

2009

Marketing Strategies within the Baby Product Industry

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Marketing Strategies within the Baby Product Industry

Abstract

When it comes to babies, things are expensive and companies are always looking to develop the most cutting edge products. Parents are constantly concerned with getting the best products in the market and doing everything right so that their child is safe and sound. But the question is how parents determine which products are the best and which ones are simply claiming to be the best. Are they simply guessing or are they looking carefully at all the facts? Parents look at product websites, consumer product review websites, consumer reports, blogs, and get word of mouth referrals to try to figure out which product is going to be the best for them. Parents do this not only because they are extremely concerned about the safety of their child but also since most first time parents generally have no idea what the differences are between products. So these first time parents are going to be easy influenced by whichever medium they are getting their information from. This could be highly logical and fact based information that is indisputable and does not vary depending on the customer. This information could be such things as how durable a product is or what safety rating the product has received. Or this information could be highly emotion oriented with a lot of emphasis placed on aspects that can vary from customer to customer. For example, the information could be about how soft/ hard the product feels or how the style can match a modern home décor. The question now is whether or not customers when choosing baby products are more influenced by products that are logic and fact centered or are they more influenced by emotion oriented aspects.

Degree Type

Open Access Senior Honors Thesis

Department

Marketing

Keywords

Marketing Psychology, Consumer behavior, Consumers Psychology

Subject Categories

Public Relations and Advertising

Marketing Strategies Within the Baby Product Industry

by

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A Senior Thesis Submitted to the

Eastern Michigan University

Honors Program

In Partial Fulfillment of the Requirements for Graduation

With Honors in Marketing

April 29, 2009

Ypsilanti Michigan

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Introduction

When it comes to babies, things are expensive and companies are always looking to develop the most cutting edge products. Parents are constantly concerned with getting the best products in the market and doing everything right so that their child is safe and sound. But the question is how parents determine which products are the best and which ones are simply claiming to be the best. Are they simply guessing or are they looking carefully at all the facts? Parents look at product websites, consumer product review websites, consumer reports, blogs, and get word of mouth referrals to try to figure out which product is going to be the best for them. Parents do this not only because they are extremely concerned about the safety of their child but also since most first time parents generally have no idea what the differences are between products. So these first time parents are going to be easy influenced by whichever medium they are getting their information from. This could be highly logical and fact based information that is indisputable and does not vary depending on the customer. This information could be such things as how durable a product is or what safety rating the product has received. Or this information could be highly emotion oriented with a lot of emphasis placed on aspects that can vary from customer to customer. For example, the information could be about how soft/ hard the product feels or how the style can match a modern home décor. The question now is whether or not customers when choosing baby products are more influenced by products that are logic and fact centered or are they more influenced by emotion oriented aspects.

As this paper progresses, it will potentially prove that consumers are more influenced by emotion centered marketing strategies than logic and fact based marketing

strategies when it comes to selecting specific baby products. Although consumers are not going to strictly be influenced by emotional aspects over logical aspects, the goal is to prove that emotional aspects are considered before the logical aspects. Consumers, at times, appear to be more concerned with how the product looks, feels, and appears to other people than whether the item is ultimately safe and worth the money they are paying. This paper should prove that the first thing consumers think about are the colors, the brand name connotations, and the texture. The logical factors only come into the consumer's mind after the more superficial characteristics are satisfied. Both the emotional and the factual aspects are presented through marketing strategies on the products' websites and with their advertisements.

To prove that consumers are more influenced by emotion based marketing strategies, there will be an analysis of specific products in the baby industry and whether their company's marketing strategy has emotional or factual elements. There have been selected three products which appear to be very important and receive the most careful attention from consumers and they are feeding bottles, travel system strollers, and infant cribs. These products will be discussed in more detail in the specific sections dedicated to each of the baby products mentioned about why these products were chosen over other products. To determine whether or not the consumers are more influenced by emotions or facts, there will be, in each product section, an analysis of the three separate brands through their company's marketing strategy and how consumers rated these products. The products will be proven to be either emotionally or logically influential if two of the three brands in each product category exhibit significantly more of either the emotional or logical elements. Then to determine whether overall consumers are more influenced by

a specific aspect, two of the three baby products must exhibit one of the characteristics. Even though this process will determine a conclusion of whether or not consumers are more influenced by strategies with emotion or facts, this conclusion will not be extensive enough to draw concrete conclusions. Further research and analysis would go more in depth and most likely pursue customer surveys to determine what features they are looking for and what category they would fall into.

The rating scale that will be used when discussing the overall ratings that are given to the individual products is going to be a scale from 1 to 5. The scale is going to represent the level of satisfaction the consumer feels about the product and it will also represent the level of quality the consumer feels the product has. So one aspect of the scale will represent the satisfaction level where 1 star means very dissatisfied, 2 stars means dissatisfied, 3 stars means neither satisfied nor dissatisfied, 4 stars means satisfied, and 5 stars means very satisfied. The other aspect of the scale representing the quality of the product will have 1 star meaning very below average, 2 stars means below average, 3 stars meaning average, 4 stars meaning above average, and 5 stars meaning very above average. These ratings scales will be used for all of the websites that review the products no matter how the consumers individually rate the specific aspects they preferred in the products.

The aspects of the marketing strategies that are being examined are emotions and fact/ logic traits. But when it comes down to it, everyone has different understandings of what constitutes an emotionally driven marketing strategy and a logically/ factually based marketing strategy. So for this analysis, it will be determined how consumer ratings will be considered emotional or factual. The factual/ logical marketing strategies are going to

exhibit traditional marketing strategy techniques with aspects such as comparison between two competing brands, what features make the brand superior to other brands, and whether the brand is positioned on safety. The aspects that are going to be considered emotional are going to be phrases dealing with the color or style of the product, if the consumer was affected by a trend, and if the consumer felt the product affected their status in a social group. This aspect falls under sensory marketing and experiential marketing due to the fact that a great deal of the emotions is experienced from interacting with the product and how the consumer reacts toward the product. The characteristic of safety will also be included as emotional if the brand being analyzed uses safety as part of their marketing strategy. Price is another major characteristic that can have logical aspects as well as emotional aspects so this trait will also be used for both categories depending on how the brand's strategy is analyzed.

Although what specifically the categories of emotional and factual are going to pertain to has been determined, there also needs to be an understanding of how these two categories actually come to life through marketing strategies. The specific marketing strategies that are going to influence whether or not the brands have emotional or factual based marketing strategies is whether they are exhibiting a traditional marketing approach, a sensory marketing approach, or an experiential marketing approach. The traditional marketing approach is going to be centered on very logical aspects that have a systematic procedure of getting a consumer to select a specific brand. A sensory marketing approach has to do with the five senses of a person and how the product they are looking into affects the senses making them want to select the specific brand. The experiential marketing approach deals with the entire experience of the customer with the

market offering. All three of these approaches will be explained further in the following section.

Marketing Strategies

Table 1: Comparison of the Marketing Strategies

Strategy	Features/ Objectives
Marketing Mix	<ol style="list-style-type: none"> 1. It determines where the company should place its product, how to promote the product, how the product can be marketed itself, and how to price the product effectively (Lamb 42-43). 2. Puts emphasis either on the product's benefits, what value it has for customers, or how it is different from a competing brand. 3. The distribution and pricing objectives would depend on the target segment the firm is going after. 4. The promotional medium would also depend on the target segment but the basic mediums are T.V., radio, billboards, magazines, and the internet. 5. This strategy is based on very logical and factual elements which has little to do with consumer emotion.
Porter's Theory of Generic Strategies (Sudharshan 27)	<ol style="list-style-type: none"> 1. Overall Cost Leadership- Achieve an overall cost leadership in an industry through a set of functional policies aimed at this basic objective. It requires aggressive construction of efficient-scale facilities, vigorous pursuit of cost reductions from experience, tight cost and overhead control, avoidance of marginal customer accounts, and cost minimization. 2. Differentiation- Differentiates the product or service in order to create something that is perceived industry-wide as being unique. This strategy can take many forms and ideally the firm should differentiate itself along several dimensions. 3. Focus- Focus on a particular buyer group, segment of the product line, or geographic. The entire focus is built around serving a particular target very well and each functional policy is developed with this in mind. The firm is thus able to serve its narrow target more effectively or efficiently than competitors who are competing more broadly.
Experiential	<ol style="list-style-type: none"> 1. Focuses a great deal on how the customer encounters a product and eventually chooses from this encounter to select a specific product (Schmitt 25-30). 2. The consumption situation is examined to discover what the meanings of these situations are for consumers and how important they are for them. 3. Customers are seen as emotional as well as rational beings which means that more emphasis will be put on entertaining, stimulating, and emotionally affecting the customer. 4. Methodologies of an experiential marketer are very diverse and

	there are a lot of various ways that this type of marketer can get their research.
Sensory	<ol style="list-style-type: none"> 1. Appeals to the five senses with the overall purpose to give customer excitement and satisfaction through sensory stimulation (Schmitt 99). 2. Overall goal is to get customer completely immersed with the product so when the customer thinks of the product will be reminded of how senses reacted. 3. Objectives (109-111): <ol style="list-style-type: none"> a. differentiator- stimulates and creates new feelings and emotions for customer because product is presented in new and unique ways. b. motivator- motivate customers to try new things by precisely enticing them in through a perfect amount of stimulation so that they feel that this new product is exactly right for them to try and experience. c. value provider- needs to be a sense of value perceived by the customers and that the product is giving the customer a unique value.
Feel (Emotional/ Experience centered)	<ol style="list-style-type: none"> 1. Causes consumer to have affective experience linked to the brands within their inner feelings and emotions (Schmitt 66). 2. Works best when there are strong emotions linked during consumption or use of the product which can range from feelings of anger to excitement (Schmitt 118-134). 3. Tries to attach specific emotions to the brand so consumer can relate to and connection with it. 4. Contains a great deal of emotions in the advertisements to create and dredge up emotions within customer to try to connect them to the product. 5. Works best with more complex products but can work with low involvement products with a lot of customer interaction prior to the purchase. 6. Hard to see if it works because most of the analysis needs to be done during consumption stage of purchase cycle and normally this occurs once the customer is at home.

The above table discusses the marketing strategies that could be used by the companies and their products to entice consumers to purchase their brand over another brand. The first strategy discussed is the marketing mix strategy which is essentially a traditional approach for a marketing strategy. This strategy emphasizes the

elements of the particular product, price, promotion, and the distribution. Each of these elements is going to depend on what the target segment is like that the firm is going after. Generally, the firm does very traditional and logic based elements for the strategy such as differentiating it from other brands, pushing the product's safety characteristics, or positioning it based on how it is built. The next strategy present is actually a combination of strategies by Michael Porter which are cost leadership, differentiation, and focus. This is another traditional approach which bases its strategy on the more efficient costs it has over other companies, how the firm can differentiate its products from other products, and focusing on a particular segment to fully concentrate on serving that one segment.

The experiential marketing strategy is focusing on how the consumer experiences the product and how the consumer encounters it. The emotions of the consumer are very important to this approach since the firm wants to know exactly how the consumer feels about the product in every aspect. The sensory strategy is centered on the five senses and how the consumer reacts to a product. The sensory approach is meant to differentiate the product to create new feelings and emotions, to motivate the consumers to try new things by focusing on their emotions, and give the product value which also makes it unique. The feel marketing strategy tries to create an affective experience that would link the consumer's emotions to the brand. The overall goal is to attach specific emotions to the brand so the consumer can relate to it and have a connection.

Current Market Trends

Currently the baby product industry is growing and expanding it seems in leaps and bounds with new companies popping up monthly. Stores that once carried very limited baby products are now devoting entire areas called their "baby care center."

Companies are seeing that even through hard times people are still going to have babies and even though the rate of births might change there is still a need for the products.

Companies now are just trying to come up with different and new ways to entice consumers to keep spending what they were spending before at these stores but also trying to make them spend more. The companies are doing this by holding more products and offering more incentives for consumers.

There are also trends that are currently making their way through the baby industry market. According to Consumerreports.org, the trends in baby products right now are more functional designs, more stylish choices, making a statement, and a greater attention to safety. Companies today are developing products that have several uses in mind such as not only being safe but also being durable, user friendly, and tailored to parents with busy lifestyles. For example, there are ergonomic strollers that have cup holders for the parents, built in containers for wipes, an customized storage. Companies are also coming out with more stylish choices. These styles are ranging from being the cutesy types normally thought of when thinking of babies to the more sophisticated styles with modern designs. The cutesy designs are going to have children's characters on them while the more sophisticated designs are going to be able to fit in with the parents' style. The colors names are even changing with colors such as chartreuse, cognac, and periwinkle popping up on different products. This trend with the styles matching the parents' current style, according to this website, is part of the strong nesting instinct that has become part of the post-9/11 culture. Companies are putting products out there that help parents make a statement such as buying products with organic cottons or buying a product with the highest safety ratings no matter what the cost. Parents need to realize

that making a statement is also going to make a dent in their wallet. The final trend is a greater attention to safety where the safer designs are continuing to evolve while the new safety related products are continually added to the mix. An example is the extensive amount of products specifically designed to keep children safe from germs.

According to an article by Grocery Headquarters, the latest trends are focused on value and quality with little consideration left for the price. This article also describes that the baby product market is increasing which can be seen with not only new product categories but with expanded floor space given for baby products by major stores. Some of the most current factors that have influenced the baby care market are organics, natural ingredients, and convenience. There is also a new focus on skin care where more line extensions are being created to target sensitive skin. This article states that in 2007 the grocery channel was the growth outlet for children's products. These grocery stores are starting to provide more variety for consumers in order to meet their demands. The problem that is holding grocery stores back is that money of the most popular baby products are very expensive and do not fit in well with the less expensive atmosphere. There is also a trend towards getting updated and constant information about baby products on the internet which has pushed some retailers to enhance their websites even more. Another trend this article sees is value vs. price where consumers are going to be more concerned with getting a quality product over how much it costs.

The final article that discusses current trends in the baby product market was found on Reuters.com. The article focuses on the trends that are going on with furniture and bedding sets. The first trend is regal for reasonable where parents are focused on getting the high quality and expensive looking pieces of furniture but at a much lower

price. The second trend is having delicious color for the furniture with new colors in deep reds and dark browns with even other colors such as espresso and pecan. The third trend is having an organized infant where there is a lot focus on making the most of the space parents currently have with cribs that have drawers or shelving areas beneath the bed. The fourth trend is giving the baby room to grow which can be seen with the introduction of the lifetime cribs that can be used for infants, toddlers, and eventually adults. The fifth trend is the bedding sets being centered around the colors of green, brown, and pink as well as having sets that are made of organic materials. The sixth trend is the bedding sets having a bold palette where the colors are coordinating with modern colors that can be found in many room of the home outside of the nursery. The seventh trend is pattern where bedding sets are now being designed with modern geometric shapes as well as the new floral and plaid patterns currently popular.

Importance of Bottles

Feeding bottles have always been an important decision to make when it came to which brand to ultimately choose for one's baby. But now there is even more concern for choosing the right brand due to all the recent news about the plastic making up the bottles containing BPA which is a chemical that is released when the bottle is heated to warm up the milk or formula. The BPA chemical is what makes the plastic of the bottles clear. There has been evidence that the chemical released can cause developmental problems in infants as they get older. So there is even more concern with parents to select the "correct" brand of bottles for their infants. Because of this new concern for BPA chemical, bottles were pulled from the shelves that contained BPA at most stores and brands came out with bottles that are plastic without BPA. There also became a new

desire for glass bottles because the glass does not contain the chemical. With these new plastic bottles, there came a drastic increase in the price which means that consumers have even more pressure to determine the “right” bottles for them.

Background Information of Bottles’ Brands

The first brand chosen is Avent which is a very popular brand for not only bottles but also for nursing products and pacifiers. Avent was chosen because it has a widely known name and many people appear to be satisfied by their products. Avent has been around since 1984 when it was developed to begin a new style in bottle feeding (www.consumer.phillips.com). The brand is said to have been inspired by nature and was developed through extensive research and clinical trials. The bottles were designed by Edward Atkin to try to find the next best thing to breastfeeding. The bottle that was developed has a very wide neck compared to other bottles and a wide base which was designed for easier cleaning and filling of formula. The nipple was also redesigned the nipple for the bottles to be the first odorless, tasteless silicone ones in the market. Avent designed the nipple so that the transition from breastfeeding to bottle feeding would be simple.

The bottle that Avent currently offers are the original plastic wide neck bottles, glass wide neck bottles, and plastic bottles with liners where you fill up the liner with the formula and not directly into the bottle. The plastic wide neck bottles and the glass wide neck bottles both contain the built in airflex valve that allows the baby to control the milk or formula flow. This also helps to reduce the air and bubbles that can give the baby colic and gas. The plastic bottles with liners or Tempo nursers as they are called collapse as the baby feeds which allows for the baby to control milk flow and this would result in

less air in the baby's stomach.

The next brand of bottles is Dr. Brown which has become a very popular brand within the last couple of years. Dr. Brown was first designed by a doctor in 1996 and was patented in 1997(www.handi-craft.com). The natural flow bottle was the first bottle to contain an internal valve system that eliminated air bubbles and negative pressure that can usually occur with conventional bottle feeding. The internal valve system pushes the bubbles to the back the bottle which is what reduces the air from getting into the baby's stomach. The valve system according to the Dr. Brown website is supposed to mimic breastfeeding which is a very unique feature. This brand is one of the more expensive brands and because of this is seen as a top brand.

The types of bottles Dr. Brown offers are the BPA free plastic and the glass bottles. Both bottles have a very narrower shape to them and the bottle size range is from 2 oz. to 8 oz. As was said earlier, both bottles contain the valve system and the valves come in different sizes depending on the size of the bottle. The material of the bottle does not effect the valve system or flow of the milk/ formula. Dr. Brown's also offers a wide neck bottle but it is not as popular as the standard shaped bottles.

The final bottle brand is BornFree which is the self-affirmed first bottle making company to not use plastic that contained the chemical BPA. The website for BornFree does not give information on how the company got founded but focuses more on why it was founded. According to www.newbornfree.com, BornFree uses a different kind of plastic to make their bottles which is a polymer that is completely free of BPA. On the website, the company's commitment to the consumers is presented which covers their commitment to having products with the highest standards, being the latest innovative

development, does not contain BPA, provides the most advance system, and dedicated to distributing high quality products. Overall, BornFree was developed in response to the concern for BPA and ultimately lead the way for other companies.

The types of bottles that BornFree offers are BPA free plastic and glass wide neck bottles. The brand does not offer a so called standard neck bottle which is considered to be more difficult for babies to transition from breastfeeding to bottle feeding. Both the plastic and glass bottles do contain a valve system that is supposed to help reduce air bubbles from reaching a baby's stomach. This venting system is supposed to help reduce the build up of a vacuum which helps to reduce the likelihood of the baby getting middle ear infections. The inner valve is suppose to prevent side leaks and allows the bottle to be shaken to mix the formula which apparently other bottles can not be.

Marketing Strategies of Bottle Brands

Avent's marketing strategy is one that is almost expected of a product that is for infants and that is being chosen by the child's parents. Avent is more focused on their website marketing strategy than on advertisements in magazines, on television, or on the radio. The product also gets some promotion through pamphlets distributed by the customers of Avent products such as Babies R' Us. The background of the website is all white with very few other colors except on the Avent logo and on the products shown throughout the website (www.consumer.phillips.com). The color is trying to convey purity and calmness which the brand was the consumer to attribute a calm feeling and a safe feeling when they see the products. From this element, it can be taken that Avent wants to create an experience for the consumer and so this aspect acts like an emotion based marketing strategy.

The first picture seen is of a mother and her baby with the mother blowing kisses at the baby and the mother is hovering over the baby watching it. The picture is also supposed to stir up some emotions about feeling motherly love and caring for the baby. Ultimately, Avent wants the consumer to associate this care feeling for the baby with the brand and its products. Any pictures seen on the Avent website are going to show a mother and her child and the mother intensely focused on just the child. The mother in all of the pictures is happy and elated to have that baby in front of her and comes off as the baby completing her life. The brand is trying to be connected with the excitement and happiness of having a baby; the experience of having a baby. Avent is centering itself in this aspect on an emotional marketing strategy and they are trying to center around the consumer experience of having a child since the product is for infants.

The final aspect of Avent's marketing strategy is the product information and parent information which is the major portion of their strategy and can be seen all over the website. There are multiple tabs going over the different products Avent offers, how their products work specifically their bottle benefits, and what the company stands for. To help a consumer decide to use Avent, there is a tab naming the awards that the brand has won for having superior quality products for babies. There is another tab that discusses the Avent competitive advantage over similar bottle brands which is connected to another tab that discusses how the bottle works and what the bottle benefits are. Overall, the marketing strategy is centered on logic and facts that the company is offering about itself. Avent is trying to show exactly how it is offering better bottles than other brands and that consumers should choose their products based on proven statistics and support. In this aspect, the company is not focusing on emotions at all and just wants to

tie the products to quality and having a quality experience. From the website analysis, it appears that the major marketing strategy for Avent is centered on logic and facts but the brand does have emotion based strategies which could effect how the consumers ultimately view the company. The question will be whether consumers see the emotion oriented strategies over the logic oriented strategies.

Dr. Brown's bottles are similar in their marketing strategy to Avent bottles but there are some slight differences between the two brands. Dr. Brown's just like Avent has a color that stands out on the web page which is the color blue (www.handicraft.com). The tabs to navigate around the site are blue, the logo is in blue, and the bottles all have blue on them. Blue is very calming for consumers just like white and it persuades customers to relax when they are looking at their products. Also there are wavy lines across the page and wavy lines in the brand logo which almost seems to mimic water waves. Water can be calming and relaxing for people to watch which is another emotional aspect on the website. Dr. Brown's does want to relate their products to relaxing experiences and hopefully draw in consumers by the eye-catching blue color.

The aspect of Dr. Brown's that stands out the most is going to be how much effort it puts into separating its products from competing products and why consumers should pick it over other bottles. This would be demonstrated by how the bottles work and whether or not it is better than other bottles in the market. On the website, the consumer is taken through step by step of how the bottle takes air away from the tip of the bottle so that the baby does not get a lot of air while eating. The bottle is also taken apart to show that there are not that many pieces that make up the valve system so it will not be that invasive for the consumer to constantly clean and refill the bottle. Similar to Avent, there

is a tab for awards where the consumer can see that a top magazine has rated Dr. Brown's one of the best of the year for the last four years. The strategy that Dr. Brown is focusing the most on is facts and logic with are traditional marketing strategies because the company is trying to prove to the consumer why it is superior to other bottles. Again there is the question of whether consumers will be more affected by the logic based strategy or if the emotional strategy will be more influential.

BornFree bottles are one of the most popular bottles in the market currently which is due to it ultimately beginning the trend of BPA free bottles and other products and constantly reminding consumers of this fact. BPA is at the center of what BornFree is about and the brand is not really position with any other elements. The company has not been around for a long time since it was just recently started once the concern for BPA came about. The website is centered around the BPA free products and is constantly all over the page mentioning BPA and the company's commitment to delivering a safe bottling alternative to current bottle manufacturers' products (www.newbornfree.com). But in the actual present, many of the bottle manufacturers have come out with BPA free products which mean that BornFree is not an alternative anymore. This might not affect the marketing strategies BornFree currently has in place but it will definitely effect how the brand markets itself in the future. Anyways, BornFree does mention the advantages of the bottles which are an inner valve and air vent, BPA free plastic, easy to hold, and dishwasher safe. All of these are logical and factual advantages of why BornFree is a better bottle brand which means that at their core they have a traditional/ logic based marketing strategy.

Although BornFree is extremely centered on a traditional/ logical marketing

strategy, there is an interesting element of emotion which could suggest that consumers might be influenced by emotions when purchasing BornFree. BornFree as is above stated is centered on BPA and being a safe bottle since it does not contain this chemical. BPA has created a lot of concern and anxiety of bottle purchasers since this chemical could potentially harm infants as they get older.

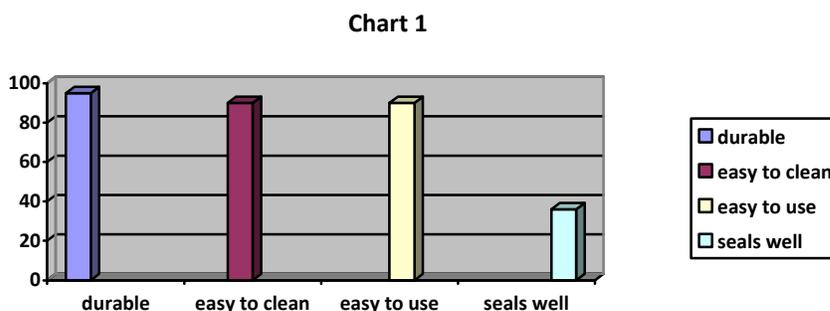
Data for Bottle Brands

a) Avent Bottle Reviews

The consumer reviews of Avent are from four different websites which are Buzzillions.com, Target.com, Babiesrus.com, and Viewpoints.com. Overall there were more reviews about the BPA free plastic bottles than the Tempo disposable liner nursers but conclusions can be made regarding which marketing strategy element was preferred by customers. There was also very limited websites with extensive reviews of Avent products which makes it difficult to come to a well supported conclusion from multiple sources. Although it was difficult to find multiple sources with a great deal of consumer reviews, there were a couple of websites that offered a substantial amount of reviews. The first website that will be looked at is Buzzillions.com.

Buzzillions.com showed 205 reviews for the Avent plastic bottles which are BPA free. The product would be rated overall by each consumer and would rate it out of five stars where one star was the worst while five stars was the best. The rating for worst and best was determined not be any set criteria each website asked about the product but was how the consumer viewed the product overall by their standards. The overall rating from the 205 reviews was 3.4 out of 5 stars which shows that about 139.4 people thought the Avent plastic bottles were at least mildly satisfactory.

This website also organizes the overall pros and cons from all of the consumer reviews. According to the consumers who reviewed Avent plastic bottles on this website, the overall pros are durable, easy to clean, easy to use, seals well, quality construction, good value, less gas, compact, and baby controls flow. The top four pros which are also in the chart below are durable, easy to clean, easy to use, and seals well. The number of consumers who mention each of these characteristics in their review are 95, 90, 90, and 36 respectively. This means that 46.3% of consumers felt that the bottles are durable, 43.9% felt that the bottles are easy to clean, 43.9% felt that the bottles are easy to use, and 17.6 % felt that the bottles seal well.



The overall cons from the consumer reviews are leaky, flimsy, messy, air bubbles get trapped, poor construction, poor instructions, air builds up, bulky, can leak sometimes, and causes a lot of gas. The cons for the Avent bottles do not have four characteristics that stand out from the rest but there is one con that was discussed the most. The characteristic of leaky was 44 out of the 205 reviews which means that 21.5% of consumers felt that the bottles leaked. This might not seem like a big percentage or even a big concern but when this con is looked at with the other cons it is shown to be a concern. The next closest con characteristics are flimsy with 3 reviews, messy with 3

reviews, and air bubbles trapped with 2 reviews. Leaky is a major con and even though there are other cons mentioned they were not as brought up as this characteristic.

Buzzillions.com reviewed the Avent Tempo Nurser which uses the disposable liners. The nurser was reviewed by 22 consumers. The consumers gave the nurser an overall rating of 4.1 stars out of 5 stars. This means that about 18.04 consumers felt that the nurser was above average and were at least satisfied with it. This shows that about 82% of the consumers who reviewed this nurser felt this way.

The pros that were mentioned the most for the nurser are durable, easy to clean, seals well, easy to use, BPA free, breastfeeding compatible, and cute. These pros were found in 16,15, 15, 12, 1, 1, and 1 of the reviews respectively. The top three pros mentioned are durable, easy to clean, and seals well. The nurser being durable was found in 72.7% of the reviews. The nurser being easy to clean and sealin well were both found in 68.2% of the reviews.

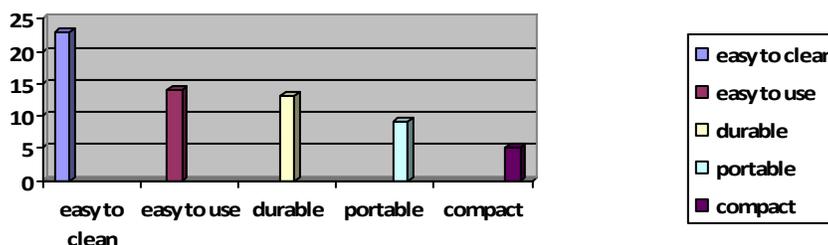
The cons that were stated the most for the nurser are difficult to wash, leaky, bulky, can not heat in microwave, complicated to use, impractical, not good for travel, very hard to hold because too large, and wider than most bottles. The cons that were stated the most are difficult to wash an leaky. Both of these cons were found in 2 reviews which would be a very small percentage of the reviews. The rest of the cons were mentioned in only 1 of the reviews which would not be significant percentages.

The next website that was looked to was Babiesrus.com which had only 40 reviews of the Avent plastic bottles. This website does use a star rating scale for the overall consumer feeling about the bottles. The best rating again is a five while the lowest rating is a one. The overall consumer rating is two stars out of five stars. This

means that 16 consumers out of 40 were somewhat dissatisfied with Avent bottles overall. It can also be said that around 40% of the 40 consumers were mildly dissatisfied with the bottles.

The website does separate the pros and cons into which characteristics were mentioned overall in the consumer reviews. The pros that were mentioned the most were easy to clean, easy to use, durable, portable, and compact. The number of times each was mentioned in a consumer review are 23, 14, 13, 9, and 5 respectively. As shown in the chart below, the characteristics are generally mentioned about equal timing to each other which means that no pro is really standing out. The easy to clean characteristic could be stated as being the top pro but since there are so few pros and reviews there is really no decisive conclusion that can be made. But if there had to be a conclusion made, then the easy to clean characteristic was mentioned 57.5% of the time which means it could be considered the dominant pro.

Chart 2



The cons on the Babiesrus.com website are also limited just like the pros since the product does not have a lot of reviews. The cons that are mentioned the most are leaks, messy, and complicated to use. The number of times the characteristics were stated in the reviews were 25, 18, and 6 respectively. Again, there can not be a decisive

conclusion that any one con is the dominant con but if there had to be a decision then the characteristic would be that the bottle leaks. The percentage of consumers who mentioned the characteristic of leaking is 62.5% which would mean that this is the most prevalent complaint among Avent plastic bottle consumers.

Target.com is a website that gives an overall rating for the Avent plastic bottles and also shows the overall rating that each individual consumer feels about the bottles. The overall rating for the Avent plastic bottles is three out of five stars which seems to be the general trend among the previously mentioned websites. However, this overall rating also needs to be taken with a grain of salt because there are only 22 reviews which does not give a very good sample of the Avent consumer population. From the 22 reviews, 6 reviews gave Avent bottles a 1 or 2 star rating which means that 27.2% of consumers are not satisfied with the bottles. Counter to this, 8 of the 22 reviews gave the bottles 5 out of 5 stars which means that 36.4% of consumers feel very satisfied with Avent bottles. Overall, the average rating among all 22 reviews was 3 out of 5 stars.

Target's website does not separate the most popular pros and cons and actually does not present explicitly any pros or cons within the consumer reviews. So each individual review was read over and the overall pros and cons were assessed and combined to come up with the most popular characteristics. The pros of the Avent plastic bottles are durable, easy to clean, reduce air bubbles, BPA free, no leaks, high quality, worth the price, few parts, leaks only a little but can be fixed, looks better than older Avent bottles, and can pump directly into the bottle. The most popular Pros were does not leak which was mentioned 6 times, reduces gas mentioned 2 times, BPA free mentioned 2 times, easy to clean mentioned 2 times, and few parts mentioned 2 times.

Although there again is no one trait that is really standing out, the most popular stated pro is does not leak which is found in 27.3% of the reviews.

The cons were actually mentioned more than the pros at least within these reviews but it also has to be taken into consideration that there are very few reviews to be conclusive. However, the cons that were mentioned are leaks, expensive, did not reduce air bubbles, bad assembly instructions, bad for travel, poor value, and poor quality. The top cited cons were leaks found in 14 reviews, expensive found in 4 reviews, and did not reduce air bubbles found in 2 reviews. The con that stands out the most is that the bottle leaks and that a remarkable 14 out of 22 reviews mentioned this characteristic. This means that 63.6% of consumers who reviews this product on Target's website found that the product leaked.

The Tempo nursers with the disposable liners were also reviews on Target.com and just like with the Avent plastic bottles there was an overall rating for the average feeling of what consumers thought about the Tempo nursers. The nursers were reviewed by 21 consumers. The consumers average rating for the Tempo nursers was 3.5 stars out of 5 stars which means that 15.4 consumers who reviews this product felt at least mildly satisfied with the Tempo nursers. The number of consumers who gave 1 or 2 stars out of 5 are 10 which means that 45.4% of consumers who reviews this product were either mildly or very dissatisfied with Tempo Nursers. The number of consumers who gave the product either 4 or 5 out of 5 stars was 11 which means that 50% of consumers who reviews this product were either satisfied or very satisfied with this product.

The pros and cons were not separated out so that there were the most popular pros and cons so each review was read and the pros and cons were determined. The pros were

determined to be easy to use, time saver, helps with bubbles, does not leak, easy to travel with, BPA free, worth the price, simpler than regular bottles, and better than other systems. The most frequently mentioned pros were does not leak which was found in 6 reviews, helps with gas found in 3 reviews, time saver found in 3 reviews, and easy to use found in 2 reviews. The most popular mentioned pro was does not leak with 6 reviews which means that 28.6% of consumers who reviews the Tempo nursers felt that the product does not leak.

The cons were determined to be hard to clean, leaks, breaks easily, expensive, hard to travel with, not quicker to put together, too big, can not heat up with a bottle warmer, time consumer with cleaning the parts of the bottle, and dumb design. The top cons that were determined are hard to clean found in 4 reviews, expensive found in 4 reviews, leaks found in 2 reviews, and breaks easily found in 3 reviews. There really is no top or most popular con because two of the cons are mentioned 4 times in the reviews and they are hard to clean and expensive. Also, the other characteristics are not too far off from being the most popular but then again there was not a consistent con that was overall the most frequently mentioned. Basically, the consumers found a variety of things wrong with the Tempo nursers but none that stand out.

The final website looked at for Avent products is Viewpoints.com which just like with the other sites has the consumers/ reviewers give an overall star rating of how they feel about the product. The Avent plastic bottles were reviewed by 249 consumers and from these 249 reviews the consumers overall gave the product 4.06 stars out of 5 stars. This means that 202.2 consumers who reviewed the Avent plastic bottles were at least satisfied with the product. So the majority of people who reviewed this product did seem

to like it and also 80% of the consumers said they would recommend this product to others.

Viewpoints.com does not determine which pros and cons are the most popular from the consumer reviews and actually the website does not ask its customers to state what they feel that the pros and cons are for the products. But what the website does is gives a summary of all the reviews which tells a consumer of why it received the rating it did. From this overall summary, it was stated that the Avent plastic bottles received a top rating because of the bottle's size, how easy it is to clean, an easy grip surface, being long lasting, being durable, not containing BPA, and it has a wide opening for formula. The only negative feedback that was mentioned was that the bottle can leak.

Viewpoints.com does offer a space to write reviews about the Avent Tempo nursers but there have not been any reviews written about this type of bottle yet.

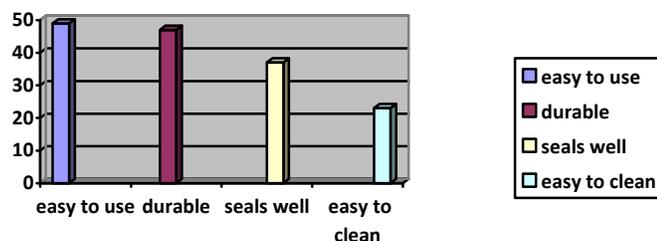
b) Dr. Brown Bottle Reviews

The first consumer website that reviewed Dr. Brown bottles was Buzzillions.com which had reviews for the glass and the plastic bottles. The glass bottles are the new line of bottles that Dr. Brown recently came out with when the brand released their BPA free plastic bottles. The glass bottles were reviewed by 68 consumers and from those reviews the bottle received a rating of 4.2 stars out of 5 stars. This means that 57.2 people feel at least satisfied with the glass bottles.

The pros that were recorded for the Dr. Brown's glass bottles are easy to use, durable, seals well, easy to clean, BPA free, convenient, high quality, good value, no BPA, and life saver. In the chart below, it shows the four pros that were mentioned the most by the consumers who reviewed the product. The top four pros were easy to use,

durable, seals well, and easy to clean. These pros were mentioned in the reviews 49, 47, 37, and 23 times respectively. This means that 72.0% of the reviews mentioned that the glass bottles are easy to use.

Chart 3

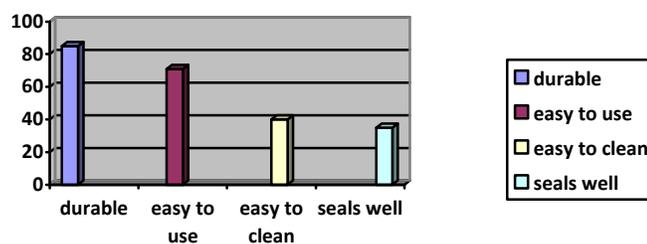


The cons that were reported for the glass bottles are difficult to wash, leaky, heavy, pricey, be careful when washing, careful handling, difficult to heat milk, flimsy, and hard to mix formula in. The top two cons are difficult to wash and leaky which were mentioned 19 and 12 times in the reviews. The characteristic of being difficult to wash was stated in 27.9% of the reviews while the characteristic of leaky was stated in 17.6% of the reviews. The other cons that were mentioned did not have as many reviews that they were found in. These other cons only were found in at most 2 reviews which means that there were little flaws that consumers had with the glass bottles.

Dr. Brown's plastic bottles were reviewed by 160 consumers on Buzzillions.com and the overall rating the consumers gave the bottles was 4.3 stars out of 5 stars. This means that 137.6 people felt at least satisfied with the new plastic BPA free bottles. The BPA free bottles are the new plastic bottles which are now cloudier than the original plastic bottles that were clear. Overall, the consumers who reviewed the plastic bottles liked the bottles even though they were changed from the original plastic bottles by Dr. Brown.

The pros that were mentioned in the reviews of the plastic bottles are durable, easy to use, easy to clean, seals well, less gas, quality construction, reduces colic, good value, less air intake, and compact. The top four pros which are shown in the chart below are durable, easy to use, easy to clean, and seals well. These pros were found in 85, 71, 40, and 35 of the reviews consumers wrote. The top pro which is durable was found in 53.1% of the reviews.

Chart 4



The cons that were mentioned in the reviews for the plastic bottles are difficult to wash, leaky, hard to clean, pricey, too many parts, five pieces per bottle, bad nipple, and bulky/ ugly. The top two cons that were stated are difficult to wash and leaky which were found in 33 and 21 of the reviews.

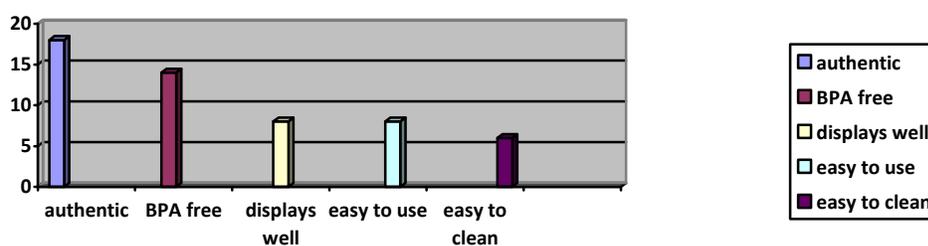
The next consumer website that reviewed Dr. Brown's bottles is Babiesrus.com which had reviews for both the plastic and the glass bottles. The plastic bottles were reviewed by 160 consumers who rated the bottles between one and five stars. These consumers gave the plastic bottles 4 out of 5 stars which means that about 128 were at least satisfied with the product. So overall, the consumers who reviewed Dr. Brown's plastic bottles on Babiesrus.com do like the new BPA free bottles.

The Dr. Brown's plastic bottles had only a few pros that consumers consistently felt best described the product. These pros are authentic, BPA free, displays well, easy to

use, and easy to clean. Each of these pros was found in 18 reviews, 14 reviews, 8 reviews, 8 reviews, and 6 reviews respectively which can be seen in the chart below.

This means that for the top two pros of authentic and BPA free that 11.2% find the bottles authentic while 8.7% liked that the bottles were BPA free. These percentages really are not saying much which means that the consumers who reviewed this product had either a variety of other pros or found more cons with the product.

Chart 5



The cons for the plastic bottles again were only a few compared to previous products and websites. The overall cons are hard to clean, lots of parts, poor condition, cleaning issues, and leaks. These cons were mentioned in 6 reviews, 4 reviews, 4 reviews, 3 reviews, and 3 reviews respectively. This product did not have very many cons even though there were a good amount of people who reviewed the plastic bottles. So even though the top con could be said to be that the bottle is hard to clean, a decisive conclusion can not be made since it was not mentioned in the majority of reviews.

Dr. Brown's glass bottles are one of the company's newest results from the BPA concern since glass bottles can not contain BPA. This product only had 52 reviews by consumers but from those 52 reviews there was given a rating of 4 out of 5 stars. This means that about 41.6 consumers felt that the bottle was above average and were at least satisfied with it. So this shows that about 80% of the consumers who reviewed this bottle

felt this way about it.

The pros that were stated for the bottle are easy to use, durable, seals well, washes easily, and BPA free. These pros were found in 38, 37, 27, 19, and 18 of the reviews respectively. The top two pros that were mentioned the most are easy to use and durable. The bottle being easy to use was found in 73.1% of the reviews. The bottle being durable was found in 71.1% of the reviews.

The cons that were stated for this bottle are difficult to wash and leaks. These were found in 13 and 10 of the reviews respectively. The bottle being difficult to wash was found in 25% of the reviews. The bottle being durable was found in 19.2% of the reviews.

Dr. Brown's plastic bottles were reviewed by consumers at Viewpoints.com also and it was reviewed by 238 consumers. From those 238 consumers, the overall rating for the product was 4.37 out of 5 stars. The percentage of consumers who gave the ratings from one to five are 65% giving 5 stars, 19% giving 4 stars, 6.0% giving 3 stars, 7% giving 2 stars, and 3% giving 1 star. This shows that a great deal of consumers at least on this website who reviewed the plastic bottles were overall satisfied with it. Also, it was found that 85% of the consumers who reviewed this product would recommend it to another consumer.

In the summary of all the 238 reviews, the top pros that were mentioned were that the bottle was revolutionary, best baby bottle on the market, it was a life saver, and was especially helpful with gas issues and colic. Although it does not say exactly how many consumers mentioned each pro within their reviews, these pros do give an idea of how each of the reviews on average sounded like. For the most favorable review that a

consumer gave, the reviewer gave the plastic bottle 5 out of 5 stars. The pros that were mentioned were skinny bottle, gas reducer, normal nipple, durable, come in various sizes, and no air in the bottle. The cons that were mentioned by this reviewer were a challenge to clean, have to use a special brush, and expensive.

The cons that were mentioned in the summary of all the reviews were extra cleaning due to small parts, more work, and have a higher price than standard bottles. The most critical review for the plastic bottles was from a consumer who gave the product 3 out of 5 stars. The pros that the reviewer mentioned were the parts are dishwasher safe, no air gets in the bottle, and the bottle comes in various sizes. The cons that were mentioned were can leak, have to use a special brush, and expensive. Although this is suppose to be the most critical review, a rating of 3 out of 5 stars really just means that the bottle is average and is not in actuality a poor rating.

The final website that reviewed Dr. Brown's plastic bottles is Target.com where the consumers gave the product 4 out of 5 stars reviewed by 76 people. This is again a very high rating for the plastic bottle and this can be shown by the fact that 52 people gave this product 5 out of 5 stars. This means that 68.4% of consumers who reviewed this product on this website were absolutely satisfied with it. Also, only 7 of the reviews gave the plastic bottles a rating of either 1 or 2 which is only 9.2% of the total reviews.

Target.com again does not sort out the most popular pros and cons from all of the reviews. So the overall pros and cons were determined by going through each review individually. The most mentioned pros were helps with air bubbles and gas, does not leak, easy to clean, comfy to hold, lifesaver, flow is just right, and helps with transitioning from nursing to bottle feeding. The most popular pro mentioned was that

the bottle helps to reduce gas and air bubbles. The most mentioned cons were leaks, too many parts, hard to read bottle, expensive, and hard to clean, The most popular cons were that it leaks and that the bottle is hard to read because of the new cloudy color and the writing washing off.

The reviews of Dr. Brown glass bottle from Amazon.com were very limited since the product was only reviewed by 31 people. From the 31 reviews, the consumers gave the glass bottle a rating of 4 out of 5 stars. The distribution of ratings was 16 reviews with 5 stars, 5 reviews with 4 stars, 3 reviews with 3 stars, 2 reviews with 2 stars, and 5 reviews with 1 star. This shows that 67.7% of the consumers who reviewed the glass bottles overall felt that the product was at least satisfactory. But the sample alone is too small to make this conclusion.

The most helpful and most critical reviews for the glass bottle actually did not pertain to the bottles but reviewed the website which is not useful for this discussion. Since there were only 31 reviews, each review was looked at and from them the most popular pros and cons were noted. The most popular pros are that the bottle does not leak, helps reduce gas, helps reduce reflux, easy to clean, heats faster than the plastic bottles, a time saver, lightweight, and is dishwasher safe. The three that were mentioned the most are that the bottle does not leak, it is easy to clean, and that it reduces gas. The most popular cons are that the bottle is expensive, the label comes off after washing, has a lot of parts, holds fewer ounces, and is fragile. The cons that were mentioned the most from these were that the label comes off easily and that it holds fewer ounces.

Diapers.com reviewed the Dr. Brown glass bottle and was reviewed by only 14 consumers. This is a very small sample but the glass bottles are a very recent addition to

the Dr. Brown line so this is expected. From the 14 reviews, the consumers gave the product a rating of 4.5 out of 5 stars. This means that about 12.6 consumers who reviewed this bottle felt that it was above average and were at least satisfied with it. So this shows that about 90% of the consumers felt this way.

The pros that were mentioned for this bottle are easy to use, durable, seals well, and washes easily. These pros were found in 10, 9, 9, and 4 of the reviews respectively. The pro that was found in the most reviews was that the bottle is easy to use. This was found in 71.4% of the reviews. This is a very large percentage of the reviews but the next largest pros were mentioned in about the same amount of reviews. The only con mentioned for the bottle was that it is difficult to wash.

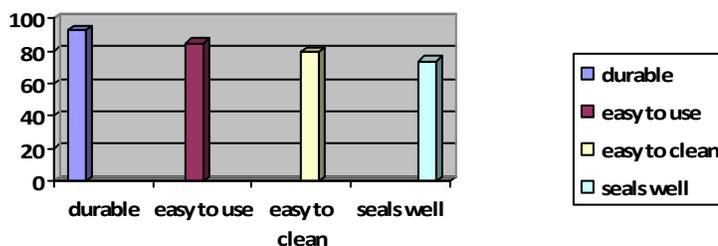
c) BornFree Bottle Reviews

BornFree bottles were the first widely known BPA free bottles to enter the baby bottle market. The first product that the company released was the plastic bottles which are still very popular for feeding. At Buzzillions.com, this product was reviewed by 132 consumers whose reviews were compiled to form an overall rating. The overall rating these consumers gave the plastic bottles was 4.2 stars out of 5 stars. This means that about 110.88 of the consumers who reviewed the Born free plastic bottles felt at least satisfied with the product overall.

The pros and cons were also compiled together from the reviews to form overall pros and cons that were most prevalent. The overall pros found in the reviews are durable, easy to use, easy to clean, seals well, BPA free, convenient, portable, compact, and quality construction. The top four pros in the reviews are durable which is found in 93 reviews, easy to use found in 85 reviews, easy to clean found in 79 reviews, and seals

well which was found in 74 reviews. These top four pros which can be seen in the chart below represent a good majority of the reviews. The top pro which is durable was found in 70.4% of the reviews. This is a very large percentage which means this is a good representation that most consumers who reviewed this product on this website felt the plastic bottle was durable.

Chart 6



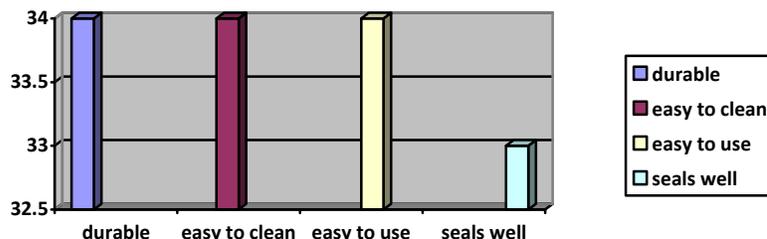
The most popular cons that were compiled from all the reviews about the plastic bottles are difficult to wash, leaky, pricey, bad nipple, many pieces to wash, poor air vent assembly, cracks easily, delicate, did not help with gas, and has extra parts to care for. The top four cons are difficult to wash which was found in 15 reviews, leaky found in 14 reviews, pricey found in 7 reviews, and bad nipple found in 4 reviews. The cons seem to have two top cons which are difficult to wash and leak since the number of times mentioned in reviews is so close. From these numbers, 11.4% of consumers feel that the bottle is difficult to wash while 10.6% feel that the bottle is leaky.

One of the newer products for the BornFree line of bottles is the glass bottle which was another result of the BPA crisis. Since the glass bottle is a newer product, the Buzzillions.com website only had 52 consumer reviews for the product so far. From those 52 reviews, the consumers gave the glass bottle a rating of 4.0 stars out of 5 stars. This means that about 41.6 of the consumers who reviewed this product were at least

satisfied with it overall. Although a conclusion can be made about the overall rating, there would have to be a great deal more reviews to make a firm conclusion.

The pros for the glass bottles had an overall high rate of being mentioned within the reviews. The overall pros are durable, easy to use, easy to clean, seals well, BPA free, convenient, and compact. The top four pros which are shown in the chart below are durable mentioned in 34 reviews, easy to clean mentioned in 34 reviews, easy to use mentioned in 34 reviews, and seals well mentioned in 33 reviews. These four pros have very similar occurrence rates in the reviews which can be seen by the fact that 65.8% of the consumers who reviewed this product on this website felt that the glass bottle is durable, easy to use, and easy to clean. This does give the conclusion that these consumers did feel that the bottles overall had a great deal of positive attributes possibly more than negative ones.

Chart 7



The cons that were mentioned overall in the reviews for the glass bottles are difficult to wash, heavy, pricey, leaky, bad nipple, dangerous if dropped, and flimsy. The cons at least for this website were not mentioned in as nearly as many reviews as the pros were. There also seems to be only one “top” con which is difficult to wash which was found in 8 reviews. This means that 15.4% of the consumers who reviewed this product felt that the glass bottle was overall difficult to wash. This really is not saying a lot but

this will be addressed later in the analysis and conclusions portion.

Babiesrus.com was the next website looked at for the BornFree bottles which produced similar review numbers as the past website for the plastic and the glass bottles. The plastic bottles were reviewed by 83 consumers and from those 83 reviews an overall rating of 4 out of 5 stars was given. This would mean that about 66.4 of the consumers who reviewed this product on this website at least feel satisfied overall with the plastic bottles. A conclusion could be drawn from these reviews since 83 is a fairly good amount of reviews. Although, a more decisive conclusion could be determined if there had been more reviews.

The pros and cons were determined from the 83 reviews and the overall pros and cons were compiled together. The overall pros for the plastic bottles are durable, seals well, easy to use, washes easily, and BPA free. These pros were mentioned in 62, 60, 57, 48, and 29 of the reviews respectively. The top pro could be determined to be the bottle being durable which was mentioned in 62 of the reviews. This means that 75.6% of the consumers who reviewed this product felt that the overall best pro was that the plastic bottle is durable. This is a rather large percentage of people who agreed on this one attribute but if the chart is looked at below it can be seen that the other pros have similar findings.

The cons that were overall the most prevalent in the reviews for the plastic bottles are difficult to wash, leaks, and has a bad nipple. These cons were found in 15, 5, and 3 of the reviews respectively. The top con can be determined to be that the bottle is difficult to wash. The product being difficult to wash was found in 18.1% of the reviews.

Babiesrus.com also reviewed the BornFree glass bottles which as stated before are

one the newest products for the company. The glass bottles were reviewed by 33 consumers. The consumers gave the glass bottles an overall rating of 4 stars out of 5 stars. This means that about 26.4 of the consumers who reviewed the glass bottle felt that it was above average and were at least satisfied with it. This shows that about 80% of the consumers who reviewed the glass bottle felt this way.

The pros that were mentioned for the glass bottle are easy to use, seals well, durable, washes easily, and BPA free. These pros were found in 22, 20, 19, 19, and 12 of the reviews respectively. The top two pros that were mentioned are easy to use and seals well. The bottle being easy to use was found in 66.7% of the reviews. The bottle sealing well was found in 60.6% of the reviews.

The cons that were mentioned for the glass bottle are difficult to wash, leaks, expensive, heavy, and lots of parts. The bottle being difficult to wash was found in 6 reviews while the other cons were found in only 1 of the reviews. The product being difficult to wash was found in 18.2% of the reviews.

Diapers.com reviewed the BornFree plastic bottles but it was only reviewed by 32 consumers. On Diapers.com, the product is given a rating out of 5 stars and there are shown the most popular pros and cons from the reviews overall. The Born free plastic bottles were given an overall rating of 4 stars out of 5 stars. This means that out of the 32 consumers who reviewed this product, about 25.6 people overall felt satisfied with the plastic bottle. Although this would mean the majority of consumers felt that the pros outweighed the cons for the bottle, this conclusion is not firm due to the very small sample.

There were only a few pros and cons for the plastic bottle that could be

determined from overall of the reviews. The most popular pros are easy to use, durable, seals well, and washes easily. These pros were mentioned in 19 of the reviews, 16 of the reviews, 15 of the reviews, and 15 of the reviews. The top pro mentioned would be that the bottle is easy to use which was found in 46.9% of the reviews. The most popular cons are leaks and difficult to wash which were found in 8 and 3 of the reviews. The cons are actually not mentioned enough to make a clear conclusion about whether consumers truly feel that the bottles are difficult to wash and that they leak.

Amazon.com does review the BornFree plastic bottles by having the consumers give the products a star rating and also displaying the most helpful/ positive review of the product and the most critical review of the product. These reviews also act as the overall opinion of why consumers liked the product and why the consumers disliked the product. The plastic bottle was given a rating of 3.5 stars out of 5 stars which means that of the 116 consumers only about 81.2 felt that the bottle was overall a little above average. For the distribution of the ratings, 49 consumers gave the plastic bottle 5 stars, 25 gave it 4 stars, 13 gave it 3 stars, 11 gave it 2 stars, and 18 gave it 1 star. Although 18 one star reviews does not seem poor out of 116 reviews, it still is a lot for a product that is suppose to have set the trend for BPA free plastic bottles.

The most favorable review only gave a few pros and it does not show how many of the other consumers felt the same way but it does give a good summary of their opinion overall. The pros that were given are that the bottle has a good vent system, that it does not leak, that it is BPA free, that it has a softer nipple, and that it helps with the transition from nursing to bottle feeding. In the most critical review of the plastic bottle, the pros that were mentioned were that the bottle is BPA free and that the silicone nipples

are good for transitioning from nursing to bottle feeding. The cons that were mentioned were that the bottle did not help with gas, that the bottle brush was cheap and fell apart, and that the bottles were very expensive.

The BornFree glass bottles only have two reviews because the product is still relatively new and not enough websites offer a significant amount of reviews for the bottle. So although the website does offer the opportunity to review the glass bottle, the reviews are such a small sample of consumers that it would be irrelevant to use the data.

Importance of Travel Systems

Strollers have become one of the most expensive baby items in recent years due to the fact that a baby will spend the majority of their time in one when they are out and about. Strollers can range from a simple umbrella stroller which is very lightweight to a travel system that includes an infant carrier, the stroller, and an infant car seat base. The type of stroller chosen to be analyzed is the travel system because it is one of the most expensive types of stroller currently and is very popular since it offers multiple items. There are a variety of brands for travel systems and also a variety of patterns that can be chosen depending on the brand. Travel systems are important because they are one of the first type of strollers a consumers will buy for there baby and since the price is so high a lot of time is put into finding the “right” one. Also, the consumer wants to make sure that there have not been any problems with the product so do try to get a lot of feedback from other consumers about which brand has the most success. The three brands that were chosen to analyze are Graco, Evenflo, and Chicco.

Background Information for the Travel System Brands

Graco products actually started as a machine and car parts fabrication company in

the mid 1940's by Russell Gray and Robert Cone (www.gracobaby.com). In the early 1950's, Russell Gray left the company and Cone wanted to manufacture his own line of products. He got the idea to go into children's products from an engineer at Graco who had children and their wife would soothe their children by swinging in a backyard glider. From this, Graco developed the first wind up infant swing which became instantly popular and made Graco a household name. Graco now set the standard for baby products and was a hit with every new product that put into the market. Graco was the first company to develop the pack n' play which is like a travel bed for an infant and the also the travel system which has been replicated by multiple brands. Graco is constantly expanding its products by creating baby monitors and booster seats for older children.

Graco offers two types of travel systems which are the lightweight travel system and the full size Quattro tour travel system. Both travel systems offer similar features such as the infant carrier, the stroller, and the infant car seat base. The light weight stroller has adjustable handles for the various heights of a consumer and it is able to be folded with one hand. The stroller has "never flat" rubber tires and suspension that smoothes out rough pavement. There is a large, accessible basket that is under the area where the baby sits. This seat has a multi position reclining feature with a canopy that has a window for the consumer to see their baby. The stroller has an aluminum frame and only weighs 17.4 pounds but holds up to 40 pounds. The car seat has an adjustable base with a five point harness to grow with the infant as they grow. It also has removable head support which cushions the head and neck of the baby. The car seat weighs 8.2 pounds and holds up to 22 pounds. The full size travel system offers similar features as the lightweight travel system with the only differences being that the stroller weighs 26.1

pounds and holds up to 50 pounds while the infant carrier weighs 9.5 pounds.

The next brand is Evenflo strollers which began in 1920 in Ohio where at first they just focused on infant feeding products (<http://company.monster.com>). The company became known for its quality and because of this its name and sales grew. Along with this recognition growth, the company also expanded by opening up more factories to accommodate the rising demand for Evenflo products. The company gradually expanded its line of products to include cribs, strollers, and walkers for infants. In 1997, Evenflo acquired Gerry Baby Products Company which added even further to the company's line of products with car seats, gates, and bathing products. According to the above mentioned website, 97% of new mothers surveyed recognized Evenflo's name.

Evenflo offers three major types of travel systems which are Eurotrek, Aura, and Journey. The Aura has three further types of travel systems which are the Elite, Premier, and Select. The Journey has the Elite and Premier. The Eurotrek travel system has the features of energy absorbing foam liner, full coverage canopy, fully reclining seat that allows the child to lie flat, and an adjustable height for the stroller handle. The stroller can hold a child up to 40 pounds, is a lightweight aluminum structure, and has a 3 or 5 point harness.

The Aura Elite includes all of the features listed above excluding the adjustable height feature and that the frame is not aluminum and lightweight. The Elite has soft padded head support in the car seat and a patented one handed steer for the stroller which allows for easy maneuverability. The Aura Premier travel system includes all of the features of the Eurotrek except the aluminum frame and the adjustable height feature. The travel system does include plush padding and premium fabrics. The Aura Select in

addition to the above features excludes being fully reclining, having an adjustable height, and being an aluminum lightweight stroller. The travel system does include head support, one handed comfort fold, and an oversized storage basket beneath the infant seat.

The Journey Elite includes the features of the Eurotrek except for being a fully reclining stroller, the adjustable height feature, and having a 3 or 5 point stroller harness. The travel system has padded stroller arm rests, the stroller weighs only 20 pounds, has a one handed fold and unfold feature, and has head support in the car seat. The Journey premier has the same features of the Journey Elite with really no variance.

The final brand is Chicco which is a company that mainly just offers gear products such as strollers, high chairs, and care seats. Chicco was started by a man named Pietro Catelli who before creating baby products made thermometers, hypodermic needles, and syringes (www.chiccousa.com). Catelli was known for creating product quality, strong brand identity, and having a power for communications. Catelli started coming up with baby products once his son was born in 1958. From that point on, Chicco has been associated with high quality baby products positioned on safety. Chicco is not only well known throughout the United States and Europe.

Chicco offers two types of travel systems which are both called the Cortina with the only difference being that one of the travel systems can hold up to 22 pounds while the other travel system can hold up to 30 pounds. The infant car seat had energy absorbing foam for improved side impact protection. It also has a removable insert for smaller a baby which is helpful for premature babies. The car seat has a thickly cushioned seat pad with a 5 point harness for maximum comfort. The car seat also has a spring assisted level, a bubble level, and a center pull adjustment for easy installation.

The stroller has a one handed fold and automatic storage latch. There is a multi position, fully reclining seat with memory recline. There are parent and child cup holders and a large storage basket. The stroller has adjustable leg support, a reversible canopy, and all wheel suspension.

Marketing Strategies of the Travel System Brands

The Graco Company uses a marketing strategy that has a combination of traditional marketing strategy elements while also containing some sensory and experiential elements. When the website was first visited, the opening page showed a picture of a smiling baby being held by their supposed mother. It appeared that the sunshine was hitting their faces to put the focus on their emotions of being happy from the infant's point of view and being consumed by the baby from the mother's point of view. There were a variety of quotes that were displayed across the website which stated such things as "Graco. From the Heart," "Your instincts and best intentions brought to life in our baby care products and parenting resources," and "heart to heart blog: share in the wondrous journey of parenthood with our family." From these quotes, it can be seen that a lot of focus is put on an emotional aspect. The company wants the consumer to feel that the products are made out of love for their babies and these products are exactly from the feedback of what parents wanted. Graco also wants the consumer to see the company as a family so that it just does not look like a harsh corporation simply out to sell a product, but what they are really after is having a life experience with the consumer.

At the time this website was looked at, the first page showed four bubbles that had a variety of options for going about the website. The first bubble was titled "from the

heart” which contained almost like an emotional appeal discussing about what a parent’s heart is and how instincts play a large role in parenting. From these instincts, parents are looking for the best products and according to this website the best products are the Graco products. Also, Graco’s commitment and mission statement were included in this section. The second bubble was titled “parenting” where there were five categories given that gave articles and resources for parents to search the website and discover why Graco has such a strong brand and quality products. The third bubble was titled “products” where there were tabs that would further direct the consumer to the variety of products that the company offers. The final bubble was titled “heart wise design” which at first showed a picture of a sleeping baby on their mother where there was sand on them so it looked like they were playing. There was a clear blue sky all around them and the focus is mainly put on the calmness of the baby. In this area, there is also a “where to buy” tab to help the consumer find out where to find Graco products and a “help center” tab for any questions the consumer might have.

From this area, Graco is trying to now enforce a more traditional marketing strategy by giving the consumer the facts about why Graco is so highly regarded. Graco is trying to come off as informative with presenting their products up front and also trying to give a sense of reliability by showing that the company does offer help if it is needed. The company is trying to show the consumer that they do not need to leave this website to find more information about Graco but that Gracobaby.com has everything the consumer needs. But even though there are strong traditional strategy elements, there also seem to be strong emotional and sensory elements to try to entice the consumer to choose these products. By showing a happy or calm baby, it is almost as if Graco is

saying “our products will help your baby be happy and calm.” The company is trying to persuade the consumer to believe that if you love your child and want to give them the best then they should purchase Graco products since they are the best.

Chiccousa.com is the website for the Chicco brand baby products which include strollers, baby carriers, and travel yards. The Chicco motto is “wherever there’s a baby” which is stated in the right hand corner of the web page right below the brand name. Chicco has a very unique presentation for their web page because the first thing that draws your attention is large picture of either a father or mother interacting with their child. Although at first this does not sound very unique, the fact that the picture has a shadow cast on it is. It is almost as if the company does not want people to see who exactly the figures are but what they are doing. Maybe this is to help the consumer to better imagine themselves using the products in the place of the figures.

Below this picture are two large tabs that are titled “gear for baby” and “toys for children.” Alongside these tabs are usually two bubbles which display either a new product by Chicco or some benefit that the company offers. Below these tabs and bubbles, there are additional tabs that allow the consumer to search the product list, find out where to buy the products, learn about Chicco, and read Chicco’s quality assurance statement. There is also a tab that shows that Chicco’s products are JPMA certified which stands for Juvenile Products Manufacturers Association.

Chicco has a very basic set up for their website and it can be seen that they are using a very traditional marketing strategy to gain consumers. The company is trying to get the consumer right to the products without explaining to them first why they should purchase a Chicco brand item. Chicco is already assuming that the consumer knows

about how good the quality is for this company and no further explanation is needed. This would definitely explain why the quality assurance tab and JPMA certification tab is way at the bottom and in small print. But even though Chicco is so blatantly using a traditional technique, it does seem weird that the focal point of the website would be a photo of parent-child interaction. So from this, there is some support that Chicco is also using an emotion centered marketing strategy to entice consumers. They are trying to help the consumer picture themselves using these quality products and knowing that their child is safe. The company is playing off consumers' desire to protect their children at any cost.

Evenflo has a different sort of presentation for their website than the previous two companies looked at. Evenflo has a very crowded website with a lot of different colors and there are pictures that are changing constantly. The website almost feels a little over stimulating as if they are trying to crowd all of their company's information into a very little space. When the consumer first logs on to the web page, the first things seen are the changing videos of children and the variety of products Evenflo offers. At the top of the page, there are a variety of tabs that will direct the consumer to the various products the company offers. Below the changing videos, there are additional tabs that will take the consumer to instructional videos for the products and also present articles about the company. At the bottom of the page, there are also tabs that will direct the consumer to a background about Evenflo and product instructions. The motto for Evenflo is "best for baby" which is displayed at the top and bottom of the webpage.

When first looking at the Evenflo website, it is hard to clearly see what type of marketing strategy the company is pursuing. At first glance, one could think that the

company is using a traditional marketing strategy by trying to present all the information about the products so the consumer can make a logical conclusion of whether or not to buy their products. But then when the website is looked at a bit closer, this overcrowding of product information is really not information about the products but more so a connection to look at the products. Then if one thinks that Evenflo is using a more emotion or sense based marketing strategy this could be supported by the pictures of happy and relaxed children with the products. The company could be trying to appeal to a parent's desire to have a calm and happy baby but this is not presented definitively. Also, the motto of "best for baby" does demonstrate a traditional strategy as well as an emotional strategy because the products could be the best due to quality and this quality plays on the parent's need for protecting their baby which is emotion based.

Data for the Travel Systems

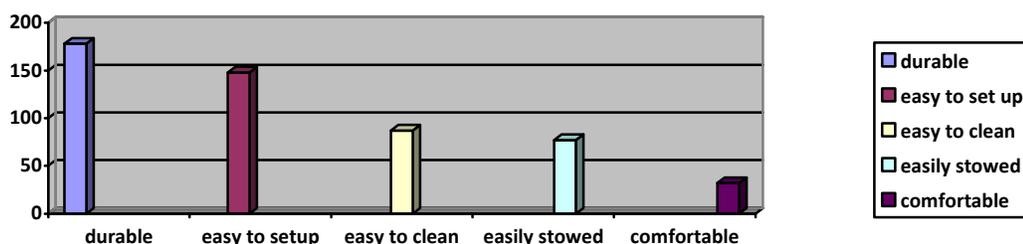
a) Graco product reviews

The data retrieved for the following reviews for strollers will not only list the specific travel system for each brand but also the specific style that was looked at. This is also included so that is known that the reviews are for these specific styled travel systems when it comes to mentioning how the product looks and similar attributes.

Babiesrus.com reviewed the Graco Quattro Tour Deluxe Travel System with the style called G Galore. This product was reviewed by 244 consumers who gave the travel system a rating of 4 out of 5 stars. This means that about 195.2 of the consumers who reviewed this product felt overall satisfied with it. This is an interesting figure because that would mean that 80% of the people who reviewed the travel system regarded it very highly as a product.

The pros that were mentioned in the reviews for the G Galore Travel system are durable, easy to set up, easy to clean, easily stowed, and comfortable. As shown in the table below, these pros were found in 178, 148, 87, 77, and 32 of the reviews respectively. The top two pros are that the travel system is durable and that it is easy to set up. The product being durable was mentioned in 72.9% of the reviews. The consumers stating that the product is easy to set up were mentioned in 60.6% of the reviews.

Chart 8



The cons that were stated for the G Galore are heavy, bulky, difficult to use, hard to clean, and uncomfortable. These cons were mentioned in 108, 103, 4, 3, and 3 of the reviews respectively. The top two cons are that the travel system is heavy and bulky. The travel system being heavy is found in 44.3% of the reviews. The product being too bulky is mentioned in 42.2% of the reviews.

Buzzillions.com gave a review for the Quattro Tour Travel System but this time instead of reviewing the G Galore style, it reviewed the Sterling design. This travel system was reviewed by 1686 consumers. From these 1686 reviews, an overall rating of 4.3 stars out of 5 stars was given. This means that about 1449.96 people who reviewed the Sterling travel system felt overall at least satisfied with the product. So this would

mean that about 86% of the consumers who reviewed this product were at least satisfied with it.

The pros that were mentioned for the Sterling travel system are durable, easy to set up, easy to clean, easily stowed, comfortable, lightweight, easy to use, good value, quality construction, and stylish. These pros were found in 1177, 1051, 534, 524, 213, 213, 155, 141, 133, and 114 of the reviews respectively. The top two reviews would be the product being durable mentioned 1177 times and easily stowed mentioned 1051. The product being durable was found in 69.8% of the reviews. The product being easy to set up was found in 62.3% of the reviews.

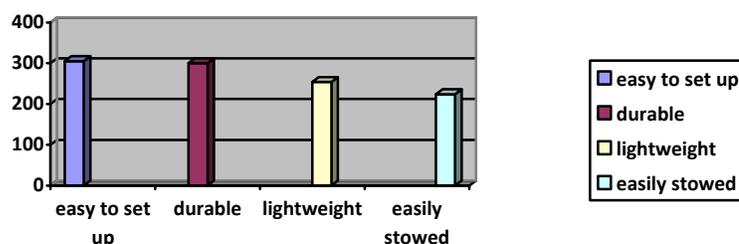
The cons that were mentioned the most for the Sterling travel system are heavy, bulky, difficult to use, hard to clean, pricey, difficult basket access, flimsy, uncomfortable, big, and poor construction. These cons were found in 591, 587, 40, 27, 14, 11, 11, 9, 8, and 8 of the reviews respectively. The top two cons are that the product is heavy which is mentioned in 591 reviews and that the product is bulky which is found in 587 reviews. The attribute of heavy is found in 35.0% of the reviews while the trait of bulky is found in 34.8% of the reviews.

Buzzillions.com also reviewed the Graco Metrolite Travel System in the design of Milano. This travel system was reviewed by 582 consumers who gave the product an overall rating of 4.3 stars out of 5 stars. This means that about 500.52 of the consumers who reviewed this product were at least overall satisfied with it. This shows that about 86% of the consumers felt this way about the Milano.

The pros that were mentioned the most by consumers for the Milano are easy set up, durable, lightweight, easily stowed, easy to clean, easy to use, quality construction,

comfortable, good value, and easily accessible. These pros were found in 305, 300, 254, 224, 141, 111, 78, 55, 48, and 44 of the reviews respectively. The top four pros which are shown in the table below are easy to set up found in 305 reviews, durable found in 300 reviews, lightweight found in 254 reviews, and easily stowed found in 224 reviews. The top pro of being easy to set up was found in 52.4% of the reviews.

Chart 9



The cons that were found in the most reviews for the Milano are bulky, flimsy, difficult to use, heavy, hard to clean, poor construction, problem with the sun shade, basket does not stay up, basket hard to access, and difficult basket access. The two cons that were found the most from the above stated are bulky and flimsy which were found in 36 and 27 of the reviews respectively. Only 6.2% of the reviews mentioned the attribute of being bulky. The product being flimsy was only mentioned in 4.6% of the reviews.

Buzzillions.com reviewed the Graco Metrolite Travel System in the design called Cherry Blossom. This travel system was reviewed by 255 consumers. These consumers gave the travel system an overall rating of 4.2 stars out of 5 stars. This would mean that about 214.2 consumers feel that the travel system is above average and were at least satisfied with it. So this means that about 84% of the consumers who reviewed this travel system felt this way.

The pros that were mentioned for this travel system are lightweight, durable, easy

to use, easily stowed, easy to clean, stylish, safe, good value, high quality, and comfortable. The pros that were found in the most reviews are lightweight and durable. The travel system being lightweight was found in 201 reviews while the travel system being durable was found in 191 reviews. The travel system being lightweight was found in 78.8% of the reviews. The travel system being durable was found in 74.9% of the reviews.

The cons that were mentioned for this travel system are flimsy, bulky, difficult to use, heavy, hard to clean, difficult basket access, head support is too big, not durable, uncomfortable, and do not like the accessories. The most mentioned cons are flimsy and bulky. The travel system being flimsy was found in 18 reviews while the travel system being bulky was found in 16 reviews. The travel system being flimsy was found in 7.0% of the reviews. The travel system being bulky was found in 6.3% of the reviews.

Amazon.com reviewed the Graco Quattro Tour Travel System in the design called Imperial. This travel system was reviewed by 53 consumers who gave the product an overall rating of 4.5 stars out of 5 stars. The distribution of ratings for the travel system is 31 reviews giving 5 stars, 16 giving 4 stars, 4 giving 3 stars, 0 giving 2 stars, and 2 giving 1 star. This would mean that 88.7% of the reviews gave the travel system 4 or 5 stars out of 5 stars. So about 88.7% of the consumers who reviewed this product felt that it is above average and were at least satisfied with it.

The most favorable review given for the travel system gave it 5 stars out of 5 stars. The pros that were mentioned the most are has lots of compartments, has 2 cupholders, good size basket, car seat straps are adjustable/ grows with the baby, sturdy, safe, and comfortable for baby. There were not any cons mentioned for this product. For

the most critical review, the overall rating given was 3 stars out of 5 stars. The issues found with the stroller are that it is heavy, bulky, the canopy is terrible, no suspension, does not maneuver well with infant, and does not recline smoothly. The issues found with the car seat are that it is too big, the shifting bar is very loud, is heavy, and is big.

Target.com reviewed the Graco Travel System for the design called Emelia. This travel system was reviewed by 46 consumers. The overall rating given by these consumers was 4.5 stars out of 5 stars. The distribution of ratings is 36 reviews giving 5 stars, 5 giving 4 stars, 1 giving 3 stars, 1 giving 2 stars, and 3 giving 1 star. This would mean that 89.1% of the consumers who reviewed this product felt that it was above average and were at least satisfied with it.

The reviews were looked at individually and the most mentioned pros and cons were determined. The pros that were stated for the travel system are nice colors, easy to open, sturdy, beautiful, light, easy to move, nice color scheme, easy to use, folds easy, cute pattern, material holds up well, runs smooth, fair price, easy to assemble, and practical. The cons that were stated for the travel system are not soft, not sturdy, makes creaking noises, colors fade, heavy, poor quality, and wheels fall off.

The reviews for the Graco Metrolite Travel System were very limited and only two different versions of the product on the same website could be found. There were other websites that offered the travel system but did not have a significant number of reviews to be used as data.

b) Evenflo product reviews

Due to the fact that the Evenflo Travel System has many variations of the three types of products, only the travel system for each type found on the websites with

the most reviews will be the products analyzed.

Babiesrus.com had a review of the Evenflo Aura Elite travel system for the style called Oh So Big. The travel system was reviewed by 208 consumers and from those 208 reviews the overall rating is 3 stars out of 5 stars. This means that about 124.8 of the consumers who reviewed this product were at least somewhat satisfied and somewhat dissatisfied. So about 60% of the consumers only felt an average satisfaction with the Aura Elite travel system.

The pros that were mentioned the most in the reviews are durable, good value, high quality, easy to set up, and comfortable. These pros were found in 132, 114, 92, 22, and 10 of the reviews respectively. The top two pros are durable which was found in 132 of the reviews and good value which was found in 114 of the reviews. This shows that the product being durable was found in 63.5% of the reviews. This is a fairly significant percentage since the sample does have a good amount of consumers.

The cons that were mentioned the most by the consumers for the Aura Elite travel system are bulky, low quality, poor value, heavy, and pricey. These cons were found in 34, 33, 22, 21, and 15 of the reviews. The two cons that were found the most are the product being bulky and having low quality. The product being bulky was found in 16.3% of the reviews while the product having low quality was stated in 15.9% of the reviews. These are not very high percentages and so are not the overall attributes that most of the consumers determined.

The Evenflo Journey Premier Travel System was reviewed with the style called Connor. This travel system was reviewed by only 13 consumers which is due to the fact that the Connor style is still fairly new. From these 13 reviews, the overall rating of the

travel system is 4 stars out of 5 stars. This means that about 80% of the consumers who reviewed this product were at least satisfied with it. This would be an interesting and helpful percentage if there was a larger sample to base it off of.

The pros and cons that were mentioned for the Journey Premier were very limited since there were only 13 reviews. The pros that were stated are easy to set up, durable, lightweight, comfortable, and safe. These pros were found in 11, 8, 5, 4, and 4 of the reviews. The cons that were mentioned are bulky and heavy which were both found in 5 of the reviews. Although a conclusion could be made, there is not a large enough sample to take the data seriously and to make a strong conclusion.

Babiesrus.com also reviewed the Evenflo EuroTrek Travel System with the design called McAlister. This travel system was reviewed by 58 consumers who gave the product an overall rating of 3 out of 5 stars. This would mean that about 34.8 of the consumers felt that the product was only average. This is not a good rating since this would mean that 60% of the consumers who reviewed this product felt that it was at least only average. A company like Evenflo would be disappointed with this rating since their overall goal is not to be average.

The pros that were mentioned for the EuroTrek are that it is easy to set up, durable, easily stowed, lightweight, and is easy to clean. These pros were found in 37, 33, 24, 24, and 17 of the reviews. The top two pros would be that the product is easy to set up and that it is durable. These are the most popular pros because the product being easy to set up was found in 63.8% of the reviews and the product being durable was found in 56.9% of the reviews. These are pretty significant percentages even though the sample is on the small side.

The cons that were mentioned for the travel system are bulky, heavy, difficult to use, and uncomfortable. These cons were found in 18, 13, 6, and 3 of the reviews. The top two cons stated are bulky and heavy. The travel system being bulky was found in 31.0% of the reviews. The travel system being heavy was found in 22.4% of the reviews.

Buzzillions.com reviewed the Evenflo Aura Premier Travel system with the design called Once upon a time. This travel system was reviewed by 57 consumers who gave the product an overall rating of 3.2 stars out of 5 stars. This would mean that about 36.48 consumers who reviewed this product felt that it was just average overall. Even though the sample size is about half below an ideal sample, this still can show that even a variation of the Aura travel system is not getting a high rating.

The pros that were mentioned the most for the Aura Premier are durable, easy to set up, easily stowed, easy to clean, easy to use, lightweight, quality construction, fun, good value, and cute. These pros were found in 31, 21, 12, 11, 7, 7, 6, 4, 4, and 2 of the consumer reviews. The two pros that were stated the most are that the travel system is durable and that it is easy to set up. The product being durable was mentioned in 54.4% of the reviews while the product being easy to set up was mentioned in 36.8% of the reviews. Even for a smaller sample, these are not very exceptional percentages.

The cons that were mentioned the most in the reviews are the product being bulky, heavy, difficult to use, flimsy, poor construction, hard to clean, leaves the head to dangle, needs handles for folding, opening and closing are hard, and flat out the stroller sucks. The only two cons that had a substantial enough portion of being found in the reviews are that the product is bulky and that it is heavy. Both of these cons were found in 23 of the reviews. This means that about 40.3% of the consumers who reviewed this

travel system felt that it was either bulky or heavy. This is one of the higher percentages for cons than has been seen with past products.

The Evenflo EuroTrek Travel System was reviewed on Buzzillions.com for the design called Portebello. This travel system was reviewed by 53 consumers and from those consumers they gave the product an overall rating of 3.8 out of 5 stars. This means that about 40.28 of the consumers who reviewed this product felt that the EuroTrek was overall a little bit above average. This is saying a great deal since this would mean that about 76% of the consumers felt this way.

The pros that were stated the most for the Portebello Travel System are that it is durable, easy to use, quality construction, easy setup, good value, comfortable, easily accessible, easily stowed, lightweight, and fun. The four most popular pros are durable which was mentioned in 19 of the reviews, easy to use found in 19 reviews, quality construction found in 16 reviews, and easy set up found in 15 reviews. One of the top pros of the product being durable was found in 35.8% of the reviews. The another top attribute of being easy to use was found in also 35.8% of the reviews. These are not very large percentages even with the sample.

The cons that were stated the most in the travel system reviews are heavy, poor construction, bulky, difficult to use, difficult to maintain, difficult to set up, carseat way too upright, carseat poor, difficult to use at first, and flimsy. The four most popular cons are heavy found in 12 reviews, poor construction found in 8 reviews, bulky found in 7 reviews, and difficult to use found in 4 reviews. The most popular con is that the product is heavy which was only found in 22.6% of the reviews. This percentage is the only one for the cons that was minimally significant. None of the cons were mentioned in a good

majority of the reviews.

Buzzillions.com reviewed the Evenflo Eurotrek Travel System for the design called Leopard. This travel system was reviewed by 34 consumers. The overall rating given by these consumers was 4.5 out of 5 stars. This would mean that about 30.6 consumers felt that the travel system overall was above average and were at least satisfied with it. So this shows that about 90% of these consumers felt this way which is a very large percentage of the sample.

The most popular pros mentioned for this travel system are easy to set up, durable, easy to clean, lightweight, easily stowed, cute, comfortable, stylish, affordable, and attractive design. The top four pros mentioned are easy to set up found in 30 reviews, durable found in 25, easy to clean found in 20, and lightweight found in 16. From these four pros, the travel system being easy to set up was found in 88.2% of the reviews. The product being durable was found in 73.5% of the reviews.

The most popular cons mentioned for the travel system are bulky, heavy, long when folded, and bad car seat. These cons were found in 13, 6, 2, and 1 of the reviews respectively. The most popular mentioned con is bulky which was found in 38.2% of the reviews. This is not a terribly small percentage but it is still a small percentage for the reviews which shows that the majority of the consumers had positive remarks about the travel system.

The Evenflo Journey Premier Travel System in the design called Clairmont on Buzzillions.com was reviewed by 128 consumers. These consumers gave the product an overall rating of 3.3 stars out of 5 stars. This means that about 84.48 consumers who reviewed this product felt that the travel system overall was at least just average. Since

about 66% of the consumers felt this way, this is not a great rating of the product but it is not the worst rating that could have been given.

The pros that were mentioned for the travel system are easy set up, durable, lightweight, easily stowed, easy to clean, easy to fold, easy to maneuver, easy to use, good value, and affordable. The four most popular pros are easy set up found in 70 reviews, durable found in 62 reviews, lightweight found in 52 reviews, and easily stowed found in 43 reviews. One of the top attributes of the product being easy to set up was found in 54.5% of the reviews. The other top attribute for the travel system being durable was found in 48.4% of the reviews. These percentages are rather small compared to the pros reviewed in previous sections for other products.

The cons that were stated in the travel system reviews are bulky, heavy, flimsy, difficult to use, hard to clean, poor construction, head support is too big, awful headrest, baby's head hangs forward, and back of seat broke. The top four cons mentioned are bulky found in 38 reviews, heavy found in 27 reviews, flimsy found in 23 reviews, and difficult to use found in 21 reviews. One of the most popular attributes mentioned was that the product is bulky which was found in 29.7% of the reviews. The other most popular attribute for the product being heavy was found in 21.1% of the reviews. These percentages are very small and do not make up a significant amount of the reviews.

Target.com reviewed the Evenflo Aura Select Travel System in the design called Caroline. The travel system was reviewed by a very small sample of 16 consumers. These 16 consumers gave the travel system an overall rating of 3 out of 5 stars. The rating distributions for the product are 5 consumers giving 5 stars, 4 consumers giving 4 stars, 2 consumers giving 3 stars, 3 consumers giving 2 stars, and 2 consumers giving 1

star. This shows that 56.2% of the consumers who reviewed this product gave at least 4 out of 5 stars. This is not a very high percentage but it does represent the majority of the consumers.

From the 16 reviews of the travel system, the overall pros and cons were determined by going through each of the individual reviews. The most popular pros from the reviews are easy to carry, reasonable price, easy to use, lightweight, durable, colors are great, and good compartments. The cons that were given for the travel system are little head support, wheels warp, difficult to install, not safe, takes up space, wheels lock up, bulky, cheap build, and does not stand alone when folded. Although it is not known how many of the consumers mentioned each of these attributes, there is still an idea of what was important to the customers since they mentioned it within the reviews.

Target.com reviewed the Evenflo Journey Elite Travel System for the design called Pink Lemonade. This travel system was reviewed by a very small sample of 10 consumers. The overall rating for the travel system given by these consumers was 4 out of 5 stars. The rating distributions for the product are 5 consumers giving 5 stars, 1 consumer giving 4 stars, 2 consumers giving 3 stars, and 1 consumer giving 2 stars. This would mean that 60% of the consumers who reviewed this product felt that it was above average and were at least satisfied with it.

The reviews were looked at individually and the most popular pros and cons were compiled together. The pros that were stated are sturdy, easy to clean, handle easy for carrying and maneuver, convenient, pretty, eye-catching, plenty of storage, easy to fold, lightweight, moves smoothly, easy to assemble, and durable. The cons that were stated are back wheels fall off, bulky, car seat canopy does not stay fastened, and flimsy fabric.

Walmart.com reviewed the Evenflo Aura Select Travel System for the design called Pink Cuddle Bear. This travel system was reviewed by 54 consumers. The overall rating given to this product was 4.5 out of 5 stars. The rating distributions for the travel system are 29 consumers giving 5 stars, 18 giving 4 stars, 5 giving 3 stars, 2 giving 2 stars, and 0 giving 1 star. This would mean that 87.0% of the consumers who reviewed this travel system felt that it was above average and were at least satisfied with it.

This website like previous websites does not give an analysis of how many reviews contained various positive and negative attributes for the travel system. So each review was looked at and the majority of the pros and cons were recorded. The pros that were mentioned the most are beautiful, easy to set up, easy to operate, infant carrier is easy to carry, good design and color, durable, easy to use, seat is wide, easy to assemble, soft seat, and convenient. The cons that were mentioned the most are color shows dirt, the leg holes are too big, wheels appear defective, stroller is heavy, cushion not machine washable, stroller does not maneuver well, car seat is too small, and stroller is too big.

Walmart.com reviewed the Evenflo Journey Elite Travel System for the design called Circus. This travel system was reviewed by 43 consumers. The overall rating given for the travel system was 4.5 stars out of 5 stars. The distribution of ratings is 23 reviews giving 5 stars, 17 giving 4 stars, 2 giving 3 stars, 1 giving 2 stars, and 0 giving 1 star. This would mean that 93.0% of the consumers who reviewed this travel system felt that it was above average and were at least satisfied with it.

The reviews were individually looked at for pros and cons since there are not any presented like previous websites. The most popular pros and cons were compiled and are as follows. The most popular pros that were mentioned are car seat cover is washable,

sturdy, easy to assemble, unisex colors, great quality, lightweight, cute, extra compartments, comfortable, attractive, and inexpensive. The cons that were mentioned the most are not easy to strap car seat into base, hard to fold stroller, visor is cheap, seat is hard to recline, car seat is too heavy, and safety harness is too short.

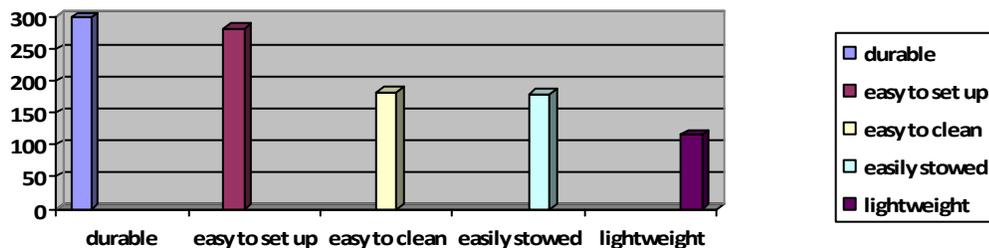
The Evenflo Eurotrek Travel System was presented with only 3 product reviews because this travel system is not as popular as the other Evenflo travel systems. So even though some websites offered the Eurotrek Travel System, there were not enough significant reviews to be included in the data.

c) Chicco product reviews

Consumers on Babiesrus.com reviewed the Chicco Cortina Travel System for the design called Discovery. This travel system was reviewed by 344 consumers. From these reviews, the travel system received an overall rating of 4 stars out of 5 stars. This would mean that about 275.2 of these consumers felt that overall the travel system was at least above average and were satisfied with it. Over 80% of the consumers felt this way which is a significant percentage compared with other products previously mentioned and analyzed.

The pros that were mentioned the most in the reviews are durable, easy to set up, easy to clean, easily stowed, and lightweight. These pros were found in 299, 282, 183, 180, and 116 of the reviews respectively and are shown in the chart below. The top two pros are durable since it was found in 299 reviews and easy to set up since it was found in 282 of the reviews. Durable was found in 86.9% of the reviews which is a significant percentage of the reviews. The travel system being easy to set up was found in 82.0% of the reviews.

Chart 10



The cons that were mentioned the most in the reviews are heavy, bulky, not durable, and not large enough. These cons were stated in 5, 5, 1, and 1 of the reviews respectively. The travel system being heavy and bulky was only found in 1.4% of the reviews. This shows that not only was there not a consensus among the consumers about the cons but that the consumers who reviewed this product were more satisfied than dissatisfied.

Babiesrus.com did also review the Chicco Keyfit 30 Cortina Travel System for the design called Atmosphere. This travel system was reviewed by 47 consumers. From these reviews, the consumers gave the travels system an overall rating of 4 stars out of 5 stars. This means that about 37.6 of the consumers felt that the travel system overall was above average and are satisfied with it. So this shows that about 80% of these consumers felt this way about the travel system.

The pros that were found in the most reviews are durable, easy to set up, easily stowed, easy to clean, and lightweight. These pros were found in 41, 38, 31, 27, and 13 of the reviews respectively. The top two pros are that the product is durable and easy to set up since these attributes were found in the majority of the reviews. The product being durable was found in 87.2% of the reviews. The product being easy to set up was found in 80.8% of the reviews.

The cons that were found in the most reviews are heavy and bulky. These cons were mentioned in 14 and 8 of the reviews. The product being heavy was only mentioned in 29.8% of the reviews. This is a very small percentage compared to other products reviewed.

Babiesrus.com reviewed the Chicco Cortina Travel System for the design called Sahara. This travel system was reviewed by 106 consumers. The overall rating for the travel system was 4 out of 5 stars. This means that about 84.8 of the consumers who reviewed this travel system felt that it was above average and were at least satisfied with it. This shows that about 80% of the consumers who reviewed this travel system felt this way about it.

The pros that were mentioned the most for the travel system are durable, high quality, good value, easy set up, and easily stowed. These pros were found in 94, 50, 39, 38, and 27 of the reviews respectively. The top pros found in the reviews are durable and high quality. The travel system being durable was found in 88.7% of the reviews. The travel system being high quality was found in 47.2% of the reviews.

The cons that were mentioned for the travel system are heavy, pricey, bulky, has a small basket, and low quality. These cons were found in 12, 9, 7, 4, and 3 of the reviews respectively. The most mentioned cons are heavy and pricey. The travel system being heavy was found in 11.3% of the reviews. The travel system being pricey was found in 8.5% of the reviews.

The Chicco Cortina Travel System in the design called Discovery was reviewed by Viewpoints.com. This travel system was reviewed by 23 consumers which is a much smaller sample than previously reviewed products. These consumers gave the product an

overall rating of 4.35 stars out of 5 stars. This would mean that about 20.01 of the consumers felt that overall the travel system was above average and were satisfied with it. The percentages of consumers who gave various ratings are 48% who gave the product 5 stars, 39% who gave it 4 stars, 13% who gave 3 stars, 0% who gave 2 stars, and 0% who gave 1 star. Also, 96% of these consumers would recommend the travel system to another consumer.

The most favorable review for the travel system gave the product 4 out of 5 stars. The pros that this consumer gave the product are good value, handle bar adjusts, good head support that is removable, easy to use, car seat easy to put in base, can push one handed, removable snack tray, safe infant carrier, easy to install car seat base, and durable. The cons that were mentioned are the 5 point harness stuck together, no support for double strollers, takes up a lot of room in the back seat, carrier under stroller is too small, does not have enough shade, and carrier does not fit into shopping carts. The most critical review gave the travel system 3 out of 5 stars. The pros that were given are neutral fabric, safe infant carrier, sturdy, reliable, and durable. The cons that were given are carrier does not fit into shopping carts and heavy.

Amazon.com reviewed the Chicco Cortina Travel System for the design called Sahara. The travel system was reviewed by 49 consumers. The overall rating given by these consumers was 4.5 stars out of 5 stars. This means that about 44.1 of these consumers felt that overall the product was above average and were at least satisfied with it. The distribution of ratings for the travel system are 40 consumers gave 5 stars, 6 gave 4 stars, 1 gave 3 stars, 2 gave 2 stars, and no consumers gave one star.

The most favorable review for this travel system gave it 5 out of 5 stars. The

attributes mentioned in the review are the large basket space, one handed fold, stands when folded, has wheel suspension, height adjustable handle bar, lightweight, easy to use, and nice material. All of these attributes are positive and there were not any cons mentioned. The most critical review for the travel system gave it 3 out of 5 stars. The attributes mentioned for the travel system are stroller and car seat do not work well together, car seat does not fit into a shopping cart, easy to use , and very safe.

Amazon.com also reviewed the Chicco Keyfit 30 Cortina Travel System in the design called Adventure. The travel system was reviewed by a very small sample of only 11 consumers. These consumers gave the product an overall rating of 3.5 out of 5 stars. This would mean that about 7.7 of the consumers feel that the travel system is average and feel somewhat satisfied with it. The distribution of the ratings are 4 consumers giving 5 stars, 3 giving 4 stars, 0 giving 3 stars, 2 giving 2 stars, and 2 giving 1 star.

The most favorable review given for the travel system had an overall rating of 5 out of 5 stars. The attributes that were given for the travel system are comfortable, lightweight, folds easy, easy to use, and great value for the price. The most critical review gave the travel system an overall rating of 1 out of 5 stars. This overall rating is one of the lowest ratings given compared to any of the other products reviewed. The attributes mentioned in the critical review are expensive, head support is hard and not removable, uncomfortable, and heavier than other brands.

Buzzillions.com reviewed the Chicco Keyfit 30 Cortina Travel System for the design called Cubes. The product was reviewed by 52 consumers. The overall rating given to the travel system was 4.4 stars out of 5 stars. This means that about 45.76 of the consumers felt that the product was above average and were at least satisfied with it. So

this shows that about 88% of the consumers felt this way which is a very high percentage.

The pros that were mentioned the most about this travel system are durable, easy to set up, easily stowed, easy to clean, lightweight, comfortable, easy to maneuver, safe, sturdy, and stylish. The four most popular pros mentioned are durable found in 44 reviews, easy to set up found in 43, easily stowed found in 35, and easy to clean found in 27. The two dominant pros are durable and easy to set up. The product being durable was mentioned by 84.6% of the consumers. The travel system being easy to set up was stated by 82.7% of the consumers.

The cons mentioned for the travel system are heavy, bulky, infant carrier is heavy, hard to clean, bad sunshade, basket does not hold a lot, basket is hard to access, can not get to basket, and cheap. The most popular cons are heavy and bulky. The product being heavy was mentioned by 15 consumers which would mean that 28.8% of the consumers stated this attribute. The product being bulky was mentioned only by 9 consumers which would only be 17.3% of the reviews.

Target.com reviewed the Chicco Keyfit 30 Cortina Travel System for the design called Poetic which is one of the newest designs. The travel system was reviewed by only 10 consumers which is not surprising since the design is still new. The overall rating given to the travel system is 4.5 stars out of 5 stars. This means that the majority of the consumers who reviewed this product thought it was above average and were overall satisfied with it. The distribution of ratings for the product is 8 consumers who gave the travel system 5 stars and 2 consumers who gave the product 4 stars.

Target.com does not sort between the most popular pros and cons or give favorable and critical reviews as overall ratings. So each review was looked at and the

overall pros and cons were recorded. The pros that were mentioned the most are easy to clean, one handed fold, handle is adjustable, easy to use, easy to install, great selection of modern colors, receive compliments for color, good head support, release button is easy, expensive but worth it, and lightweight. The cons given for the travel system are the cargo area is difficult to access and it does not fit into carts.

Importance of Cribs

The final product that will be analyzed is cribs which are another very important baby product that many parents take a long time deciding on. Cribs are a very hard choice to make because there are so many different kinds of cribs to choose from that most parents are clueless as to which one is better. A consumer can purchase a basic crib that is not able to convert into any other bed, a crib that can convert into a toddler bed or a day bed, or a crib that can convert into a toddler bed, a day bed, and a full size bed. Of course, the more things the crib converts into the more expensive the crib is going to be which can effect which crib a consumer purchases. A crib is a very important purchase not only because it could be very expensive depending the type of crib chosen but also since the baby will be in the crib a good portion of their life. Parents worry about how safe the crib is and whether or not the child's arms or legs can get stuck in the slats. Parents are also concerned with how hard it is to reach into the crib to pick up the infant which can depend on whether or not the front rail moves up and down or is stationary. Also, parents are concerned about the type of wood that makes up cribs which allows a consumer to know if it will scratch easily or will hold up throughout the years. Consumers can have a variety of concerns depending on what they are looking for in a crib but mainly cribs are an expensive purchase that is not taken lightly.

Background Information for Crib Brands

The first brand that will be looked at is Jardine Enterprises which is a brand that is specific to the Babies R' Us store. There is very little history background for this company except that it is only offered at Babies R' Us stores. According to the Babies R' Us training manual, Jardine furniture is considered one of the least expensive brands in the furniture market. The company apparently uses softer woods and less finishing which allow for the company to produce a more "fashionable" product at a lower price point compared to other brands such as Babi Italia. There was no information about how or when the company got started.

Jardine Enterprises offers two types of cribs which are categorized as Dropside or Lifetime Cribs. The Dropside cribs have the front rail that can be raised and lowered which is considered to make it easier to put the baby in the crib. These cribs are able to be converted into toddler beds and have the positive lock mechanism for the movable railing. The Lifetime crib does not have a front rail that can move up and down. This type of crib converts not only into a toddler bed but also into a full size bed. The back and front panel of the crib are used as the headboard and footboard for the full size bed. Both cribs require rails that will convert it into a full size bed or toddler bed. Jardine has a few different styles of for the cribs but the ones that will be focused on are Americana and Olympia Lifetime Cribs. The Americana crib has a curved backboard and headboard that looks like an upside down U shape. The sides of the crib are also curved where the curve is steeper closer to the front of the crib. The Olympia crib has a straight across front rail and the other three sides of the crib are also straight across but are raised higher than the front rail. The sides of the crib other than the front rail have a rounded surface to

them. Also, the rails of the crib have a curved shape that go all the way down the crib on all four sides.

The next brand that will be discussed is called Babi Italia which is a product of LaJobi Industries whose company was started in 1994 according to www.lajobi.com. LaJobi is based in New Jersey and “has a strong commitment to innovate designs and user friendly features that blend versatility, quality, and value.” Babi Italia is one of five different brands that LaJobi industries offer. Babi Italia is another brand that is only carried at Babies R’ Us stores. According to this same website, Babi Italia designs their cribs in both contemporary and traditional styles in a variety of finishes. The company assures buyers that their pieces of furniture are strong, beautiful, and ageless. There is no specific information about when Babi Italia was introduced or how.

Babi Italia offers two types of cribs which are a 3-in-1 convertible crib and a Lifestyle crib. The convertible crib can be converted into a toddler bed and a day bed. The crib does not have rails that raise or lower. The Lifestyle crib is able to convert into a toddler bed, a day bed, and a full size bed. According to <http://babiitalia.com>, the lifestyle crib has dual front leg design that is supposed to insure that the toddler bed and day bed are sturdy and do not wobble. The front and back of the crib are used as the headboard and the footboard for the full size bed. Babi Italia offers three different kinds of cribs but the two that will be discussed are the Eastside and the Pinehurst Lifestyle cribs. The Eastside crib has a curved headboard and curved sides with the footboard that goes straight across. The headboard and footboard both have three indented lines that go all the way across both and create a multi-rounded look. Both boards also have at the top of each multiple indented lines that are perpendicular to the ground. All four posts that

hold up the crib appear to be rounded. The Pinehurst crib also has a curved headboard with a straight across footboard. Both the headboard and footboard are smooth across and do not have any indentations as decoration. The posts for the crib are all square with no decoration.

The final brand is the Da Vinci Company which is made by the company called Million Dollar Baby. Million Dollar Baby makes a variety of furniture pieces that range from cribs to changing tables. Million Dollar Baby is committed to developing the safest furniture for babies (www.milliondollarbaby.com). The company prides itself on never having a recall, has very low paint toxicity, teething rail is phthalates free, they have numerous checks for the furniture, and is one of the fastest growing private companies in America. Da Vinci furniture is one of the least expensive brands of furniture in the current market. Because of this quality, Da Vinci is widely popular in many mass retail stores. Da Vinci offers a variety of collections with different designs for their furniture. The two crib designs that will be discussed are the Parker and the Emily Convertible Cribs.

The Parker convertible crib is made of solid New Zealand pine wood and can come in a couple different colors. It has an adjustable four level mattress setting to grow with the baby. The crib is able to convert into a toddler bed, a day bed, and a full size bed with the needed rails. The design of the crib has a headboard with an upside down U shape and the footboard has a right side up U shape. The sides of the crib are straight across but have a rounded shape to them. The posts of the crib are square shaped with only a little bit of a rounded decoration. The Emily convertible crib is made of pine similar to the Parker Crib and also can come in a variety of colors. The crib has an

adjustable four level mattress support that grows with the child. The crib converts into a toddler bed, a day bed, and a full size bed. The design of the Emily crib has both a headboard and a footboard that go straight across but with a rounded surface. There is also a space between the tops of the headboard and footboard and another rounded piece of wood. The sides of the crib are straight across and it has curved feet for the posts.

Marketing Strategies for Crib Brands

The marketing strategy used by Jardine Enterprises is a little bit difficult to determine since the company does not have a website because it is only offered at Babies R' Us by the same company. So the way the strategy will be determined is how it is presented on Babiesrus.com individually for the two cribs that will be analyzed. The Jardine American Lifetime Crib is described as being easy to assemble and a great start for purchasing even more of the same collection. It is said the Lifetime crib can “truly last the lifetime of your child.” It is described as being able to convert into a toddler bed, a day bed, and a full size bed. It is remarked to have a “great classic styling” with a natural finish that offers years of use. From this, it is easy to see that the company is using a traditional marketing strategy to get consumers to purchase the crib. The company wants the consumer to see that the crib will last a long time, is safe for the baby, and is made of very good material. The company also wants the consumer to believe that these advantages of the crib are worth the price. But this description also has elements of an emotional marketing strategy with commenting on the design of the crib.

The Jardine Olympia Crib is described as a great start for any nursery which could lead to further purchases from the same collection. The crib is said to have a modern sleek finish which is a “compliment to any nursery décor.” The fact that the crib can be

converted into a toddler bed, a day bed, and a full size bed is also overviewed. The Olympia crib is easy to assemble and has a four position mattress support. The crib is also very easy to clean and has a non toxic finish. This description also shows that Jardine is mainly centered on a traditional marketing strategy. The company is focusing on all the physical features of the crib that would make it the perfect buy for a consumer. Also like the Americana Crib, the Olympia crib has a couple brief elements of an emotional strategy. The description comments about the crib being a compliment to a room's décor and being a great start for a nursery which play on a consumer's emotions to try to entice them to purchase the crib.

Babi Italia's marketing strategy can be analyzed by their website which is www.babiitalia.com. When a consumer first connects to the website, the consumer is automatically taken to the cribs and their individual collections. There is very little color and the only imagery on the screen is the crib collections and a baby at the bottom of the screen crawling. The links that the consumer can go to from this location are back to the homepage, more product information, the actual products, and customer assistance. If a collection is clicked on, there is an interactive screen where if one of the pieces of furniture is pressed then information comes up about it. The company has a very basic website. But if the consumer goes to the LaJobi Industries, a lot more information is presented about the company and not too much about Babi Italia directly. It discusses the various features of the furniture and the advantages of purchasing it over other brands. This shows that the Babi Italia strategy is mainly centered on a traditional marketing strategy because they are focusing on physical features. There is an aspect of the website that seems to have a sensory marketing element which is the interactive areas when the

collections are selected. This could also be considered an experiential marketing element since the consumer is interacting with the website. The only emotional marketing element is the randomly placed babies throughout the website.

Da Vinci Company's marketing strategy is also somewhat hard to analyze because these furniture pieces are supplied by the company Million Dollar Baby. When the consumer first logs onto the Million Dollar Baby website, there is a great deal of information presented. On the left hand side of the screen, there are tabs that connect the consumer to the different kinds of furniture that the company offers as well as the specific collections it offers. On the right hand side, the company's commitment is presented and also brochures about the products. When the tab for the collections is selected, the various designs and furniture pieces are presented in the middle of the screen. Once the specific collections are presented, the consumer can click on the collection and a variety of information is given for the furniture pieces. For both of the crib designs that will be discussed, the physical features of the cribs are presented while also using emotion based words like "graceful", "beautiful," and "elegant." From the information above, it is easily seen that Da Vinci centers itself on traditional marketing elements. It does have a couple elements of emotional marketing but not as much as previously analyzed products and their websites.

Data for Crib Brands

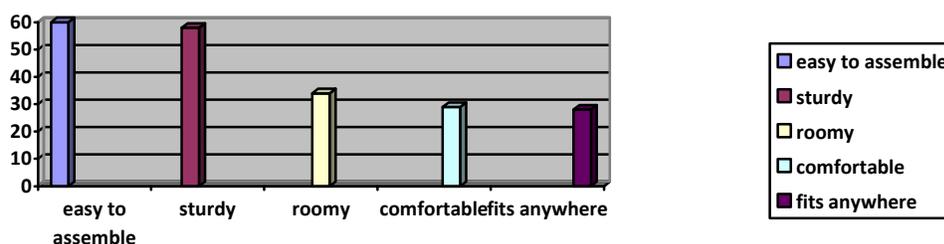
a) Jardine Crib Reviews

Babiesrus.com reviewed the Jardine Americana Lifetime Crib in the color called Natural. The crib was reviewed by 92 consumers. The overall rating the consumers gave the crib was 4 stars out of 5 stars. This means that about 73.6 consumers felt that the crib

was above average and were at least satisfied with it. So this shows that about 80% of the consumers who reviewed this crib felt this way.

The pros that were stated for this crib are easy to assemble, sturdy, roomy, comfortable, and fits anywhere. As shown in the chart below, these pros were found in 60, 58, 34, 29, and 28 of the reviews respectively. The top pros from those mentioned above are easy to assemble and sturdy. The crib being easy to assemble was found in 65.2% of the reviews. The crib being sturdy was found in 63.0% of the reviews. These two percentages are not quite as big as some of the other percentages found for the dominant pros. There were not any cons mentioned for this crib that stood out.

Chart 11



Babiesrus.com also reviewed the Jardine Americana Lifetime Crib in the color called Oak which is a little bit darker colored wood than the Natural. This crib was reviewed by 27 consumers which is a very small sample but some conclusions could still be drawn. The overall rating given to this crib was 4 stars out of 5 stars. This would mean that about 21.6 consumers felt that the crib was above average and were at least satisfied with it. So this shows that about 80% of the consumers who reviewed this product felt this way.

The pros that were mentioned for this crib are good value, durable, high quality, and easily assembled. These pros were found in 20, 16, 10, and 3 of the reviews. The

tops two pros stated are good value and durable. The crib having good value was found in 74.1% of the reviews. The crib being durable was found in 59.2% of the reviews.

The only con mentioned for the crib was that it had low quality. This was only found in 3 of the reviews. This would mean that it was only found in 11.1% of the reviews.

Buzzillions.com reviewed the Jardine Americana Lifetime Crib in the color called Natural. This crib was reviewed by 92 consumers. The overall rating given for this crib was 4.4 stars out of 5 stars. This means that about 80.96 consumers felt that the crib was above average and were at least satisfied with it. So this shows that about 88% of the consumers who reviewed this crib felt this way about it.

The pros that were stated for this crib are easy assembly, sturdy, roomy, comfortable, fits anywhere, durable, good value, high quality, easily assembled, and stable. The most mentioned pros from the previously stated are easy assembly found in 60 reviews and sturdy found in 58 reviews. The crib having an easy assembly was found in 65.2% of the reviews. The crib being sturdy was found in 63.0% of the reviews.

The cons mentioned for this crib are flimsy, low mattress settings, poor construction, pricey, slats poorly spaced, crib rail does not do down, curved bed rails, dark color for natural, difficult directions, and difficult to assemble. These cons were found in either 1 or 2 of the reviews which are not very significant and make it hard to differentiate between the most mentioned cons and the least.

Buzzillions.com also reviewed the Jardine Americana Lifetime Crib in the color called Coffee. This crib was reviewed by 21 consumers. These consumers gave the crib an overall rating of 4.0 stars out of 5 stars. This means that about 16.8 consumers felt

that the crib was above average and were at least satisfied with the crib. So this shows that about 80% of the consumers felt this way about the crib.

The pros that were mentioned for this crib are easily assembled, stable, durable, sturdy, easy assembly, spacious, comfortable, roomy, beautiful, and fits anywhere. These pros were found in 11, 10, 9, 8, 7, 6, 4, 2, 1, and 1 of the reviews respectively. The top pros stated in the reviews are easily assembled and stable. The crib being easily assembled was found in 52.4% of the reviews. The crib being stable was found in 47.6% of the reviews. These are fairly small percentages compared with other pros for other products previously stated.

The cons that were mentioned for this crib are flimsy, poor construction, falling apart, three separate finger joints, difficult to assemble, has quite a few scratches, not the advertised color, and slats poorly spaced. All of these cons were found in 2 or fewer reviews which is not a significant amount of the reviews. This would only be 9.5% of the reviews that had any of these cons.

Babiesrus.com reviewed the Jardine Olympia Lifetime Crib in the color called Black. This crib was reviewed by 79 consumers. The overall rating given by these consumers was 4 stars out of 5 stars. This would mean that about 63.2 consumers felt that the crib was above average and were at least satisfied with it. So this shows that about 80% of the consumers felt this way.

The pros that were mentioned for this crib are easy to assemble, sturdy, roomy, durable, and comfortable. These pros were found in 33, 33, 23, 21, and 18 of the reviews respectively. The top two pros that were mentioned are easy to assemble and sturdy. The crib being easy to assemble was found in 41.8% of the reviews. The product being sturdy

was found in 41.8% of the reviews also. These are very small percentages for pros that are supposed to be the most common in the reviews.

The cons that were mentioned are paint chips and hard to assemble. These cons were found in 4 and 3 of the reviews respectively. The crib having paint that chips was found in 5.1% of the reviews while the crib being hard to assemble was found in 3.8% of the reviews.

Babiesrus.com also reviewed the Jardine Olympia Lifetime Crib in the color called Natural. This crib was reviewed by 48 consumers. The consumers gave the crib an overall rating of 4 stars out of 5 stars. This means that about 38.4 consumers felt that the crib was above average and were at least satisfied with it. So this shows that about 80% of the consumers who reviewed this crib felt this way about it.

The pros mentioned for this crib are sturdy, easy to assemble, roomy, durable, and fits anywhere. These pros were found in 18, 16, 11, 10, and 7 of the reviews respectively. The top two pros mentioned are sturdy and easy to assemble. The crib being sturdy was found in 37.5% of the reviews. The crib being easy to assemble was found in 33.3% of the reviews. These percentages are very small compared to previously stated pros for other products.

There was only one con mentioned for this crib which was low quality. This con was found in 4 of the reviews. So 8.3% of the reviews stated that the crib was of low quality.

Buzzillions.com reviewed the Jardine Olympia Lifetime Crib in the color called Black. This crib was reviewed by 81 consumers. The consumers gave the crib an overall rating of 4 stars out of 5 stars. This means that about 64.8 consumers felt that the crib

was above average and were at least satisfied with the crib. So this shows that about 80% of the consumers felt this way about the crib.

The pros that were mentioned for this crib are easy assembly, sturdy, roomy, durable, comfortable, fits anywhere, good value, easily assembled, high quality, and stable. The top two cons mentioned for this crib are easy assembly which was found in 33 reviews and sturdy which was found in 33 reviews. The crib having easy assembly was found in 40.7% of the reviews. The crib being sturdy was found in 40.7% of the reviews also.

The cons that were mentioned for this crib are paint chips, difficult to assemble, poor quality, poor construction, pricey, unstable, hard to reach into, little high, no side rails, and no teething rail available. The top two cons mentioned for this crib are paint chips which was found in 5 reviews and difficult to assemble which was found in 3 of the reviews. The crib having paint that chips was found in 6.2% of the reviews. The crib being difficult to assemble was found in 3.7% of the reviews. The rest of the cons that were mentioned were found in 2 or fewer of the reviews.

b) Babi Italia Crib Reviews

Buzzillions.com reviewed the Babi Italia Pinehurst Lifetime Crib in the color called Espresso which is a dark brown color. The crib was reviewed by 128 consumers. These consumers gave the crib 4.7 stars out of 5 stars. This means that about 120.32 of these consumers felt that the crib was above average and were at least satisfied with the product. So this shows that about 94% of the consumers who reviewed this crib felt this way which is a very large percentage. This percentage is probably the largest percentage seen compared with other products reviewed prior to this.

The most popular pros that were mentioned for the crib are sturdy, easy to assemble, roomy, comfortable, craftsmanship, fits anywhere, beautiful, durable, high quality, and good value. The top two pros that were mentioned are sturdy which was found in 113 reviews and easy to assemble which is found in 109 reviews. The product being sturdy was found in 88.3% of the reviews. The product being easy to assemble was found in 85.1% of the reviews. Both of these are high percentages which can give some conclusions.

The most popular cons that are stated for the crib are scratches easily, difficult to assemble, quickly outgrown, conversion equipment is pricey, difficult directions, finish, huge box, rails must be stored, and rails are too wide. The only con that was mentioned in a somewhat substantial amount of the reviews is scratches easily which was found in 12 of the reviews. This would mean that the product scratching easily was found in 9.4% of the reviews. The other cons that were mentioned for the crib were only found in 3 or fewer reviews which would not be substantial percentages.

Buzzillions.com also reviewed the Babi Italia Pinehurst Lifetime Crib in the color called Natural. This crib was reviewed by 132 consumers. These consumers gave the crib 4.4 stars out of 5 stars. This means that about 116.16 of the consumers who reviewed this crib felt that it was above average and were at least satisfied with it. So this is about 88% of the consumers which is a large percentage.

The most popular pros that were stated for this crib are sturdy, easy to assemble, roomy, comfortable, fits anywhere, craftsmanship, high quality, durable, good value, and beautiful. The top mentioned pros from the above are sturdy found in 115 reviews and easy to assemble found in 104 of the reviews. The product being sturdy was mentioned

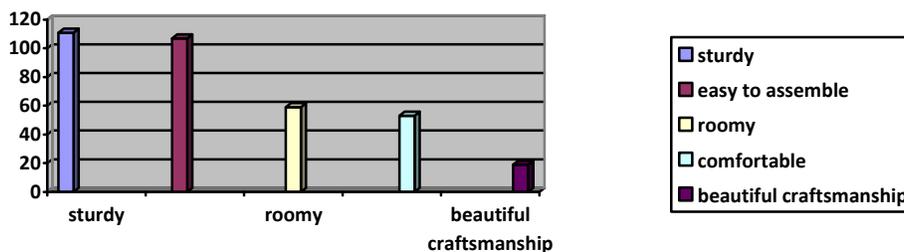
by 87.1% of the consumers who reviewed this product. The crib being easy to assemble was mentioned by 78.8% of the consumers who reviewed it.

The most popular cons that were found for this crib are slats are poorly spaced, difficult to assemble, pricey, scratches easily, can not find crib parts, difficult color stains, does not convert, hard to bend over side, hard to lower bed, and hard to reach into crib. The cons mentioned the most from these are that the slats are poorly spaced found in 7 reviews and the crib being difficult to assemble which was found in 4 of the reviews. These cons were stated by 5.3% and 3.0% of the consumers. These are very small percentages and are not very significant.

Babiesrus.com reviewed the Babi Italia Pinehurst Lifetime Crib in the color called Espresso. This crib was reviewed by 126 consumers on this website. The overall rating that these consumers gave the crib was 5 out of 5 stars. Although the website does not give a percentage for how many consumers gave this rating, it is assumed that well over half of the consumers who reviewed this product gave a very high rating. So it could ultimately be assumed that the majority of the consumers gave the crib either 4 or 5 stars.

The most popular pros mentioned for the crib are sturdy, easy to assemble, roomy, comfortable, and beautiful craftsmanship. These pros were found in 111, 107, 59, 53, and 19 of the reviews respectively and are shown in the chart below. The top pros mentioned in the reviews are the crib being sturdy and easy to assemble. This shows that 88.1% of the consumers who reviewed this crib thought that it was sturdy. This also shows that 84.9% of these consumers felt that the crib easy to assemble.

Chart 12



The cons that were mentioned the most for the crib are scratches easily and hard to assemble. These cons were found in 5 and 3 of the reviews respectively. This is a very small number of the reviews and is not very significant in comparison with the pros. The crib having the characteristic of scratching easily was found in only about 4.0% of the reviews.

Babiesrus.com also reviewed the Babi Italia Pinehurst Lifetime Crib in the color called Natural. This crib was reviewed by 38 consumers who gave the product a rating of 4 stars out of 5 stars. This would mean that about 30.8 of the consumers who reviewed the crib felt that it was above average and were at least satisfied with it. So this shows that about 80% of the consumers who reviewed the crib felt this way.

The pros that were mentioned the most for the crib are sturdy, easy to assemble, comfortable, roomy, and beautiful craftsmanship. These pros were found in 34, 31, 15, 15, and 7 of the reviews respectively. The pros that were mentioned the most from the above stated are sturdy and easy to assemble. The crib being sturdy was stated in 89.5% of the reviews. The crib being easy to assemble was stated in 81.6% of the reviews.

There was only one con mentioned for the crib which was that the crib is hard to assemble. This was only found in 3 of the reviews which is a very small amount of the reviews.

Buzzillions.com reviewed the Babi Italia Eastside Lifetime Crib in the color called Cherry. The crib was reviewed by 107 consumers. These consumers gave the crib an overall rating of 4.6 stars out of 5 stars. This would mean that about 98.77 of these consumers felt that the crib was above average and were at least satisfied with it. So this shows that about 92% of the consumers felt this way which is a significant percentage of the consumers.

The pros that were stated the most for the crib are sturdy, easy to assemble, roomy, craftsmanship, fits anywhere, beautiful, durable, good value, and high quality. The pros that were found the most from these are sturdy which was found in 99 of the reviews and easy to assemble which was found in 87 of the reviews. The product being sturdy was found in 92.5% of the reviews. The crib being easy to assemble was found in 81.3% of the reviews.

The cons that were stated the most for the crib are scratches easily, difficult to assemble, slats poorly spaced, walls too low, attracts dust easily, can not find rail cover, hassle to lower mattress, hard to attach mobile, not all mobiles fit, and paint comes off easily. The con that was mentioned the most from these is that the crib scratches easily. This was found in 12 of the reviews which means that 11.2% of the reviews mentioned this. The other cons mentioned were found in only 3 or less reviews.

Babiesrus.com reviewed the Babi Italia Eastside Lifetime Crib in the color called Cherry. This crib was reviewed by 106 consumers. These consumers gave the crib an overall rating of 4 stars out of 5 stars. This means that about 84.8 consumers felt that the crib was above average and were at least satisfied with it. So this shows that about 80% of the consumers felt this way.

The pros mentioned the most for the crib are sturdy, easy to assemble, roomy, comfortable, and beautiful craftsmanship. These pros were found in 98, 86, 57, 41, and 20 of the reviews. The pros that were found in the most reviews are sturdy and easy to assemble. The crib being sturdy was found in 92.4% of the reviews. The crib being easy to assemble was found in 81.1% of the reviews.

The cons mentioned the most for the crib are scratches easily, hard to assemble, and slats are poorly spaced. These cons were found in 12, 3, and 3 of the reviews. The con stated the most at least among the rest of the cons was scratches easily. This con was found in 11.3% of the reviews which is small but the largest compared to the other cons.

c) Da Vinci Crib Reviews

Buzzillions.com reviewed the Da Vinci Convertible Parker Crib in the color called Black. The crib was reviewed by 101 consumers. The consumers give the crib an overall rating of 4.3 stars out of 5 stars. This would mean that about 86.86 consumers who reviewed the crib felt that it was above average and were at least satisfied with it. So this shows that about 86% of the consumers who reviewed the crib felt this way.

The pros that were mentioned for this crib are sturdy, easily assembled, roomy, comfortable, fits anywhere, good craftsmanship, good value, high quality, and attractive design. These pros were found in 49, 45, 31, 19, 14, 8, 6, 4, 3, and 2 of the reviews respectively. The top two pros stated are sturdy and easily assembled. The crib being sturdy was found in 47.1% of the reviews. The crib being easily assembled was found in 44.5% of the reviews.

The cons that were mentioned for this crib are difficult to assemble, scratches easily, slats poorly spaced, unstable, poor assembly instructions, and finish scratches

easily. These cons were found in 6, 5, 2, 2, 1, and 1 of the reviews. The top two cons are the crib being difficult to assemble and scratches easily. The crib being difficult to assemble was found in 5.9% of the reviews. The crib scratching easily was found in 4.9% of the reviews.

Buzzillions.com reviewed the Da Vinci Convertible Parker Crib in the color called Honey Oak. The crib was reviewed by 43 consumers. The consumers gave the crib an overall rating of 4.3 stars out of 5 stars. This would mean that about 36.98 consumers who reviewed this crib felt that it was above average and were at least satisfied with it. So this shows that about 86% of the consumers who reviewed this crib felt this way about it.

The pros that were mentioned for this crib are sturdy, stable, comfortable, durable, easily assembled, easy assembly, easy to adjust, roomy, fits anywhere, and spacious. These pros were found in 22, 13, 12, 11, 11, 10, 10, 7, 6 and 5 of the reviews. The top two pros that were stated are sturdy and stable. The crib being sturdy was found in 51.2% of the reviews. The crib being stable was found in 30.2% of the reviews.

The cons that were stated for this crib are heavy, difficult to assemble, not stable, bulky, difficult to adjust, not worth the money, slats poorly spaced, and unable to add mobiles. These cons were found in 3, 2, 2, 1, 1, 1, 1, and 1 of the reviews. The top con found in the reviews is heavy. The crib being heavy was found in 7.0% of the reviews. The other cons were mentioned in less of the reviews and the percentages would not be significant.

Buzzillions.com reviewed the Da Vinci Parker Convertible Crib in the color called Coffee. The crib was reviewed by 19 consumers. The consumers gave the crib an

overall rating of 3.8 stars out of 5 stars. This would mean that about 14.44 consumers felt that the crib was around average and had somewhat neutral feelings toward it. This shows that about 76% of these consumers felt this way.

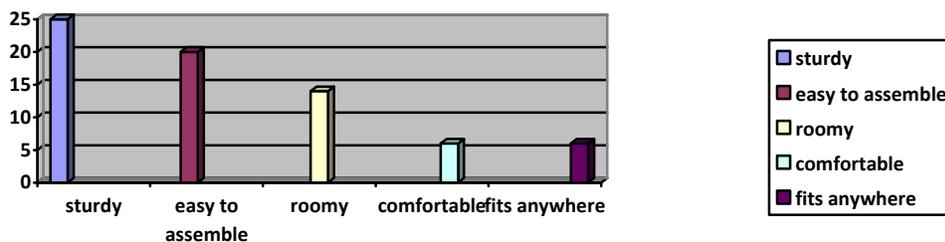
The pros that were mentioned for this crib are stable, durable, easily assembled, playful design, spacious, attractive design, and elegant. These pros were found in 16, 12, 12, 5, 5, 1, and 1 of the reviews. The top three pros are stable, durable, and easily assembled. The crib being stable was found in 84.2% of the reviews. The crib being durable and easily assembled were both found in 63.1% of the reviews.

The cons mentioned for this crib are heavy, color is misleading, flimsy, misleading color, no mattress, and poor construction. These cons were found in 2, 1, 1, 1, 1, and 1 of the reviews. All of these cons were found in a very small percentage of the reviews. The crib being heavy was only found in 10.5% of the reviews.

Babiesrus.com reviewed the Da Vinci Convertible Parker Crib in the color called Honey Oak. This crib was reviewed by 31 consumers. The consumers gave the crib an overall rating of 4 stars out of 5 stars. This would mean that about 24.8 consumers who reviewed this crib felt that it was above average and were at least satisfied with it. This shows that about 80% of the consumers who reviewed this crib felt this way.

The pros that were mentioned for this crib are sturdy, easy to assemble, roomy, comfortable, and fits anywhere. These pros were found in 25, 20, 14, 6, and 6 of the reviews and are shown in the chart below. The top two pros in the reviews are sturdy and easy to assemble. The crib being sturdy was found in 80.6% of the reviews. The crib being easy to assemble was found in 64.5% of the reviews. There were not any cons mentioned for this crib.

Chart 13



Babiesrus.com reviewed the Da Vinci Emily Convertible Crib in the color called Cherry. This crib was reviewed by 51 consumers. The consumers gave the crib an overall rating of 4 stars out of 5 stars. This means that about 40.8 consumers who reviewed this crib felt that it was above average and were at least satisfied with it. This shows that about 80% of the consumers who reviewed this crib felt this way about it.

The pros that were mentioned for this crib are sturdy, easy to assemble, good size and fit, comfortable, and roomy. These pros were found in 39, 39, 12, 8, and 7 of the reviews. The top two pros are sturdy and easy to assemble. The crib being sturdy and easy to assemble were both found in 76.5% of the reviews.

The cons stated for this crib are scratches easily, difficult to assemble, and wears easily. These cons were found in 5, 4, and 4 of the reviews. The crib scratching easily was found in 9.8% of the reviews. The crib being difficult to assemble and wearing easily were both found in 7.8% of the reviews.

Babiesrus.com reviewed the Da Vinci Emily Convertible Crib in the color called Honey Oak. This crib was reviewed by 23 consumers. The consumers gave the crib an overall rating of 4 stars out of 5 stars. This would mean that about 18.4 consumers who reviewed this crib felt that it was above average and were at least satisfied with it. This shows that about 80% of the consumers who reviewed this crib felt this way about it.

The pros that were mentioned for this crib are easy to assemble, sturdy, roomy, and comfortable. These pros were found in 16, 16, 8, and 6 of the reviews. The top two pros that were stated are easy to assemble and sturdy. The crib being easy to assemble and sturdy were both found in 69.6% of the reviews. This is a pretty significant percentage but the fact that it is a small sample does need to be taken into consideration.

The con that was mentioned for this crib is scratches easily. This con was found in 6 of the reviews. The crib scratching easily was found in 26.1% of the reviews.

Amazon.com reviewed the Da Vinci Emily Convertible Crib in the color called white. This crib was reviewed by 86 consumers. The consumers gave the crib an overall rating of 4.5 stars out of 5 stars. The distribution of ratings for the crib are 49 reviews giving 5 stars, 30 giving 4 stars, 6 giving 3 stars, 0 giving 2 stars, and 1 giving 1 star. This shows that 91.9% of the consumers who reviewed the crib felt that it was above average and were at least satisfied with it because they gave the crib a rating of at least 4 stars.

Since there website does not give a summary of the most popular pros and cons, the most favorable and most critical reviews are used as the basis for what a consumer could say about the crib. The most favorable review gave the crib an overall rating of 5 stars out of 5 stars. The consumer stated that the crib was easy to assemble, had easy instructions, was a great shape, was easy to lower the mattress, very safe, and had well spaced rounded slats with no moving parts. The most critical review gave the crib an overall rating of 3 stars out of 5 stars. The consumer stated that the crib scratched easily, was sturdy, the rail had dangerous space, arms get stuck in the rails, and the rails are poorly spaced.

Target.com reviewed the Da Vinci Emily Convertible Crib in the color called cherry. The crib was reviewed by 35 consumers. The consumers gave the crib an overall rating of 4 stars out of 5 stars. The rating distribution for the crib was 18 consumers giving 5 stars, 13 giving 4 stars, 3 giving 3 stars, 1 giving 2 stars, and 0 giving 1 star. This shows that 88.6% of the consumers who reviewed this crib gave the product an overall rating of either 4 or 5 stars out of 5 stars. This means that 88.6% of the consumers felt that the crib was above average and were at least satisfied with it.

Since Target.com does not summarize the pros and cons stated the most, the reviews were analyzed and the pros and cons that were mentioned the most were recorded. The pros that were stated the most for the crib are easy to assemble, easy to clean, looks great, sturdy, has matching pieces, beautiful, light, good price, attractive, and great quality. The cons that were stated the most for the crib are scratches easily, hard to lean over, slats poorly spaced, wood is too soft, and mobile is difficult to put on. So the consumers mainly felt that the crib had more advantages than disadvantages.

Overall Analysis of Bottle Reviews

The Avent plastic bottles were reviewed by four different websites and these websites had 516 consumers who reviewed this product. The average overall rating that these 516 consumers gave the plastic bottle was 3.11. This means that about 320.952 consumers who reviewed this bottle from all four websites gave the bottle an average rating. This overall rating is a pretty low rating for a product because this rating generally means that the consumers who reviewed this product had somewhat of a neutral attitude towards it. The consumers had both positive and negative feelings toward the plastic bottle.

From each of the four websites, the pros and cons were summed up together to find the ones that were mentioned the most. The pros that were mentioned the most are durable, easy to clean, easy to use, and no leaks. The plastic bottle being durable was found in 108 of the reviews but it was also found in the majority of the reviews on Viewpoints.com which had the 249 reviews and does not say how many of the reviews state this pro. The bottle being easy to clean was found in 113 reviews and again was found as one of the most mentioned reviews on Viewpoints.com. The bottle being easy to use was found in 104 of the reviews from Babiesrus.com and Buzzillions.com. The bottle not having leaks was one of the top pros found in Target.com reviews as well as being durable and easy to clean.

The cons that were stated the most for all four websites are leaky, messy, and expensive. The bottle being leaky was found in 69 reviews as well as one of the top reviews from Target.com and Viewpoints.com. The bottle being messy was found in 18 of the reviews. The bottle being expensive was one of the most mentioned reviews for Target.com.

The Avent temp nurser was only found reviewed somewhat significantly at two websites which were Buzzillions.com and Target.com. The total number of consumers who reviewed this nurser is 43. The overall rating given by these 43 consumers is 3.8 stars out of 5 stars. This rating is not as low as the rating given for the plastic bottles but it is still a somewhat low rating. Even though this rating shows that consumers were more satisfied than not with the product, these consumers still had those feelings of dissatisfaction with it. This overall rating shows that about 32.68 consumers or about 76% of the consumers who reviewed this nurser felt this way about it. This is a pretty

high number of consumers and does show their overall lack of satisfaction with the Avent products.

The pros that were mentioned the most for the nurser from the two websites are durable, easy to clean, seals well, easy to use, and no leaks. The nurser being durable was found in 16 of the reviews. The nurser being easy to clean and sealing well were found in 15 of the reviews. The nurser being easy to use and not leaking were the top pros mentioned in the Target.com reviews.

The cons that were mentioned the most for the nurser from the two websites are difficult to wash, leaky, hard to clean, and expensive. The product being difficult to wash and leaky were both found in 2 of the reviews and the product being leaky was also one of the most stated cons in the Target.com reviews. The product being hard to clean and expensive were both one of the top cons stated in the Target.com reviews.

These most mentioned pros and cons show that consumers are noticing more of the tangible and physical features of the bottle rather than the emotional or sensory aspects that can go along with the product. Each of the pros and cons mentions something about the plastic bottle that is a reasonable advantage or disadvantage over another brand of bottles. It appears that the biggest concern for consumers at least with the Avent bottles is the durability of the product and also how easy it is to wash it. Both of these characteristics are logical characteristics which mean that the consumers are noticing traditional marketing strategy techniques to determine how they feel about the Avent bottle. Even though Avent does offer emotional and sensory aspects in their marketing strategy, these aspects seem to be rarely mentioned by consumers. It is mentioned a little bit significantly where both the plastic bottles and the nursers were

mentioned to be expensive which can be considered an emotional aspect. But in this case the price would have to mean the difference between high and low quality which does not seem like it is the case. Although the majority of the pros and cons were logical and from traditional strategies, there were a few pros and cons that had emotional and sensory aspects that were not stated very significantly. These are dumb design, cute, and bulky for the tempo nurser while the plastic bottle was said to look better than the older Avent style. So even though these aspects were not the most stated, the emotional and sensory aspects are still in some consumers' minds which are coming from the emotional and sensory aspects in marketing strategies.

The Dr. Brown glass bottles were reviewed by a four websites who had a total of 165 consumers who reviewed the bottle. The overall rating given by all four websites was 4.175 stars out of 5 stars. This means that about 137.775 consumers or about 83.5% of the consumers who reviewed this product felt that the glass bottles were above average and were at least satisfied with it. Although this sample is smaller than the Avent sample, conclusions can still be drawn overall. Overall, this is a pretty high percentage of consumers who have positive attitudes toward the glass bottle.

The pros that were mentioned the most for all four websites are easy to use, durable, seals well, and easy to clean. The bottle being easy to use was found in 87 reviews and as a top pro on Diapers.com. The bottle being durable was found in 84 reviews and as a top pro on Diapers.com. The bottle sealing well was found in 64 reviews and as a top pro on Diapers.com. The bottle being easy to clean was found as a top pro on Amazon.com.

The cons that were mentioned the most for the glass bottle are difficult to wash,

leaky, and heavy. The bottle being difficult to wash was found in 32 of the reviews. The bottle having leaks was found in 22 of the reviews. The bottle being heavy was one of the top pros for the Amazon.com reviews.

The Dr. Brown plastic bottles were reviewed by four websites who had a total of 634 consumers who reviewed this product. The overall rating given by these four websites was 4.1675 stars out of 5 stars. This means that about 528.439 consumers or about 83.3% of the consumers who reviewed this bottle felt that it was above average and were at least satisfied with it. This sample is larger than the glass bottle sample because the plastic bottles were out before the glass since the glass was a result of the BPA scare. This percentage of 83.3% is a very high percentage especially for as large of a sample as this product has.

The pros that were mentioned the most from the websites are durable, easy to use, easy to clean, authentic, BPA free, revolutionary, and life saver. The bottle being durable was found in 85 of the reviews. The bottle being easy to use was found in 71 of the reviews. The bottle being easy to clean was found in 40 reviews and was one of the top reviews in the Target.com reviews. The bottle being authentic, revolutionary, and BPA free was mentioned the most in the Viewpoints.com review. The bottle being a life saver was one of the most mentioned in the Target.com reviews.

The cons that were mentioned the most from the websites are difficult to wash, leaks, and hard to clean. The bottle being difficult to wash was found in 33 reviews and was one of the top cons in the Diapers.com reviews. The bottle leaking was found in 21 reviews. The bottle being hard to clean was found in 6 reviews and was a top con in the Target.com reviews.

From these top mentioned pros and cons, it is easy to see that consumers have presented more traditional and logical features of the plastic and glass bottles instead of emotional and sensory aspects. Similar to the Avent bottle reviews, consumers who reviewed the Dr. Brown bottles focused on the physical features of the bottle and the advantages or disadvantages of using it over other brands. Although the majority of characteristics that were mentioned for the bottle are logical, some of the characteristics did have elements of emotional and sensory aspects. Two of the most mentioned pros for the plastic bottle were authentic and BPA free. Authentic is definitely an emotional characteristic because it can not be seen like the bottle being able to seal well. The bottle being BPA free is a logical aspect but it is also an emotional aspect because people were so concerned with the health of their children that they purposely did not buy products unless it said BPA free. People were compelled by their emotions and desire to protect their children that anytime they see a product that says BPA free they are almost forced to purchase or at least consider it. Also, it can be seen that consumers are taking into consideration emotional and sensory marketing strategies with the remarks about the bottles being life savers and the plastic bottle being bulky, ugly, and revolutionary. These aspects are definitely emotionally and sensory based. The conclusion is that for the Dr. Brown bottles consumers are slightly more influenced by traditional marketing strategies but the emotional and sensory based marketing strategies are still having an impact on the consumers' remarks.

The BornFree plastic bottles were reviewed by four websites who had a total of 363 consumers who reviewed this product. The overall rating given by these consumers was 3.925 stars out of 5 stars. This means that about 284.955 consumers or about 78.5%

of the consumers who reviewed this product felt that it was close to being above average and were mildly satisfied with it. This percentage is pretty high and does give a good representation of consumers overall feeling about the plastic bottle.

The pros stated the most from the websites are durable, easy to use, easy to clean, and seals well. The bottle being durable was found in 155 of the reviews. The bottle being easy to use was found in 142 reviews. The bottle being easy to clean was found in 127 reviews. The bottle sealing well was found in 134 of the reviews. The bottle being durable, easy to use, easy to clean, sealing well were also some of the top pros mentioned for Amazon.com and Diapers.com.

The cons stated the most for the bottle are difficult to wash and leaks. The bottle being difficult to wash was found in 30 of the reviews. The bottle leaking was found in 19 of the reviews. Again, the bottle being difficult to wash and leaking were some of the top cons mentioned in the reviews for Diapers.com and Target.com.

The BornFree glass bottle was reviewed two websites who had a total of 85 consumers who reviewed this product. The overall rating given by these consumers was 4 stars out of 5 stars. This means that about 65 consumers or about 80% of the consumers who reviewed this product felt that it was above average and were at least satisfied with it. This is again a very high percentage of consumers but the sample size also needs to be taken into consideration. The glass bottle is another new result of the BPA scare so there are not a substantial amount of reviews yet for this product.

The pros that were mentioned the most from the websites are durable, easy to use, easy to clean, and seals well. The bottle being durable was found in 53 of the reviews. The bottle being easy to use was found in 56 of the reviews. The bottle being easy to

clean was found in 53 of the reviews. The bottle sealing well was found in 53 of the reviews.

The cons that were mentioned the most from the websites are difficult to wash and leaks. The bottle being difficult to wash was found in 14 of the reviews. The bottle leaking was found in only 5 of the reviews. This is a very small number of reviews mentioned for each con which means that the consumers who reviewed this website had more pros than cons.

From this data, it can be determined that the consumers who reviewed and purchased the BornFree bottles were overwhelmingly focused on traditional and logical marketing strategies. This is very similar with the other bottle brands which also focused on logical features of the bottle. The BornFree reviewers focused on the durability of the bottle, whether it leaked or not, and whether it sealed well or not. These elements are basic features of the bottle and all are part of whether the bottle lives up to the expectations of the consumer. The consumers also focused on the ease of use and the ease or difficulty with cleaning the bottle.

The majority of the reviews focused on the traditional aspects of the BornFree marketing strategy but a few consumers did mention a few emotion based and sensory elements. A few consumers mentioned how delicate the glass bottles are, how pricey the bottles are, and the fact that the bottles are BPA free. As mentioned with the Dr. Brown bottles, the bottles BPA free are logically based as well as emotionally based because of the concern to protect a child at all costs. The bottles being pricey are emotionally based because the consumers felt that the bottles were expensive but still purchased them. So they were influence by the price but they were influenced since they assumed that the

price meant better quality. In conclusion, the consumers who reviewed the BornFree bottles were very significantly influenced by traditional marketing strategies while only a few consumers were influenced by emotion and sense based marketing strategies.

Overall Analysis of Travel System Reviews

The Evenflo Aura travel system was reviewed by four websites who had a total of 335 consumers review the product. The overall rating given by these consumers was 3.425 stars out of 5 stars. This means that about 229.475 consumers or about 68.5% of the consumers who reviewed this travel system felt that it was around average and had a neutral feeling toward it. These consumers felt that the travel system had positive attributes while at the same time had some negative attributes. So the consumers overall felt like the travel system was just mediocre.

The pros that were mentioned the most from the websites are durable, good value, high quality, and easy set up. The travel system being durable was stated by 163 reviews and was one of the top pros on Walmart.com and Target.com. The travel system having good value was stated by 118 reviews. The travel system high quality was stated by 92 reviews. The travel system being easy to set up was stated by 43 reviews and was one of the top pros on Walmart.com.

The cons that were mentioned the most from the websites are bulky, low quality, poor value, and heavy. The travel system being bulky was stated by 57 reviews and was one of the top cons on Target.com. The travel system having low quality was stated by 33 reviews. The travel system having poor value was stated by 22 reviews. The travel system being heavy was stated by 23 reviews.

The Evenflo Journey travel system was also reviewed by four website that had a

total of 194 consumers that reviewed the product. The overall rating given by these consumers was 3.95 stars out of 5 stars. This means that about 153.26 consumers or about 79% of the consumers who reviewed this travel system felt that it was slightly above average and were more satisfied than dissatisfied with it. The sample for this travel system is rather small but a conclusion can be drawn and one of those conclusions is that the consumers did think the product was a bit satisfactory.

The pros that were stated the most from the websites are easy set up, durable, lightweight, and easily stowed. The travel system being easy to set up was found in 81 reviews and was one of the top pros on Walmart.com and Target.com. The travel system being durable was found in 70 reviews and was a top pro on Target.com. The travel system being lightweight was found in 57 reviews and was a top pro on Walmart.com. The travel system being easily stowed was found in 43 reviews.

The cons that were stated the most from the websites are bulky, heavy, flimsy, and difficult to use. The travel system being bulky was found in 43 reviews and was a top con on Target.com. The travel system being heavy was found in 32 reviews and was a top con on Walmart.com. The travel system being flimsy was found in 23 reviews. The travel system being difficult to use was found in 21 reviews.

The Evenflo Eurotrek travel system was reviewed by three websites since this type of Evenflo stroller is not as popular as the other two types. The total number of consumers who reviewed this travel system was 145. The overall rating given by these consumers was 3.77 stars out of 5 stars. This means that about 109.33 consumers or about 75.4% of the consumers who reviewed this travel system felt that it was somewhat above average and were more satisfied with it than dissatisfied. The sample is somewhat

smaller than other products that had been reviewed but a conclusion can be about it.

The pros that were mentioned the most from the websites are easy set up, durable, easily stowed, and lightweight. The travel system being easy to set up was found in 92 reviews. The travel system being durable was found in 77 reviews. The travel system being easily stowed was found in 36 reviews. The travel system being lightweight was found in 30 reviews.

The cons that were mentioned the most from the websites are bulky and heavy. The travel system being bulky was found in 38 of the reviews. The travel system being heavy was found in 31 of the reviews. Even though these seem like small amounts, two of the top pros were only mentioned in 36 and 30 of the reviews.

From this overall data, it can be determined that at least for the Evenflo travel system strollers the consumers are influenced a great deal by the traditional and logic aspects of the company's marketing strategy. As with other products, the consumers are very focused on the physical traits and advantages of this travel system over the competing brands. Overall, the consumers focused on how durable, how easy to set up, how easily stowed, and how lightweight the travel systems are. The cons that were focused on overall were how bulky and heavy the travel systems are. So the consumers were again focused on whether the travel systems made things harder or easier with their new arrival. There also were some consumers who were influenced by emotional aspects of the company's marketing strategy. The consumers mentioned the travel systems to be pricey, comfortable or uncomfortable, the colors being great, having flimsy fabric, being pretty, eye-catching, cute, stylish, and having a good design. Although there are a variety of emotional and sensory traits mentioned, these attributes were only mentioned by a few

of the consumers and do not make up a significant portion of the reviews. But this does not mean that these traits mentioned do not reveal something about the consumers' feelings. In conclusion, the consumers who reviewed the Evenflo travel systems were more influenced by the traditional and logical aspects of the brand's marketing strategy over the emotional and sensory aspects.

The Graco Quattro Tour travel system was reviewed by four websites who had a total of 2029 consumers who reviewed this product. This is a very large sample and a pretty concrete conclusion can be made from it. The overall rating given by these consumers was 4.325 stars out of 5 stars. This means that about 1755.085 consumers or about 86.5% of the consumers who reviewed this travel system was above average and were at the very least satisfied with it. This is a very large percentage of consumers who felt that the product was above average and were satisfied with it.

The pros that were mentioned the most from the websites are durable, easy to set up, easy to clean, sturdy, and easy to use. The travel system being durable was found in 1355 of the reviews. The travel system being easy to set up was found in 1199 reviews. The travel system being easy to clean was found in 621 of the reviews. The travel system being sturdy was one of the top pros on Target.com and Amazon.com. The travel system being easy to use was also one of the top pros on Target.com and Amazon.com.

The cons that were mentioned the most from the websites are heavy, bulky, and difficult to use. The travel system being heavy was found in 699 reviews and was a top con on Amazon.com. The travel system being bulky was found in 690 reviews. The travel system being difficult to use was found in 44 reviews and was a top con on Amazon.com.

The Graco Metrolite travel system was found on only two websites because other websites did not offer a significant amount of reviews to be included. The total number of consumers who reviewed this travel system was 837. The overall rating given by these consumers was 4.25 stars out of 5 stars. This means that about 711.45 consumers or about 85% of the consumers who reviewed this product felt that it was above average and were at least satisfied with it. Even though the travel system was only found on two websites, the sample size is large enough to draw conclusions.

The pros that were stated the most from the websites are easy to set up, durable, lightweight, and easily stowed. The travel system being easy to set up was found in 494 of the reviews. The travel system being durable was found in 491 of the reviews. The travel system being lightweight was found in 455 of the reviews. The travel system being easily stowed was found in 392 of the reviews.

The cons that were stated the most from the websites are bulky, flimsy, difficult to use, and heavy. The travel system being bulky was found in 52 of the reviews. The travel system being flimsy was found in 45 of the reviews. The travel system being difficult to use was found in 26 of the reviews. The travel system being heavy was found in 23 of the reviews.

From this overall data, it can be determined that the Graco travel systems have a marketing strategy that is centered on traditional and logical marketing aspects. Consumers mainly focused on overall features of the travel system such as how durable it was, how sturdy it was, and how heavy or bulky it was. They also mainly focused on how easy it was to clean, to use, and to set up. So overall the consumers were focused on how or if the travel system actually made life easier for the consumer or if it made life

harder.

Although consumers were overwhelmingly focused on traditional marketing aspects, there were some reviews that contained elements of a sensory or emotional marketing strategy. Some of these elements mentioned were stylish, beautiful, cute pattern, soft/ not soft features, and the colors fade. All of these elements have very little to do with how well the travel system performs or their expectations on the usefulness and helpfulness of the product. This shows that consumers are allowing some aspects of an emotional or sensory marketing strategy to creep into their buying decisions but not as much as the logical marketing strategies. Overall, the conclusion is that consumers are mainly influenced by traditional marketing strategies but there is some evidence that emotional and sensory marketing strategies are also playing a part in their purchase decision.

The Chicco Cortina travel system was reviewed by four websites who had a total number of 522 consumers that reviewed this product. The overall rating given by these consumers was 4.2125 stars out of 5 stars. This means that about 439.785 consumers or about 84.25% of the consumers who reviewed this travel system felt that it was above average and were at least satisfied with it. This shows that the majority of the consumers who reviewed this product have positive feelings toward it.

The cons that were mentioned the most for this travel system are durable, easy to set up, easy to clean, easily stowed, lightweight, and easy to use. The travel system being durable was found in 393 of the reviews and was one of the top pros on Viewpoints.com. The travel system being easy to set up was found in 320 of the reviews. The travel system being easy to clean was found in 183 of the reviews. The travel system being

easily stowed was found in 207 of the reviews. The travel system being lightweight was found in 116 of the reviews and was a top pro on Amazon.com. The travel system being easy to use was one of the top pros on Amazon.com and Viewpoints.com.

The cons that were mentioned the most from the websites are heavy and bulky. The travel system being heavy was found in 105 of the reviews. The travel system being bulky was found in 77 of the reviews.

The Chicco 30 travel system was reviewed by four websites who had a total number of 220 consumers that reviewed the product. The overall rating the consumers gave the travel system was 4.1 stars out of 5 stars. This means that about 180.4 consumers or about 82% of the consumers who reviewed this product felt that it was above average and were at least satisfied with it. The sample size is small but conclusions can still be made using it.

The pros that were stated the most from the websites are durable, easy to set up, easily stowed, and easy to clean. The travel system being durable was found in 85 of the reviews. The travel system being easy to set up was found in 81 of the reviews. The travel system being easily stowed was found in 66 of the reviews. The travel system being easy to clean was found in 54 of the reviews and was a top pro on Target.com.

The cons that were stated the most from the websites are heavy and bulky. The travel system being heavy was found in 29 of the reviews and was a top con on Amazon.com. The travel system being bulky was found in 17 of the reviews.

From this data, it can be determined that the consumers who are purchasing the Chicco travel system are more influenced by traditional marketing strategies. Similar to the Graco consumers, the Chicco consumers are focusing on how well the travel system

performs as well as on how helpful and useful the product is. This can be seen with consumers mentioning how durable the product it as well as the product being heavy or lightweight. These consumers are also focusing in on how easy to set up, to stow away, and to clean the travel system. The Chicco consumers also focus a little bit on the quality of the product by mentioning that it has high quality. Although this is only mentioned by a small amount of reviewers, this does show that consumers are focusing in on the actual make up of the product and if that coincides with their impression of it.

As with the other brands, the consumers do consider other elements of the Chicco marketing strategy by mentioning the travel systems having nice material, being stylish, and using modern colors. These elements are definitely sensory based and did effect how the consumers felt about the travel system overall. Another element that was mentioned was how pricey the Chicco travel systems are compared to other brands. This may seem like a traditional element where the price obviously would affect a purchase of buying two similar products and not seeing why they should pay more for the same product. But here the consumers mentioned the price in the reviews and still bought the product. This leads one to conclude that the consumer did not see the other travel systems as the same quality and would pay a higher price for higher quality. In conclusion, the consumers who reviewed Chicco were more influence by traditional marketing strategies but did have some aspects of emotional marketing strategies influence their purchase.

Overall Analysis of Crib Reviews

The Babi Italia Pinehurst Lifetime Crib was reviewed by four websites who had a total of number of 424 customers review the product. The overall rating that these customers gave the crib was 4.525 stars out of 5 stars. This means that about 383.72

consumers or about 90.5% of the consumers who reviewed the crib felt that the product was well above average and were close to being very satisfied with it. This percentage is one of the largest percentages that have been seen among all of the products. So overall consumers felt that this was an outstanding product and had very positive attributes associated with it.

The pros that were mentioned from these websites for this crib are sturdy, easy to assemble, roomy, and comfortable. The crib being sturdy was found in 373 of the consumer reviews. The crib being easy to assemble was found in 351 of the reviews. The crib being roomy was found in 202 of the reviews. The crib being comfortable was found in 15 of the reviews. The cons that were mentioned for this crib are scratches easily, difficult to assemble, and the slats are poorly spaced. The crib scratching easily was found in 10 of the reviews. The crib being difficult to assemble was found in 13 of the reviews. The crib having slats that are poorly spaced was found in 7 of the reviews.

The Babi Italia Eastside Lifetime Crib was reviewed by only two websites because of this the crib is not as popular as the other types of Babi Italia cribs. The total number of consumers who reviewed this crib was 213. The overall rating that the consumers gave this crib was 4.3 stars out of 5 stars. This means that about 183.18 consumers or about 86% of the consumers who reviewed this product felt that it was above average and were at least satisfied with it.

The pros that were mentioned the most from these website for this crib are sturdy, easy to assemble, and roomy. The crib being sturdy was found in 197 of the reviews. The crib being easy to assemble was found in 173 of the reviews. The crib being roomy was found in 98 of the reviews. The cons that were mentioned the most are scratches

easily, difficult to assemble, and the slats are poorly spaced. The crib scratching easily was found in 24 of the reviews. The crib being difficult to assemble was found in 6 of the reviews. The crib having slats that are poorly spaced was found in 6 of the reviews.

From this data, it can be determined that the consumers who reviewed the Babi Italia cribs were influenced by traditional and logical elements of the company's marketing strategy somewhat more than they were influence by emotion and sensory centered elements. For the most part, the consumers focused on the logical aspects of why they chose this crib over another crib. The consumers mentioned how sturdy the cribs are, how roomy they are, and how they can scratch easily. All of these aspects depend on the physical features of the crib and what the consumers think of them. The consumers also focus on how easy or how difficult is to assemble the crib as do the consumers who reviewed other products. Although the majority of the consumers' focus was put on the physical advantages of the crib, there were some emotional and sensory characteristics stated. The consumers remarked how beautiful the cribs are and what beautiful craftsmanship they have. There was also a consumer who mentioned how huge the box was that the crib came in. These characteristics are without a doubt emotion and sense based. But these aspects are only mentioned by a few consumers, so it does not constitute as a significant majority of the consumers. In conclusion, the consumers who reviewed the Babi Italia cribs were more influenced by the company's traditional and logic centered marketing strategy than the emotional aspects of their marketing strategy.

The Jardine Americana Lifetime Crib was reviewed by four websites who had a total number of 232 consumers that reviewed this product. The overall rating that these consumers gave the crib was 4.1 stars out of 5 stars. This means that about 190.24

consumers felt that the crib was above average and were at least satisfied with it. This shows that about 82% of the consumers who reviewed this product felt this way about it.

The pros that were mentioned from these websites for this crib are easy to assemble, sturdy, roomy, good value, and durable. The crib being easy to assemble was found in 134 of the reviews. The crib being sturdy was found in 134 of the reviews. The crib being roomy was found in 68 of the reviews. The crib having good value was found in 20 of the reviews. The crib being durable was found in 25 of the reviews. The cons that were mentioned for this crib are flimsy, low mattress settings, and low quality. The crib being flimsy was found in 4 of the reviews. The crib having low mattress settings was found in 2 of the reviews. The crib having low quality was found in 3 of the reviews.

The Jardine Olympia Lifetime Crib was reviewed by four websites who had a total number of 256 consumers who reviewed this product. The overall rating that these consumers gave the crib was 4 stars out of 5 stars. This means that about 204.8 consumers who reviewed this crib felt that it was above average and were at least satisfied with it. This also shows that 80% of the consumers who reviewed this crib felt this way about it.

The pros that were mentioned the most from these websites for this crib are easy to assemble, sturdy, and roomy. The crib being easy to assemble was found in 98 of the reviews. The crib being sturdy was found in 102 of the reviews. The crib being roomy was found in 68 of the reviews. The cons that were mentioned for this crib are that the paint chips, hard to assemble, and low quality. The crib having paint that chips was found in 9 of the reviews. The crib being hard to assemble was found in 8 of the reviews.

The crib having low quality was found in 8 of the reviews.

From this data, it can be determined that the consumers who reviewed the Jardine cribs were more influenced by traditional marketing tactics over the emotional marketing tactics by the Jardine brand. The consumers focused mainly on the physical qualities of the crib such as how sturdy it was and how roomy it was. As with other products previously reviewed, the consumers focused on how easy it was to assemble the crib. The “ease” aspects of the crib are what the consumers seem to be most concerned with since their lives are about to change dramatically with the birth of a child. So of course they are going to want a product that is going to make life easier instead of harder. The only other aspect the consumers focused on were the quality of the cribs. The quality of the crib is a pretty logical aspect because a consumer would not want to purchase a product that did not appear to have good materials or be assembled well. The consumers who reviewed the Jardine cribs did not seem to mention at all any aspects that could be considered emotional or sensory. So really the consumers do not, at least yet, seem influenced by emotional or sensory marketing tactics. The conclusion is that consumers who reviewed the Jardine cribs were more influenced by the brand’s traditional marketing tactics over its emotional marketing tactics.

The Da Vinci Emily Convertible Crib was reviewed by four websites who had a total number of 195 consumers that reviewed this crib. The overall rating given by these consumers was 4.125 stars out of 5 stars. This means that about 160.875 consumers who reviewed this crib felt that it was above average and were at least satisfied with it. This also shows that 82.5% of the consumers who reviewed this crib felt this way.

The pros that were mentioned the most from these websites for this crib are sturdy

and easy to assemble. The crib being sturdy was found in 112 of the reviews and was one of the top pros on Target.com. The crib being easy to assemble was found in 54 of the reviews and was one of the top pros mentioned on Amazon.com and Target.com. The cons that were mentioned the most for this crib are scratches easily, difficult to assemble, and wears easily. The crib scratching easily was found in 11 of the reviews and was a top con on Amazon.com and Target.com. The crib being difficult to assemble and wearing easily were both found in 4 reviews.

The Da Vinci Parker Convertible Crib was reviewed by four websites who had a total number of 194 consumers that reviewed the crib. The overall rating given by these consumers was 4.1 stars out of 5 stars. This means that about 159.08 consumers who reviewed this crib felt that it was above average and were at least satisfied with it. This shows that about 82% of the consumers who reviewed this product felt this way. Although the sample is small for this product, a conclusion can still be made in combination with the other Da Vinci crib.

The pros that were mentioned for this crib from all the websites are sturdy, easy to assemble, and roomy. The crib being sturdy was found in 112 of the reviews. The crib being easy to assemble was found in 88 of the reviews. The crib being roomy was found in 52 of the reviews. The cons that were mentioned the most from the websites are difficult to assemble, scratches easily, and heavy. The crib being difficult to assemble was found in 6 of the reviews. The crib scratching easily was found in 5 of the reviews. The crib being heavy was found in 5 of the reviews.

From this data, it can be determined that just like with the other cribs and products the consumers responded with more traditional and logic centered characteristics for the

crib than emotion or sense based aspects. The consumers again focused on the physical advantages of the crib in determining why they had chosen this crib over other cribs. The consumers focused on how sturdy, how roomy, and how easy the crib was to assemble. As for the cons, the consumers again focused on its physical features since they mentioned how heavy, how easy to scratch, and how difficult to assemble the crib was. So even though the consumers found flaws with the crib, the flaws were still based on logic instead of emotional factors. Although the majority of the consumers focused on traditional features, there were a few consumers who focused on emotional and sensory based features. The cribs were stated to have great shape, to be beautiful, to be attractive, to be spacious, has a playful design, was elegant, and had a misleading color. These are obviously emotion and sense centered aspects which mean that the consumers were affected by the emotional aspect of the brand's marketing strategy. In conclusion, the consumers who reviewed the Da Vinci cribs were more influenced by the brand's logic centered marketing strategy over the emotional aspects of their marketing strategy even though some consumers were somewhat influenced by the emotional aspects.

Conclusions and Recommendations

This analysis of the overall reviews for each brand shows that none of the companies presented for the bottles, travel systems, or cribs had a marketing strategy which contained emotional elements but did not end up influencing consumers' purchases. So from the data presented in this discussion, there is no evidence that the consumers were overly influenced by marketing strategies that had element of experiential or sensory marketing. The consumers appeared to be more influenced by the traditional elements of the marketing strategies which centered on the marketing mix,

differentiation, and were focused on a particular market. Even though the consumers seemed to be more influenced by the logical and traditional elements of the marketing strategies, there were some consumers who were affected by the emotional elements of those same strategies. These consumers stated how the product looked, what the design was like, and how it felt. This does show that the emotional elements of a marketing strategy can have an affect on consumers but not as significant as the affect the traditional elements of the marketing strategy have.

Even if the above data does show what elements seem to be most important to consumers and which elements seem to affect them the most, this does not prove whether or not these elements effected the consumers' purchase. This also does not show whether or not the consumers were affected by these elements because of the brands' marketing strategies. The only way to figure this out would be to have one on one interview with consumers who purchased each individual product and determined from them what affected their purchase decision the most. Also, another option would be to give the consumers a survey that specifically asks the consumers about the various brands' marketing strategies in regards to what elements of it affected them the most. Then, the following question would be if these elements were the aspects that affected their selection and purchase of the product.

Recommendations for marketers of baby product would include developing a strategy with a combination of traditional/ logical elements as well as some emotional and sensory elements. From the above conclusions, it can be determined that the marketing strategy should be more centered on the physical characteristics of the product and also the advantages of it above other similar products. These are the elements that it

appears consumers are concentrating on the most and are most likely concerned with when looking for a particular product. Marketers need to do as much research about what exactly their customers are looking for in order to develop the most persuasive marketing strategy for their product. The baby product market can be very congested with many different brands depending on the product and it can be hard for a consumer to distinguish between the multiple brands. Marketers need to assist consumers through the distraction of all the various brands and lead the consumers to their particular brand.

Consumers need to be fully aware of the fact that there are numerous brands that are going to be fighting for their business and trying to develop a marketing strategy to lure them away from the brand they are currently using. They need to understand that a marketing strategy might be presenting elements for a product that are too good to be true or could be avoiding major problem areas of a product just to get business. Consumers need to remember to not only consider what the brand's marketing strategy says but to also get outside sources to make a fully informed decision. The overall recommendation for consumers would be to get as much information about the products and to take into consideration the marketing strategies but not let it be the final backing for a purchase. Also consumers, if the opportunity arises, should get marketers as much information about what they are truly looking for in a particular product in order for the brands to deliver a product that fully meets their needs.

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