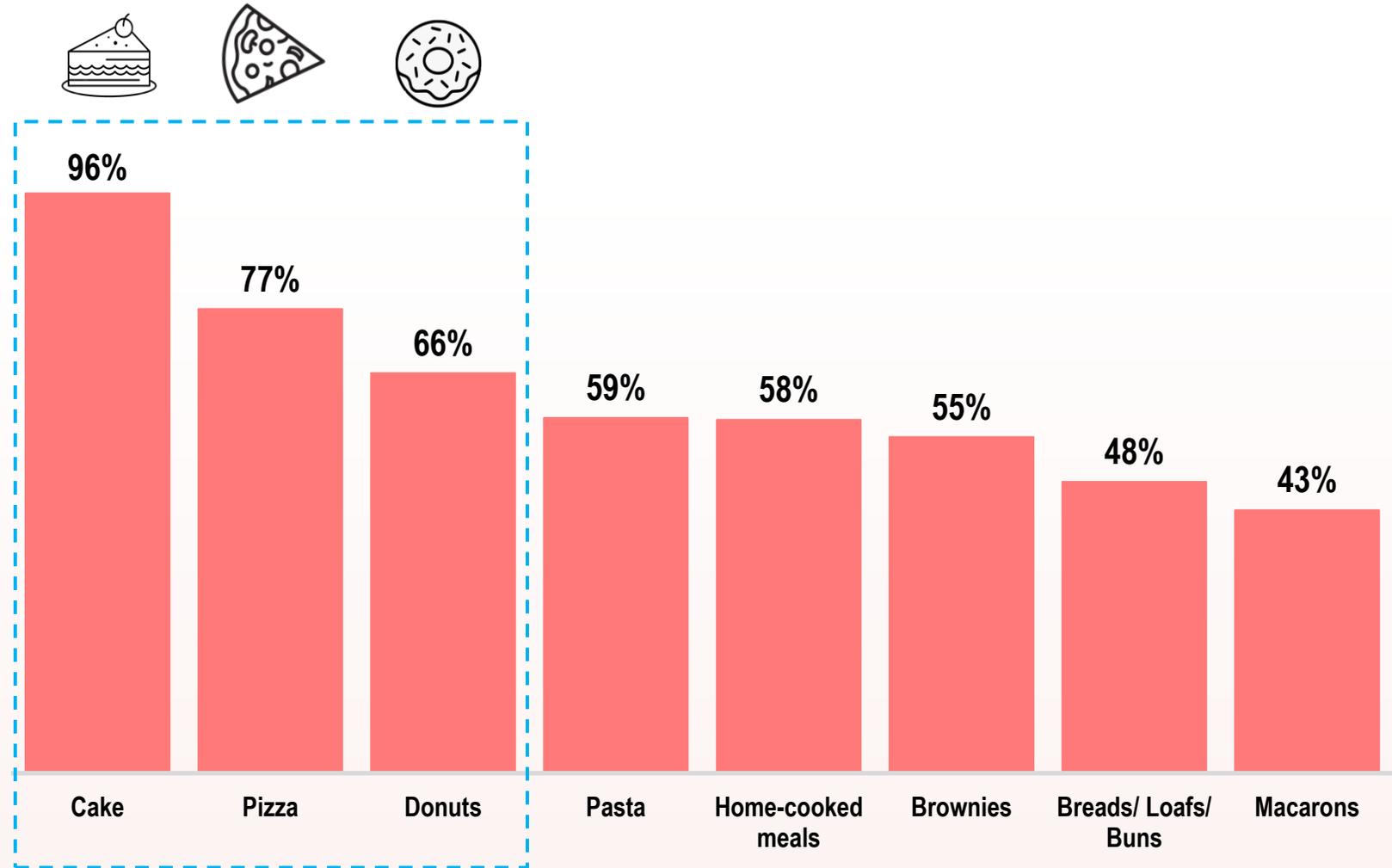
Among those planning to buy gifts, treats like cakes, flowers/plants, and cash are the most popular.



Q. Which of the following do you usually buy, give, or prepare during Mother's Day? Choose all the answers that apply to you.

Base – Among Qualified Respondents
(n=680)

Cake, pizza, and donuts are the top favorite food gifts.

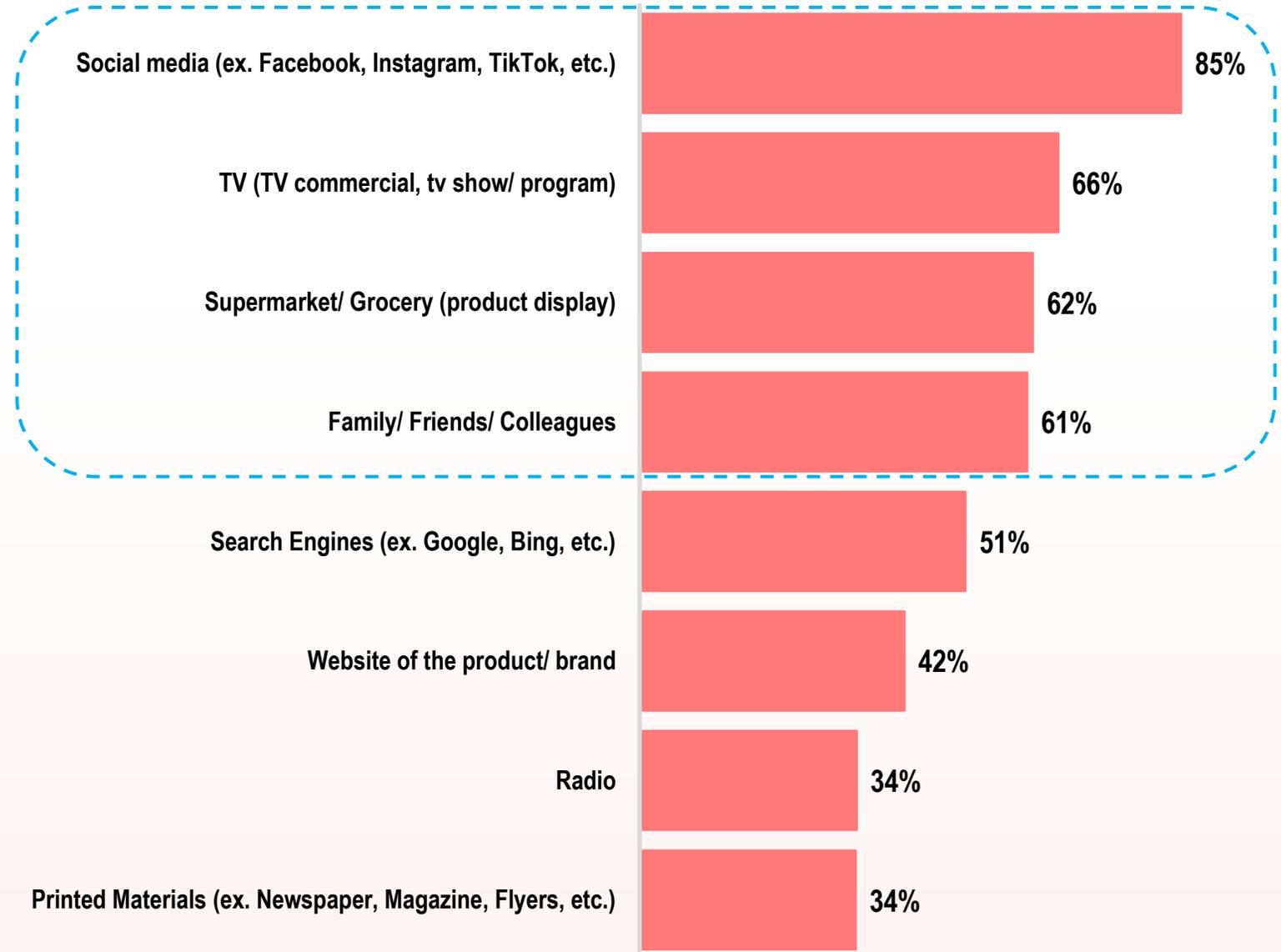


Q. Which of the following foods will you buy/ gift this coming Mother's Day? Choose all the answers that apply to you.

Base – Among Qualified Respondents (n=597)

Sources of Information about Gift Ideas

Inspirations for gifts are typically obtained from social media, TV shows/ads, in-store product displays, and loved ones/colleagues.

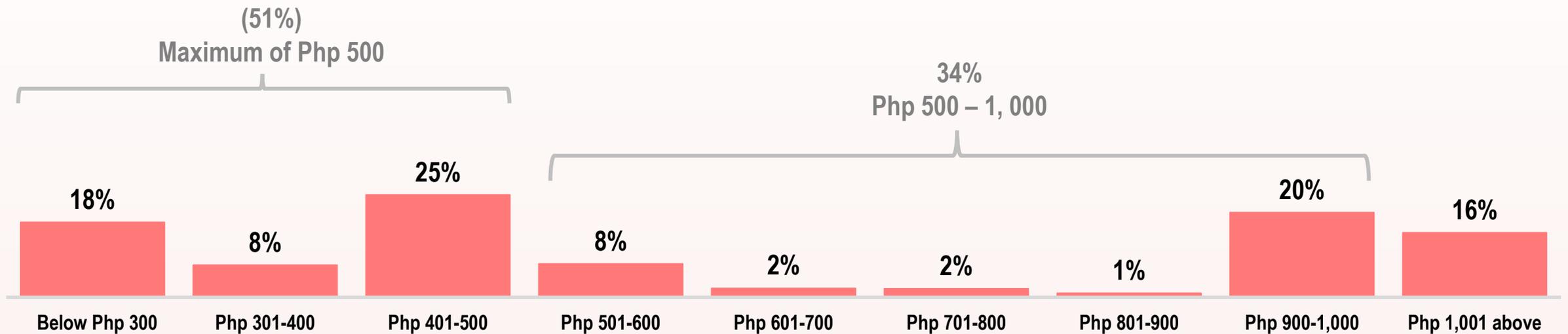


Q. Which of the following sources/ channels do you get information/ ideas about gifts that you want to give for Mother's Day? Choose all the answers that apply to you.

Base – Among Qualified Respondents
(n=680)

Amount Willing to Spend to Buy Gift

5 out of 10 are willing to spend a maximum of Php 500 for gifts on Mother's Day, while the rest are ready to shell out more.

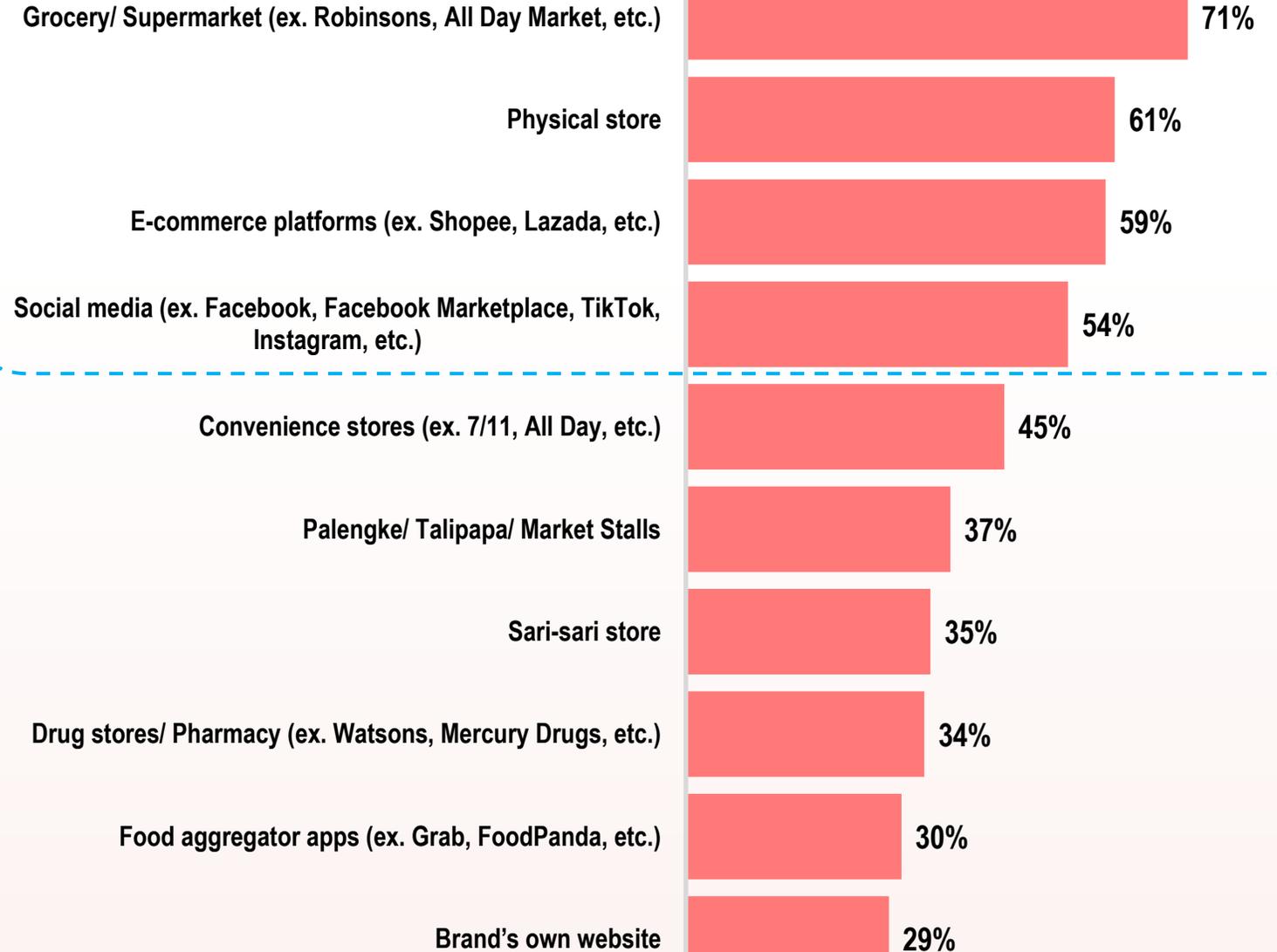


Q. How much are you willing to spend to buy gift for Mother's Day?

Base – Among Qualified Respondents
(n=680)

Purchase Channels

Mother's Day gifts are typically bought from supermarkets/groceries, physical retailers, e-commerce platforms, and social media marketplaces.



Q. Where do you usually purchase your gifts for Mother's Day? Choose all the answers that apply to you.

Base – Among Qualified Respondents
(n=680)

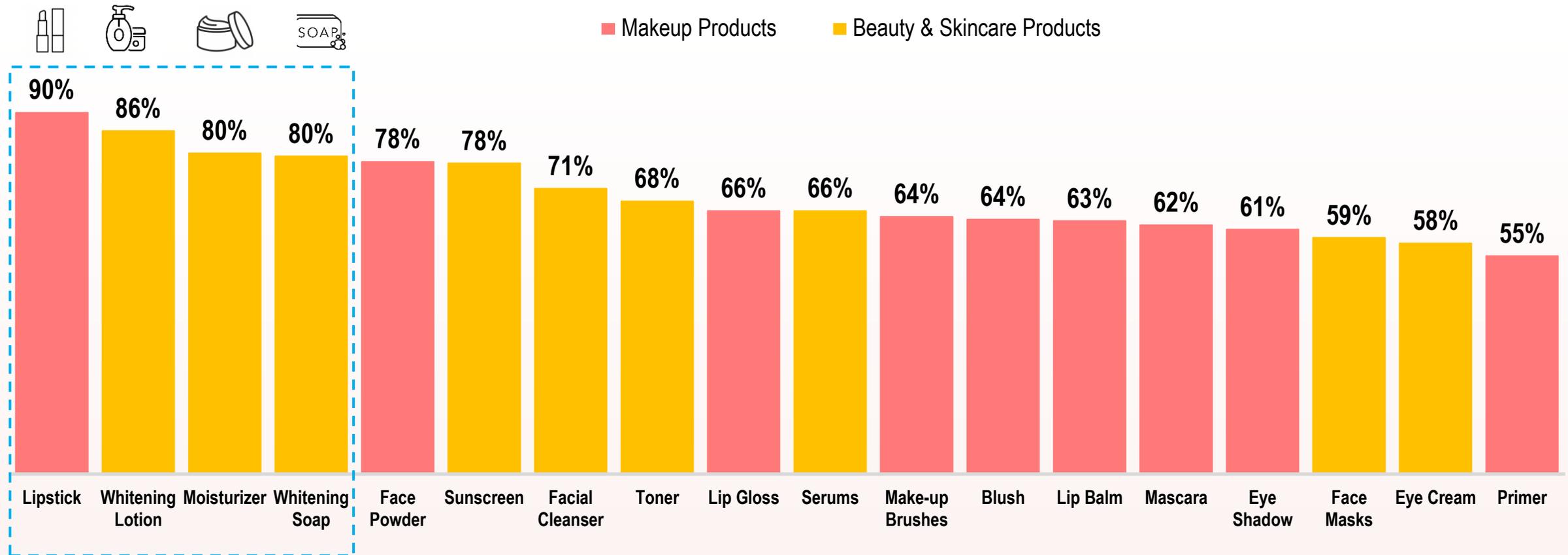


Beauty and Skincare Products Gift Ideas



Gift Ideas – Beauty & Skincare Products/Makeup Products

Among beauty and make-up products, lipstick, whitening lotion, moisturizer, and whitening soap are the most popular to be given as gifts for Mother's Day.

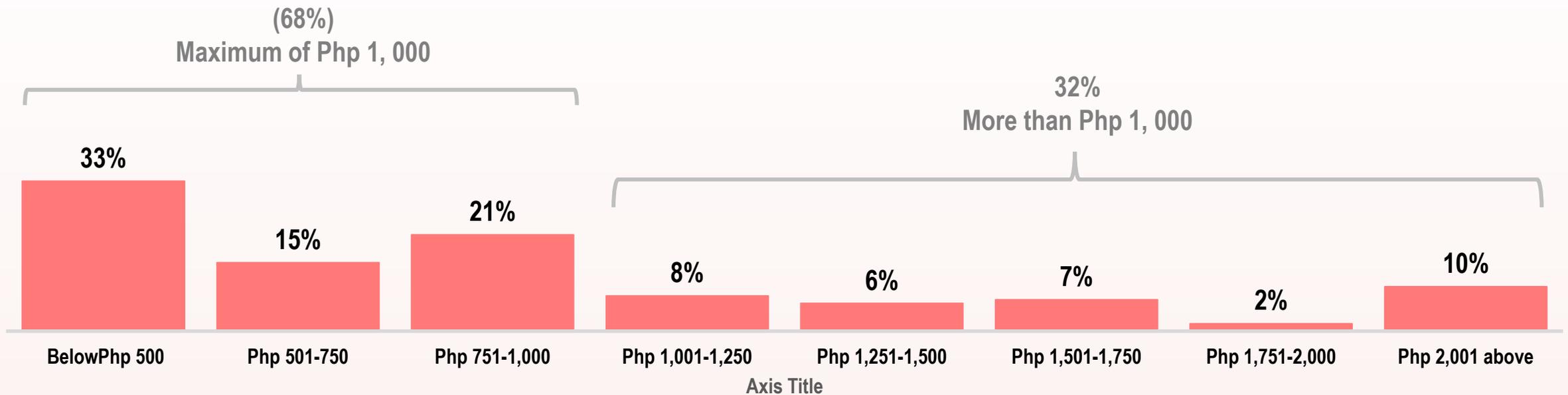


Q. Which of the following beauty and skin care products will you buy/ gift this coming Mother's Day? Choose all the answers that apply to you.

Base – Among Qualified Respondents
(n=284)

Amount Willing to Spend on Beauty & Skincare Gifts

7 out of 10 are willing to spend a maximum of PHP 1,000 on beauty and skincare products to be given as Mother's Day gifts.



Q. How much are you willing to spend on skincare products as a Mother's Day gift?

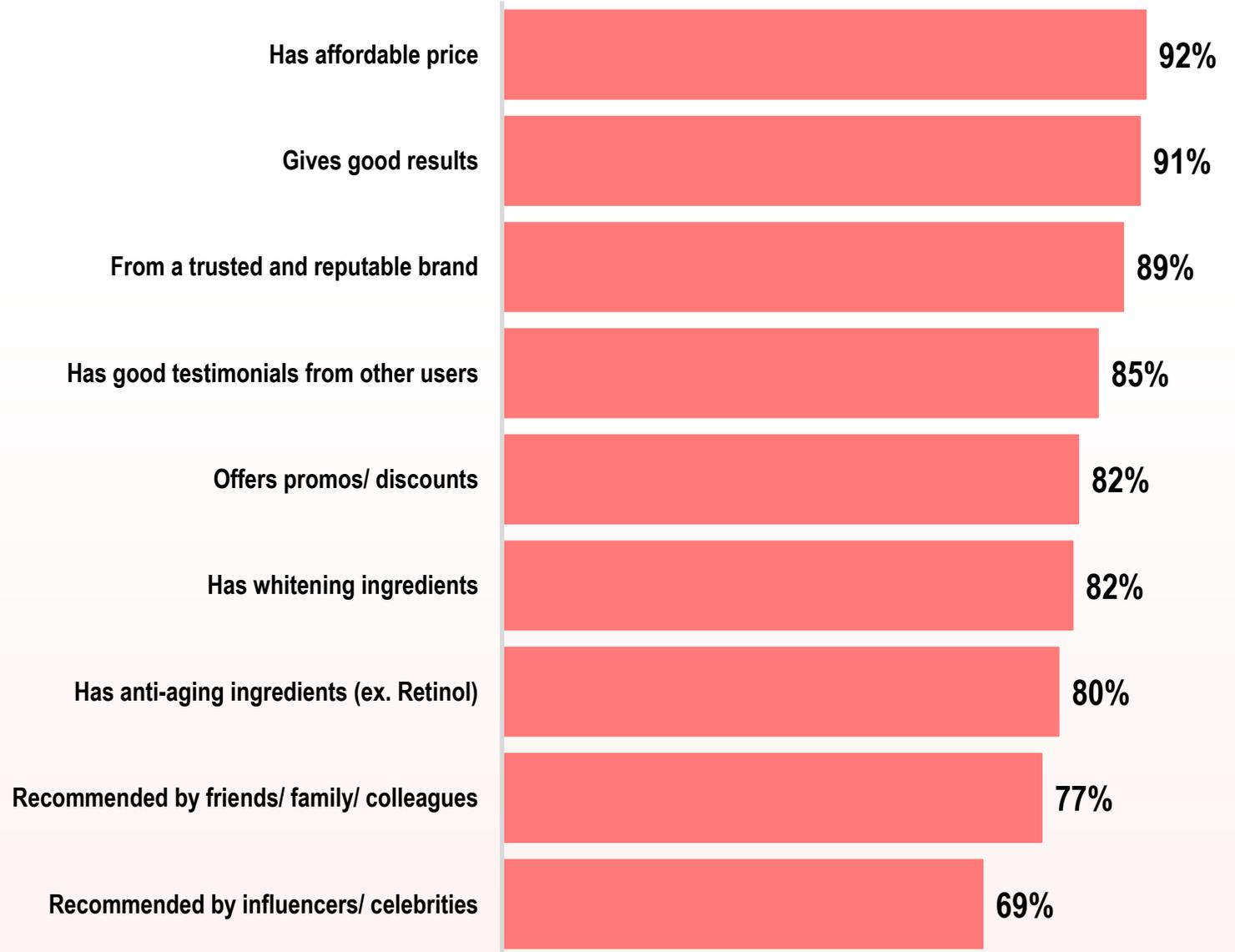
Base – Among Qualified Respondents
(n=249)

Buying Considerations – Skincare Products

When purchasing skincare items, top factors include product cost, favorable outcomes, being produced by a trusted and reputable brand, and positive customer feedback.

Additionally, they look for products with discounts and promotions and components that are anti-aging and have whitening properties.

Q. What are your main considerations when buying skincare products as a Mother's Day gift? Choose all the answers that apply to you.



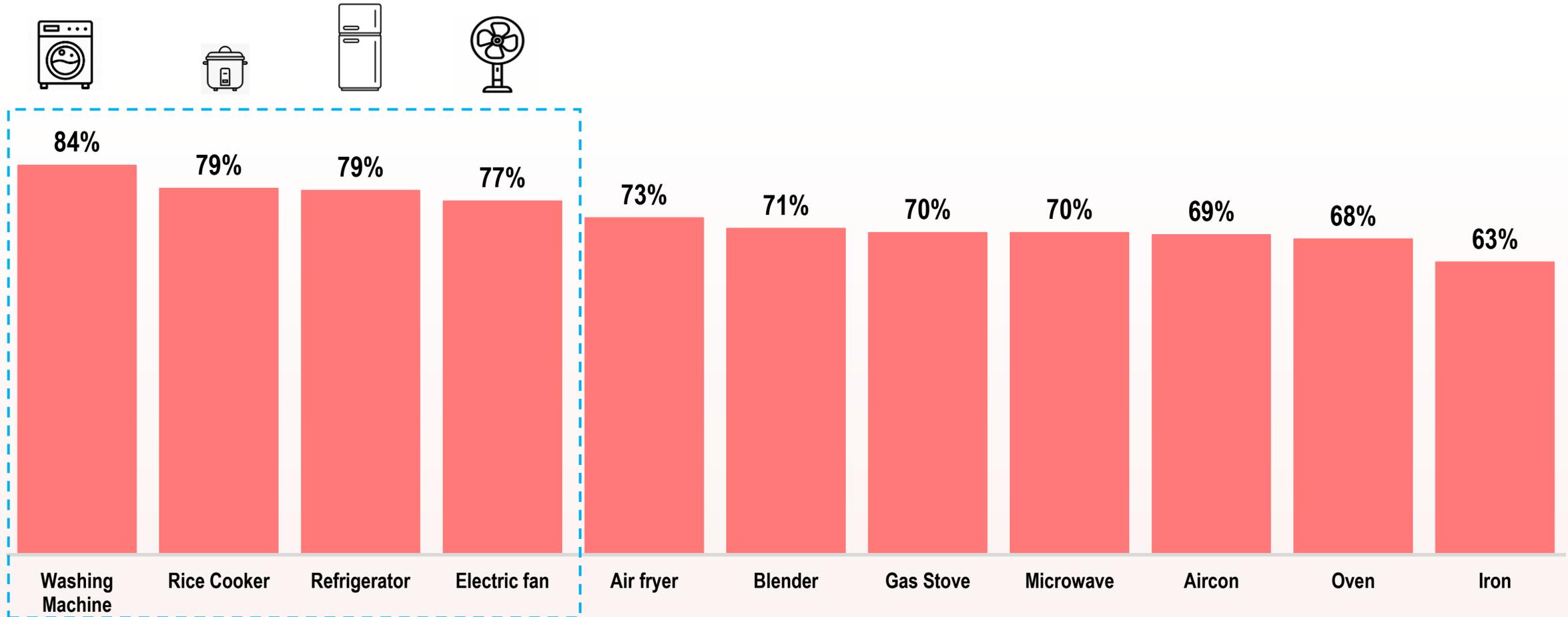
Base – Among Qualified Respondents
(n=249)



Kitchen Appliances Gift Ideas



Among the most sought-after appliance gift options are washing machines, rice cookers, refrigerators, and electric fans.

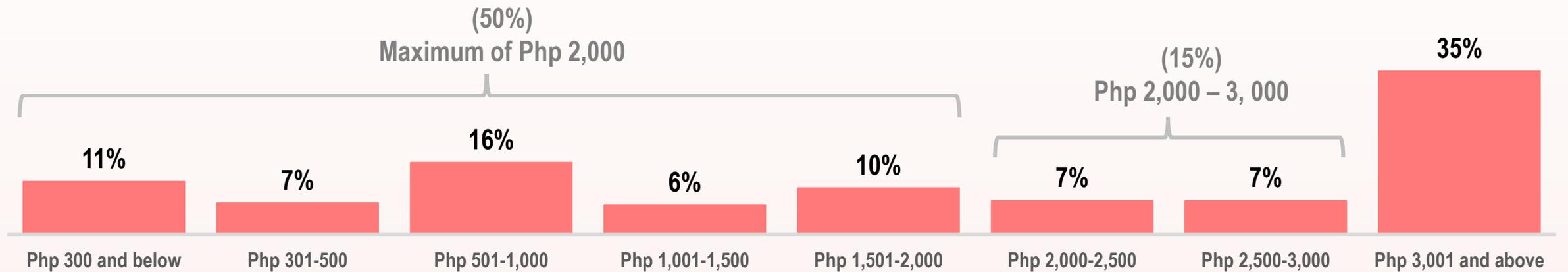


Q. Which of the following Appliances will you buy/ give this coming Mother's Day? Choose all the answers that apply to you.

Base – Among Qualified Respondents (n=219)

Amount Willing to Spend on Kitchen Appliances

Half of the respondents (50%) are willing to pay up to Php 2,000 for an appliance present.

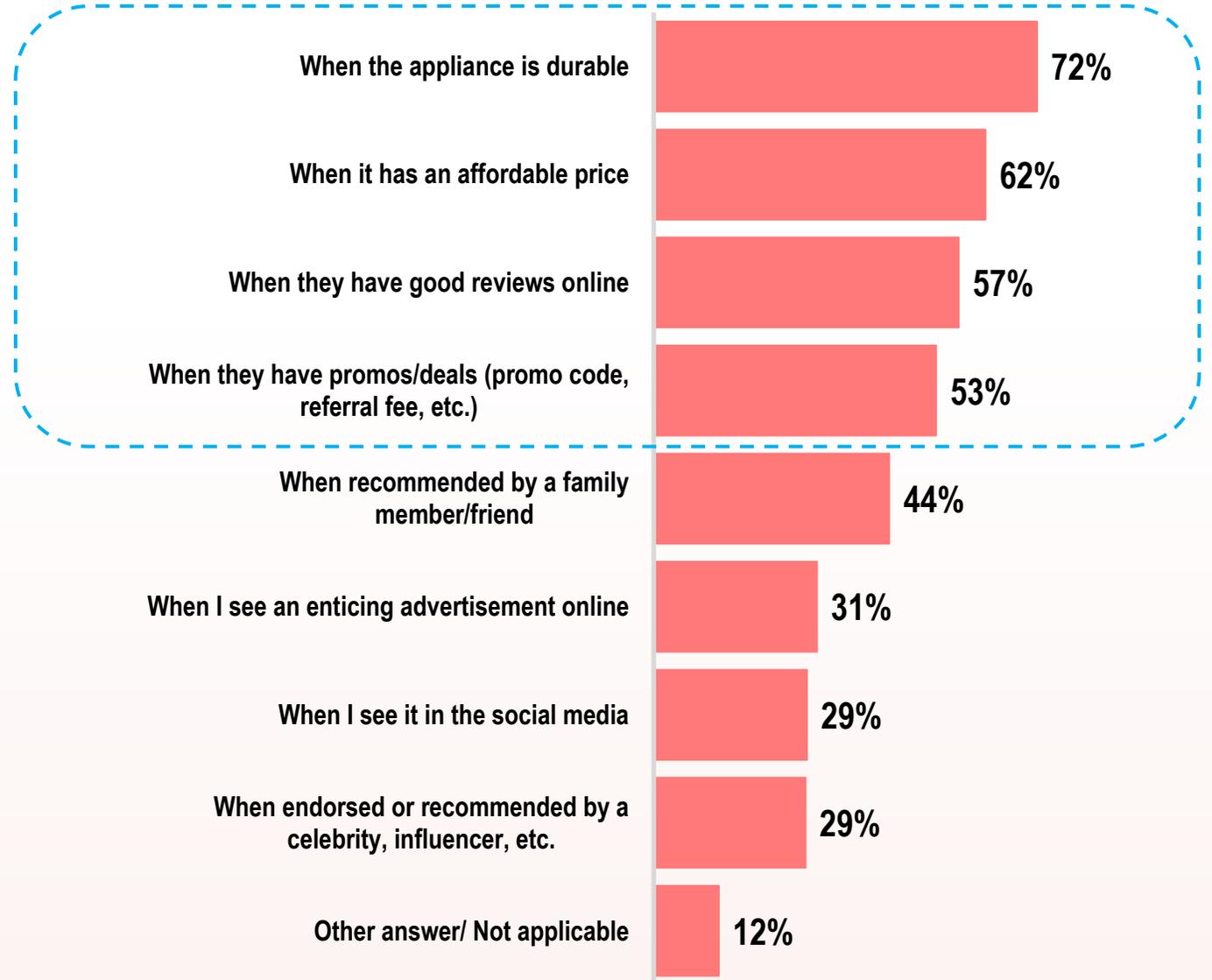


Q. How much are you willing to spend on kitchen appliances (ex. Air fryer, gas stove, refrigerator, etc.) as a Mother's Day gift?

Base – Among Qualified Respondents
(n=219)

Factors in Purchasing Appliances

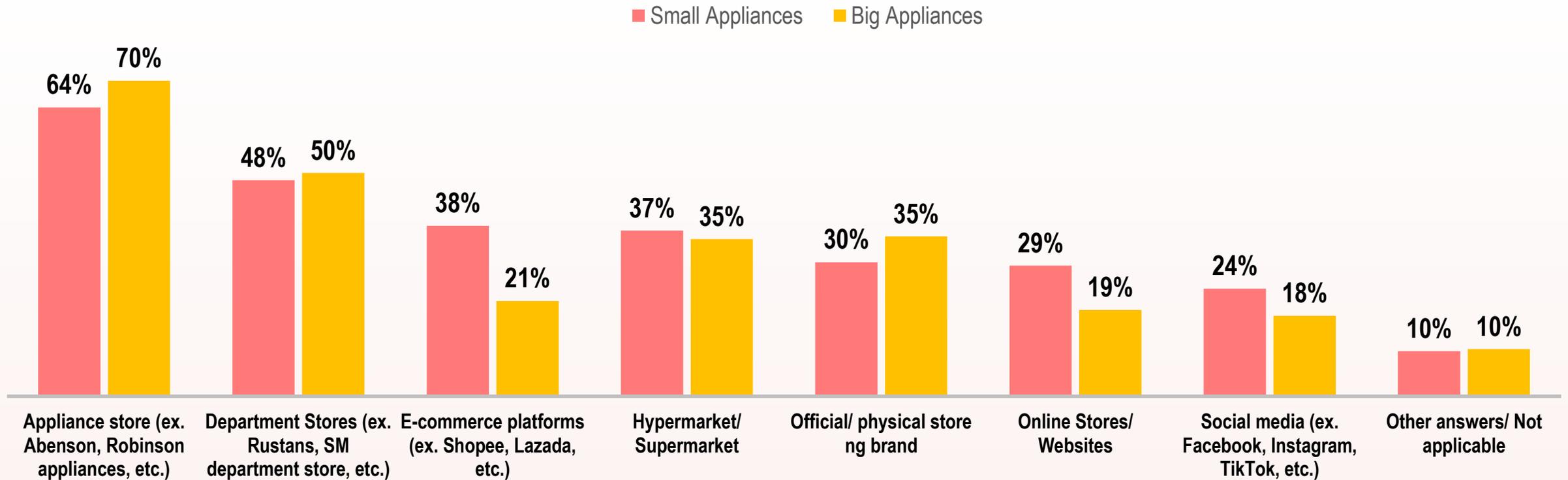
The durability of the appliance, affordability, good reviews, and special offers/discounts are the top considerations when selecting appliance gifts.



Q. What are the factors that will help you decide to purchase appliances?
Choose all the answers that apply to you.

Base – Among Qualified Respondents
(n=219)

Appliance stores and department stores are the top purchase channels for appliances.



Q. Where do you usually buy small appliances (ex. Blender, grinder, boilers, toasters, etc.)? Choose all the answers that apply to you. Where do you usually big appliances (ex. washing machine, refrigerator, tv, etc.)? Choose all the answers that apply to you.

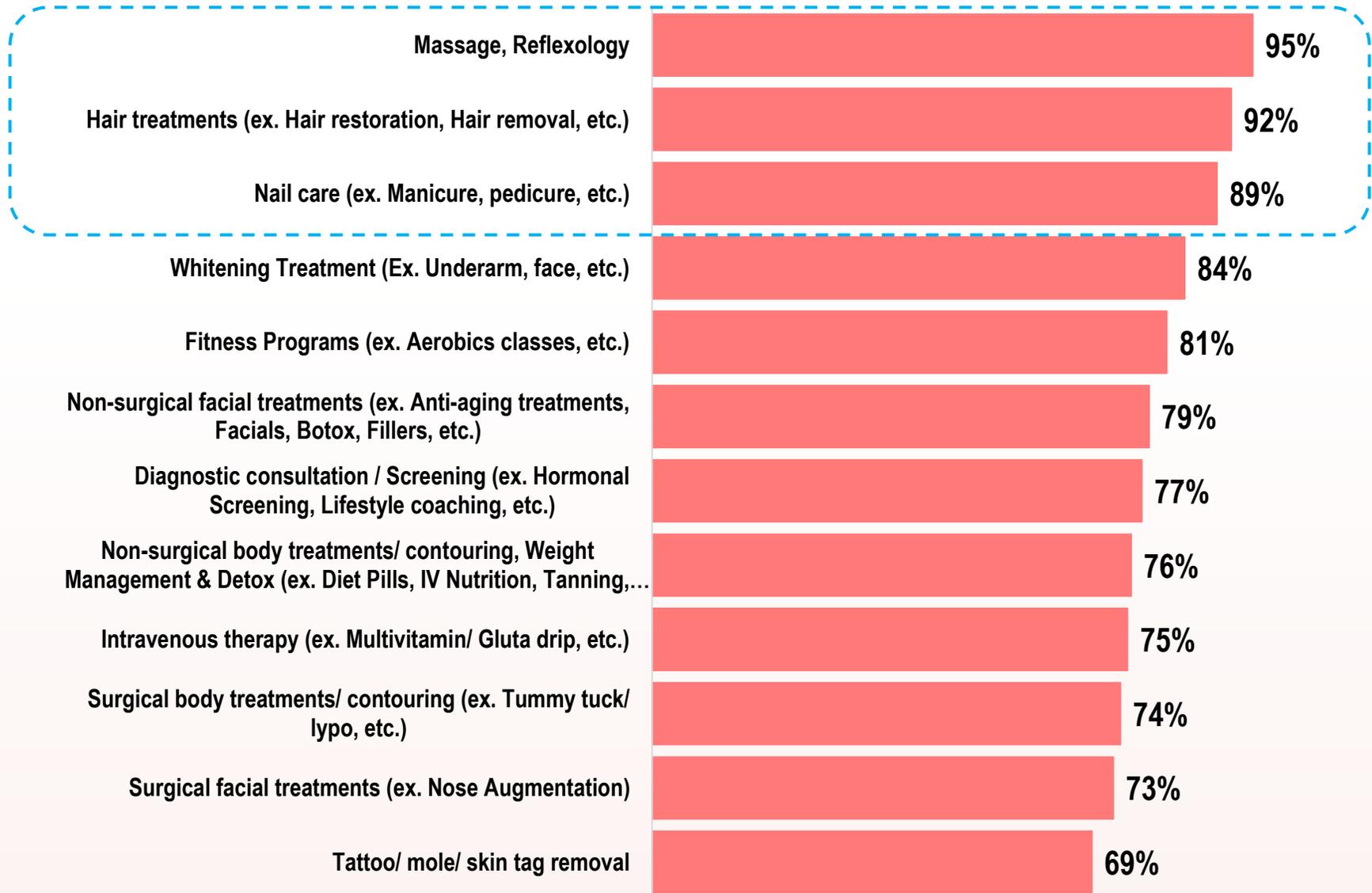
Base – Among Qualified Respondents (n=219)



Wellness and Spa



Among those who intend to book spa and wellness services as Mother's Day gifts, massage, hair treatments, and nail care services are the top choices.



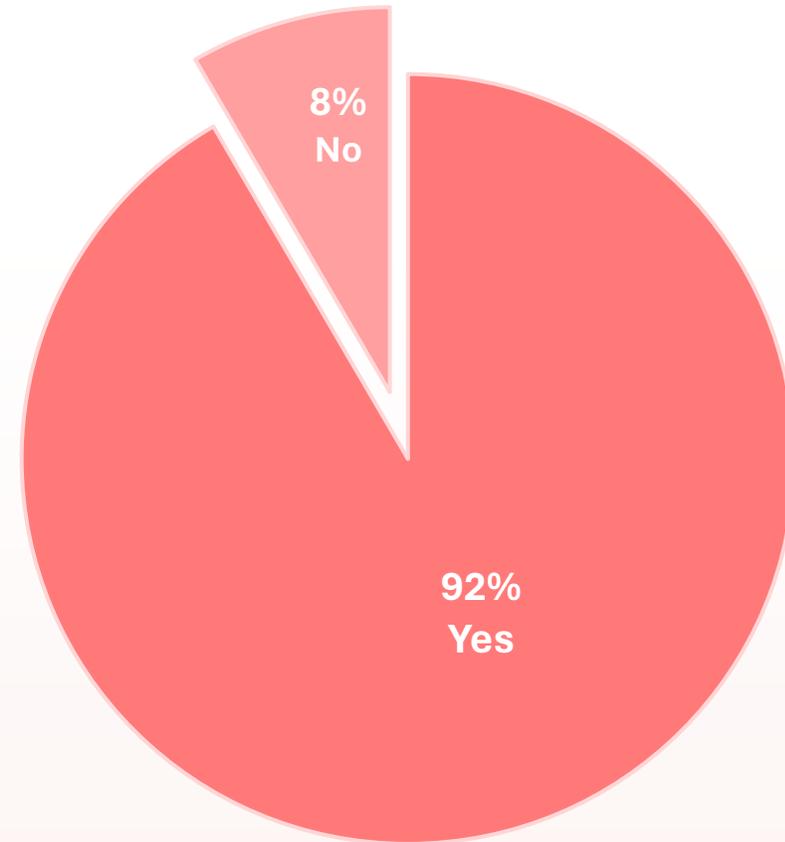
Q. Which of the following spa and wellness services will you avail or gift this coming Mother's Day? Choose all the answers that apply to you.

Base – Among Qualified Respondents (n=117)



Participation in Online Community Groups

92% of the surveyed respondents are participating in online communities to seek advice or share experiences with other customers.



Q. Do you participate in any online communities or groups where you can seek advice or share experiences with other consumers (ex. Home Buddies, Tipid Living, etc.)?

Base – Total interviews (n=1,500)

- ✓ Do you want a better understanding of your *Market*?
- ✓ Are you in need of *Consumer Insights*?
- ✓ Are you targeting the *Right Consumers*?

Contact Us!

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Thank you!

