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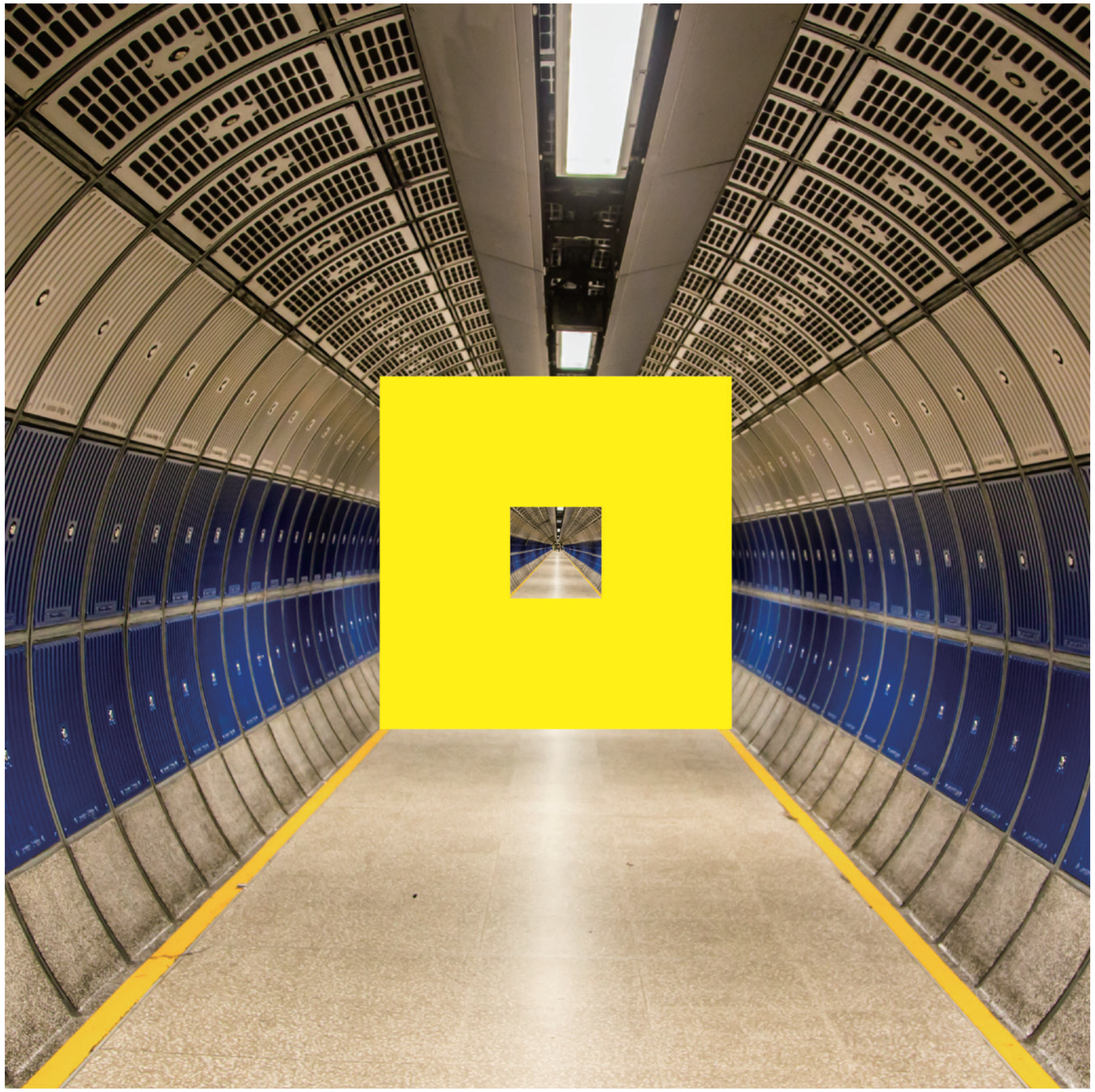

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ASEAN Women Shoppers
Similar Types, Different Markets

HAKUHODO
Global HABIT Survey

Five Types of Female Consumers in Seven ASEAN Markets

In recent years the economic outlook for Asia overall has gradually improved. That said, however, it is difficult to imagine further rapid growth. During the stage of rapid growth, an expanding middle class enjoyed larger incomes, making it easy to envision the directions in which markets would grow and design steps to promote that growth. There were many changes in tastes and how products were purchased, but these were easy to explain in terms of growing incomes and wage differentials. As economic growth has slowed, however, it has become necessary to move beyond differences in income and life stage to more closely examine consumer values and lifestyles. Even if our examination is restricted to consumers in the ASEAN region, we find differences in consumption patterns and purchasing habits that cannot be explained in economic terms alone.

Hakuhodo continuously conducts surveys of Japanese and other Asian consumers, allowing us to rapidly understand changes in consumer trends. The study reported here is focused on the consumer perceptions, purchasing behavior, and brand involvement of middle-class women in seven ASEAN cities (Singapore, Kuala Lumpur in Malaysia, Bangkok in Thailand, Jakarta in Indonesia, Manila in the Philippines, Ho Chi Minh City in Vietnam, and Yangon in Myanmar), in an effort to clarify differences in consumption patterns. Using consumption pattern clustering as well as income and life stage differences to analyze ASEAN markets holds great promise for fresh and actionable insights.

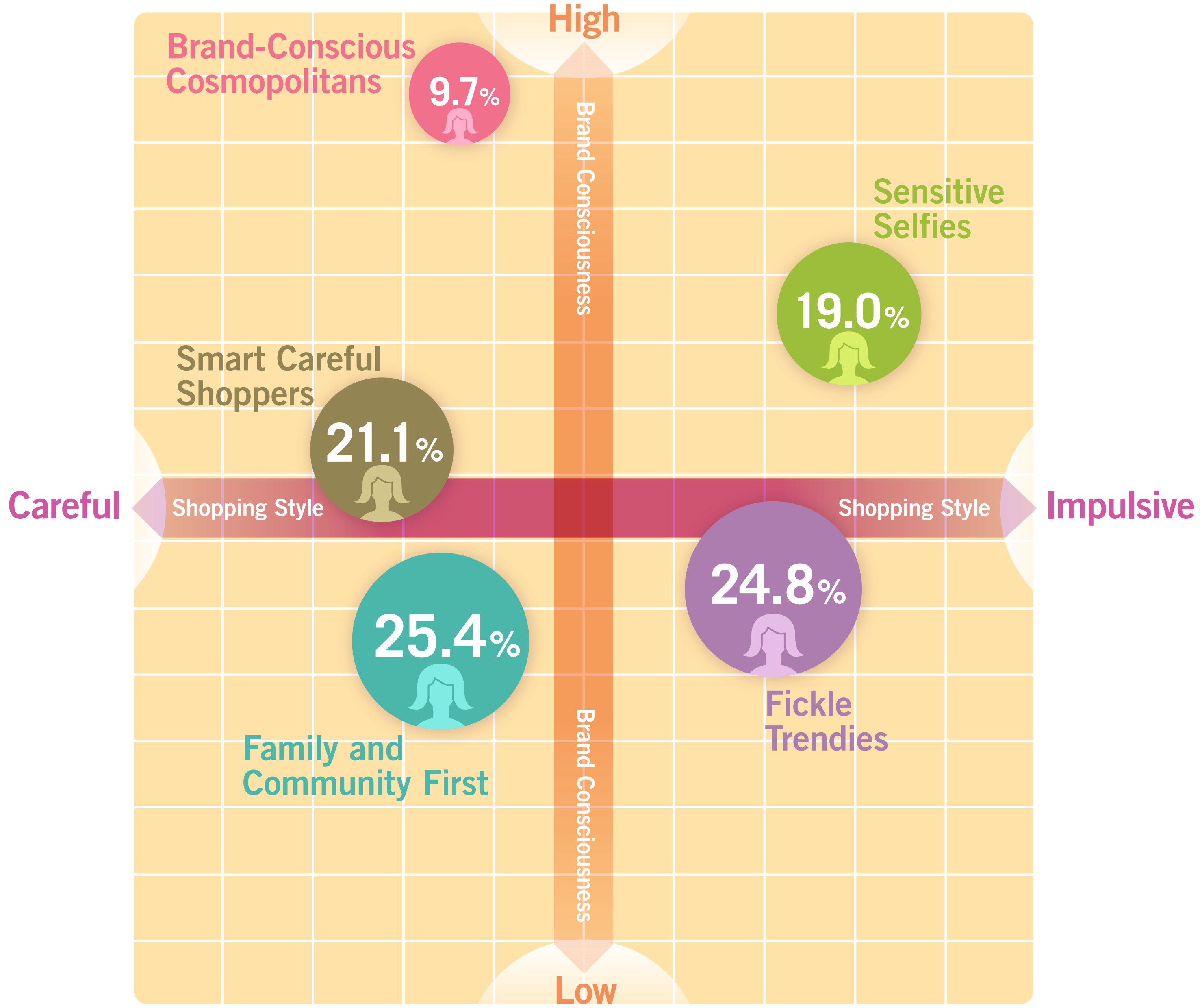
Data and Analysis

This study analyzes data concerning women aged 15 to 54 from Hakuhodo Global HABIT surveys conducted in seven ASEAN cities. To understand the lifestyles that form the background to changes in consumption, we have combined data collected over a five-year period from 2010 to 2014. Yangon is an exception for which only data from 2013 are available. Total sample n is 10,943. The cluster analysis of female consumers in seven ASEAN cities is based on twenty questions related to consumer perceptions.

The Cluster Map

The results of this analysis are grouped into five consumption style clusters displayed on two axes. The vertical axis runs from affluent, highly brand-conscious consumers at the top to consumers with little brand information and low involvement with brands at the bottom. The horizontal axis runs from careful shoppers who research and calculate their purchases on the left to impulse shoppers who buy on the spur of the moment on the right.

Five Types of Female Consumers



Characteristics and Lifestyles of Five Types of Consumers

Brand-Conscious Cosmopolitans

These shoppers possess an abundance of product information and are extremely brand-conscious. They are active consumers in virtually every shopping category, including apparel, food and home furnishings. They spend freely on dining out, fashion for dressing up, beauty, hobbies, leisure, education and health care, but are also achive savers and investors. They are strongly conscious of price points appropriate for their social status but also inclined to buy products that address environmental or other social issues. Strongly motivated to address social problems, they want to be of service to their friends and the poor.
As active, information-sensitive consumers, they represent a mature consumption style. These are active, forward-looking women, carefree and with money to spend.

- A majority are white collar workers, highly educated and employed full time. Their income is slightly higher than that of other groups.
- Average age 34.5 with 30.7% unmarried.

Smart Careful Shoppers

These women carefully plan purchases and compare prices before they buy. Sometimes they make exceptions but overall they tend to be highly price conscious. They think of themselves as good shoppers. They possess a wealth of product information, are interested in new products, and tend to trust advertising. While not to the same extent as the **Brand-Conscious Cosmopolitans**, they are conscious of prices suitable for their status and are also highly concerned with environmental and other social issues. They value health, stability, and family and want to be of service to society. They are strongly conscious of food safety and other issues. Their sensibilities are practical and realistic.

- Average age 35.2 with 25.9% unmarried.

Family and Community First

These women are similar to the **Smart Careful Shoppers**. They avoid impulsive, emotional purchases and prefer to be thrifty, careful shoppers. Where they differ is in lack of brand information and low involvement with brands. They are not particularly interested in shopping or product-selection per se. Shopping, like other housework, is just part of their daily routine. Strongly family-oriented, they attach more weight to family and neighbors than to their personal desires. Their perceptions of consumption, money, and brand selection indicate that these are women who consider family and those around them more important than themselves.

- Income is a little lower than other groups; more are married and full-time housewives.
- Average age 35.9 with 23.3% unmarried.

Fickle Trendies

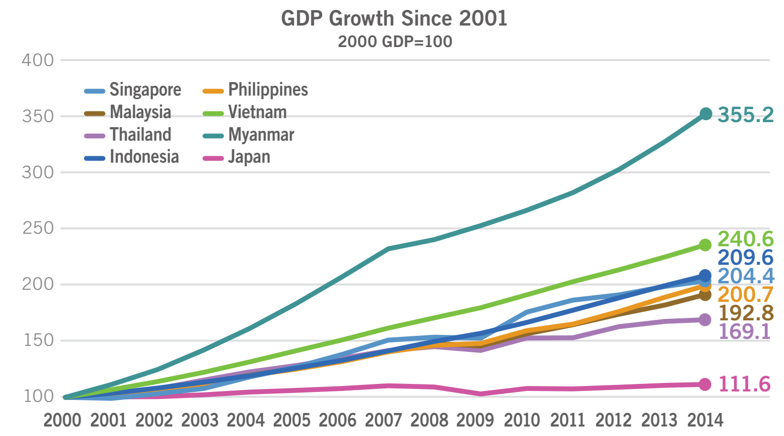
Neither purchases nor brand selection involve much careful planning. These women show a strong tendency to impulse purchases without prior thought. Thanks to economic development, their own or their household incomes have grown. They live in a world filled to overflowing with attractive products, and their interest shifts quickly from one to another. They show a strong desire to keep up with others and like to try new products and services, but brand involvement is low. Since they spend little time or effort on collecting information, their consumption patterns tend to be influenced more by than those around them than by what they think themselves.

- Average age 33.1 with 32.9% unmarried.

Sensitive Selfies

In contrast to the women in **Fickle Trendies**, the women in **Sensitive Selfies** are highly brand-conscious. But like the women in **Fickle Trendies**, these women are interested in new products and inclined to impulse purchases. Afraid of falling behind and not keeping up with trends, they frequently visit shops to gather information. They also show a strong tendency to buy what they like even if the price is high and spend freely on fashion, hobbies, and socializing. These are youthful, active women. They are trendy and fashion-conscious. But they want to be different, and their interest shifts rapidly when too many others own the same things.

- Average age 33.1 with 34.1% unmarried.



GDP growth since 2001 (with year 2000 GDP=100)

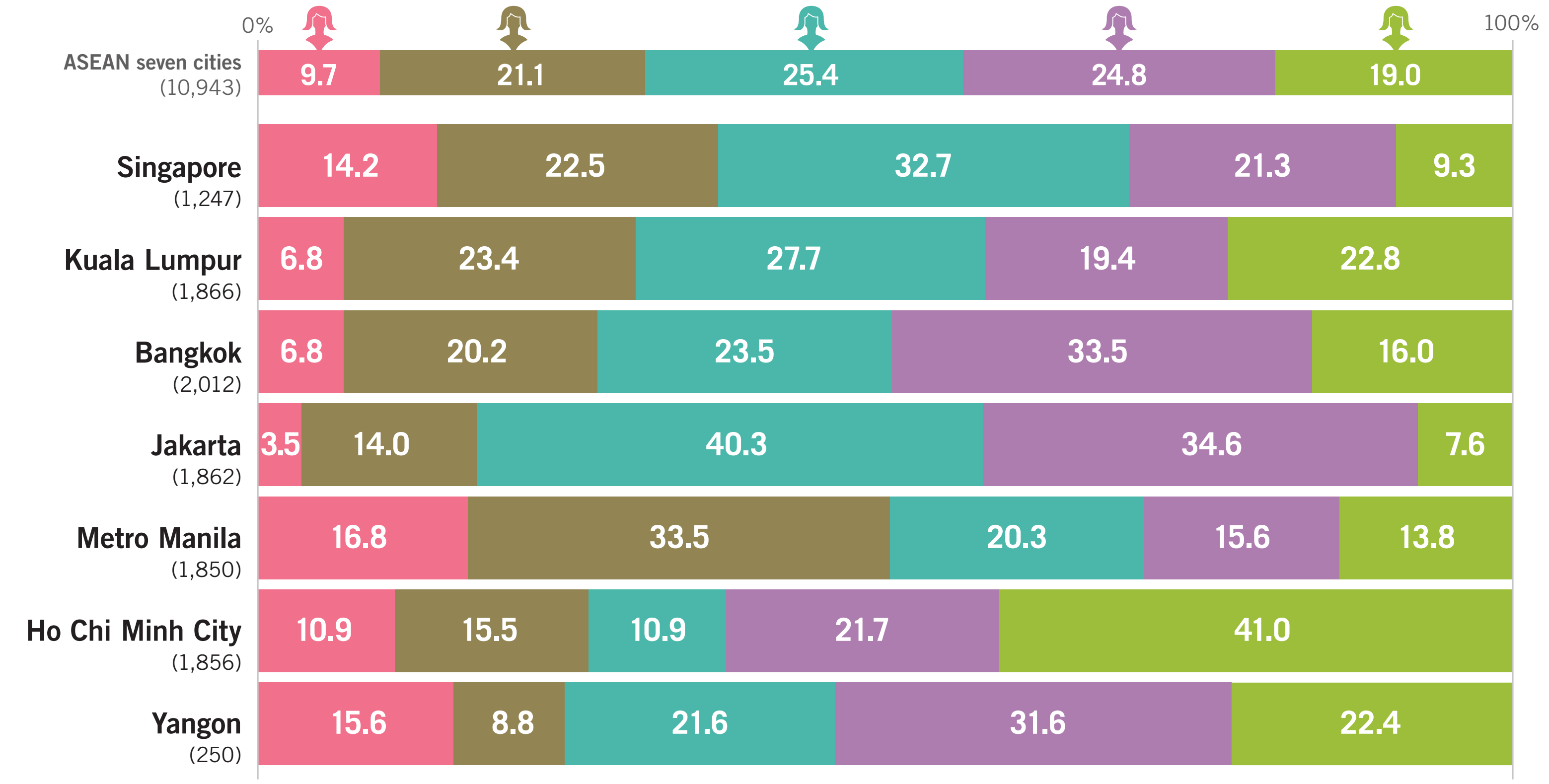
GDP growth since the start of the 21st century is highest in Myanmar, followed by Vietnam, Indonesia, the Philippines, Singapore, Malaysia and Thailand. Meanwhile, Japan's growth has been flat.

2014 GDP per capita (US Dollars)

GDP per capita is highest in Singapore by a large margin, followed by Malaysia, Thailand, Indonesia, the Philippines, Vietnam and Myanmar.

Source: International Money Fund

{Cluster Distribution by City}



Brand-Conscious Cosmopolitans:
This cluster is large in Singapore (14.2%) and Manila (16.8%), but its members can be found in all seven cities. They are a desirable target regardless of city.

Smart Careful Shoppers:
This cluster is largest in Manila (33.5%), followed by Kuala Lumpur (23.4%) and Singapore (22.5%).

Family and Community First:
This cluster is largest in Jakarta (40.3%) and over 20% in all other cities except Ho Chi Minh City.

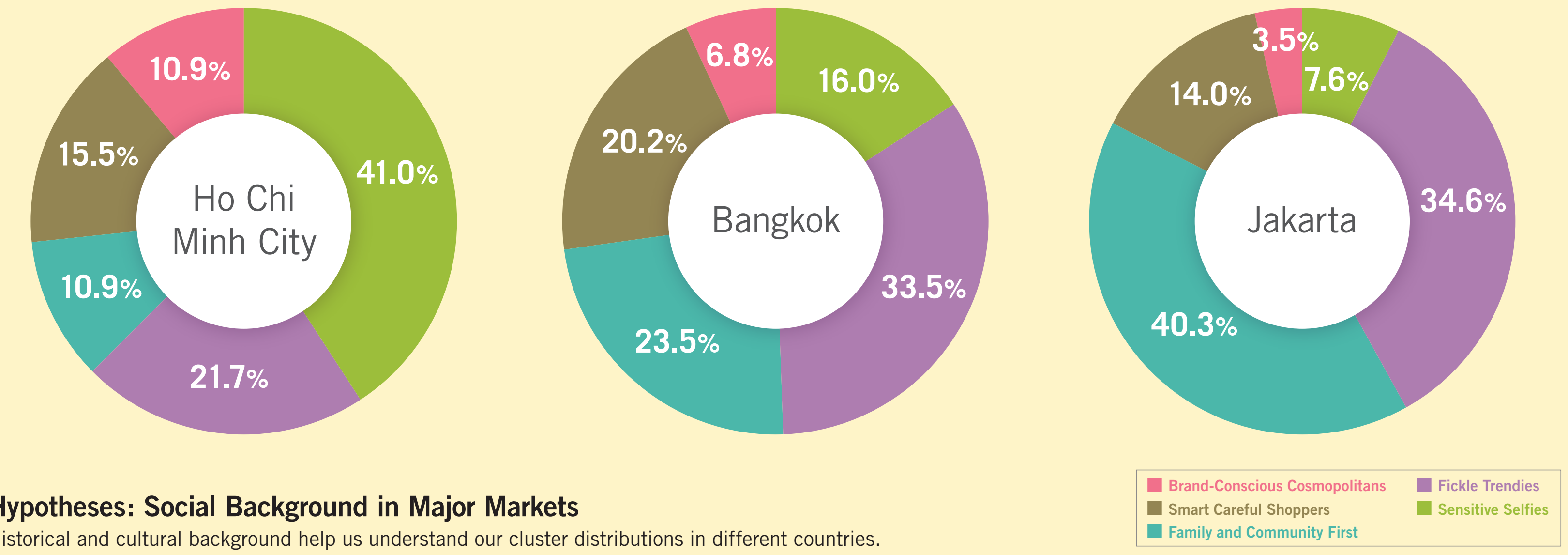
Fickle Trendies:
This cluster is largest in Bangkok (33.5%) and Jakarta (34.6%) but exists in fairly large numbers in all seven cities.

Sensitive Selfies:
This cluster is largest in Ho Chi Minh City (41.0%).

Purchasing Patterns (%)

	Often buys on impulse	Gathers product information	Dislikes owning what others own	Always the same brand	Always tries new brands	Compares prices before purchase	Sales person advice important	Searches for good selection	Buys what she likes even if price is high	Carefully plans most purchases	Sees herself as a smart shopper	Sees high price as sign of quality	Brand-conscious when making purchases	Sees brands as quality guarantee	Prefers foreign to domestic products	Country-conscious (whose brand)	Country-conscious (where made)	Price point is status symbol	Sees prices as fitting social class	Prefers eco-friendly products
Brand-Conscious Cosmopolitans	32.2	60.6	21.9	56.5	59.9	77.3	70.1	72.5	39.5	68.5	65.0	63.3	72.0	65.1	30.3	68.1	67.2	49.8	56.0	47.5
Smart Careful Shoppers	17.8	36.9	5.8	41.5	37.8	78.3	40.7	42.3	9.5	70.0	60.1	30.1	35.9	48.4	7.4	20.6	21.6	29.1	37.7	32.3
Family and Community First	8.0	19.1	1.9	24.3	13.5	68.9	12.3	10.7	2.0	56.3	53.4	4.6	13.4	13.2	3.7	4.4	5.5	4.8	12.4	10.3
Fickle Trendies	35.2	13.4	15.6	21.4	25.8	28.4	16.8	23.7	17.1	15.2	13.3	28.7	16.6	15.4	9.6	7.7	6.4	15.8	15.9	6.6
Sensitive Selfies	44.4	33.3	38.9	37.8	42.5	24.7	37.1	45.1	49.3	19.6	22.8	52.2	39.9	26.2	25.2	41.0	40.6	35.3	30.3	11.4

{Markets to Keep an Eye On}



Hypotheses: Social Background in Major Markets

Historical and cultural background help us understand our cluster distributions in different countries.

Sensitive Selfies
Largest in Ho Chi Minh City

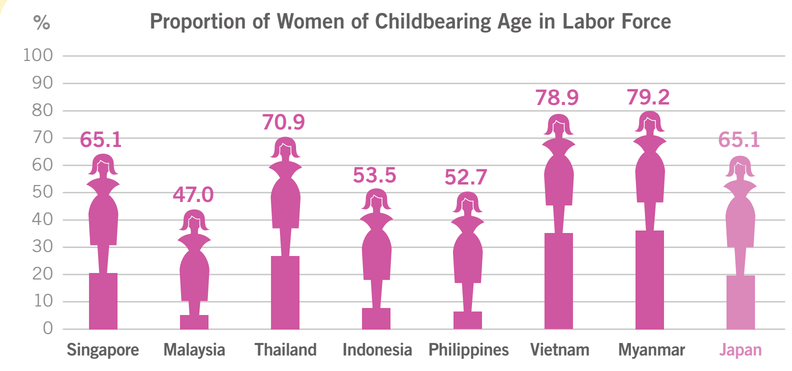
During the long Vietnam War and the postwar socialist government, women entered public life. Then, following the 1986 start of the Doi Moi Policy of economic liberalization, modernization and rapid economic growth combined to make women more independent. Incomes rose but wage differentials increased. Tendencies toward impulse shopping based on individual wants and an eagerness to differentiate oneself and to stand out from others increased to a greater extent than in other ASEAN markets.

Fickle Trendies
Big in Bangkok

Thai women are becoming more highly educated, and more work outside the home. The birthrate has declined to a level similar to Singapore. Women increasingly see themselves as independent individuals. Slowing economic growth may, however, drive a shift from competition and striving to get ahead to a greater emphasis on stability and keeping up with others.

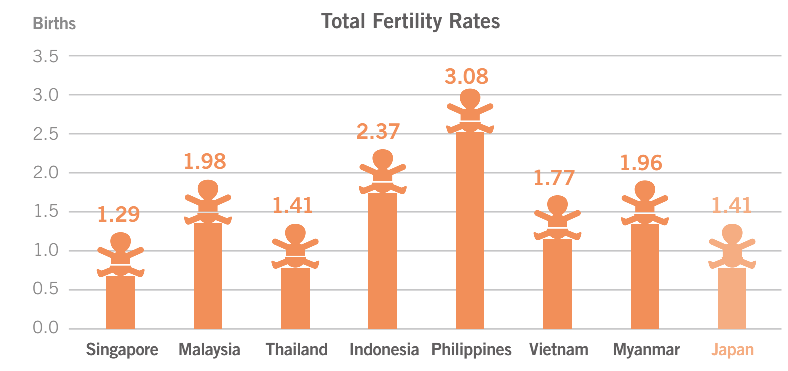
Family and Community First
Largest in Jakarta

Abundant natural resources and a large population have made economic growth in Indonesia a focus of attention worldwide. Indonesia is, however, still a newly developing country with a high fertility rate. New patterns in individualistic consumption are difficult to discern; but consumption related to family and local community is active.



Proportion of working women
The highest proportions are in Myanmar and Vietnam, followed by Thailand. Proportions are relatively low, around 50% of all women, in Malaysia, the Philippines, and Indonesia.

Source: International Labour Organization, 2013



Average number of children per woman
Fertility rates are highest in the Philippines and Indonesia, and near two per woman in Malaysia and Myanmar. In Singapore and Thailand, fertility rates are far below two, having reached levels at which current populations will gradually decline.

Source: World Bank, 2012

The Women They Want to Be / Lifestyle (%)

	Family is No.1	Cherishes the people around her	Values both work and family	Generous and warm	Educated and mature	Elegant and sophisicated	Youthful	Active	Strongly independent	Successful at work	Creative	Has own sense of style	Prefers secure, stable life	Wants to stay in good shape	Wants a happy family	Relationships are important	Wants to have fun	Wants to be trendy, fashionable	Wants to be the focus of attention	Wants to help those in need	Self-sacrificing	Risk-taker	Eco-conscious
Brand-Conscious Cosmopolitans	50.6	16.2	37.7	31.1	30.9	13.3	14.8	29.8	28.2	18.2	17.2	11.4	79.8	75.7	74.9	66.3	54.1	36.4	25.1	71.0	64.9	33.9	50.2
Smart Careful Shoppers	54.6	15.3	38.4	32.8	29.7	10.0	17.2	29.3	29.4	16.0	15.0	11.6	72.1	66.4	59.4	50.6	37.3	18.8	12.3	51.8	44.8	19.1	30.9
Family and Community First	58.4	12.7	32.8	41.0	21.7	7.3	19.7	29.9	33.9	12.6	13.8	11.0	54.8	52.0	39.5	30.8	20.2	8.3	6.9	29.0	20.5	7.5	13.4
Fickle Trendies	50.4	15.2	33.0	38.3	24.8	11.1	21.7	28.2	30.2	15.9	14.1	12.3	46.5	41.0	33.2	29.2	29.7	15.3	10.8	29.5	19.0	13.9	13.2
Sensitive Selfies	45.8	20.1	35.1	29.9	30.4	18.1	23.3	28.5	24.3	17.2	15.2	10.8	53.3	44.1	41.0	41.5	44.5	36.5	24.5	44.1	34.7	28.1	22.1

Hints for Activating Consumption

While often treated as a single region, ASEAN countries display both similarities and differences in their consumption styles. A cluster analysis of middle-class ASEAN women using data collected over the last five years and mapping clusters on the two dimensions brand consciousness and shopping style, reveals five clusters found in all seven countries. Here we consider ways of activating consumption, taking into consideration the features of each cluster.

Brand-Conscious Cosmopolitans are an active consumer cluster found in all Asian cities, other regions and in developed countries. Products, services, information and promotions that target a global market are likely to have currency with these women, too. With higher incomes and a higher propensity to consume than members of other clusters, they are primed to become enthusiastic consumers of environmentally-friendly and socially-conscious products and services, in addition to being active purchasers of a variety of goods and services.

Smart Careful Shoppers take their time when shopping to make sure they get the best deals. Since they are sensitive to information and pragmatic, value-for-money products that increase their quality of life are likely to spur these women to loosen their purse strings.

The **Sensitive Selfies** are young, active and in search of ways to express themselves. While impulse shoppers, they prefer brands that position themselves as different and better than those popular with other consumers. Many may be hoping to achieve the stable white-collar employment and higher incomes that will support a **Brand-Conscious Cosmopolitans** lifestyle. **Fickle Trendies** are less brand-conscious than **Sensitive Selfies** but like them are prone to making impulse purchases. As their disposable income increases, they are likely to consume more. Creating reasonably-priced lines backed by easy to understand promotions is likely to be an effective way to reach them.

Narratives of modernization and globalization frequently describe women being freed from traditional obligations to family and community, and active consumption a manifestation of their desire for self-expression. But in the ASEAN countries, this may not necessarily be so. Women who put **Family and Community First** are still the largest cluster in Indonesia, and there is a strong trend toward spurring their consumption with appeals to their ties to family and community, rather than to the women themselves. Companies that offer them good family- and community-oriented products and services should be able to tap a stable market.

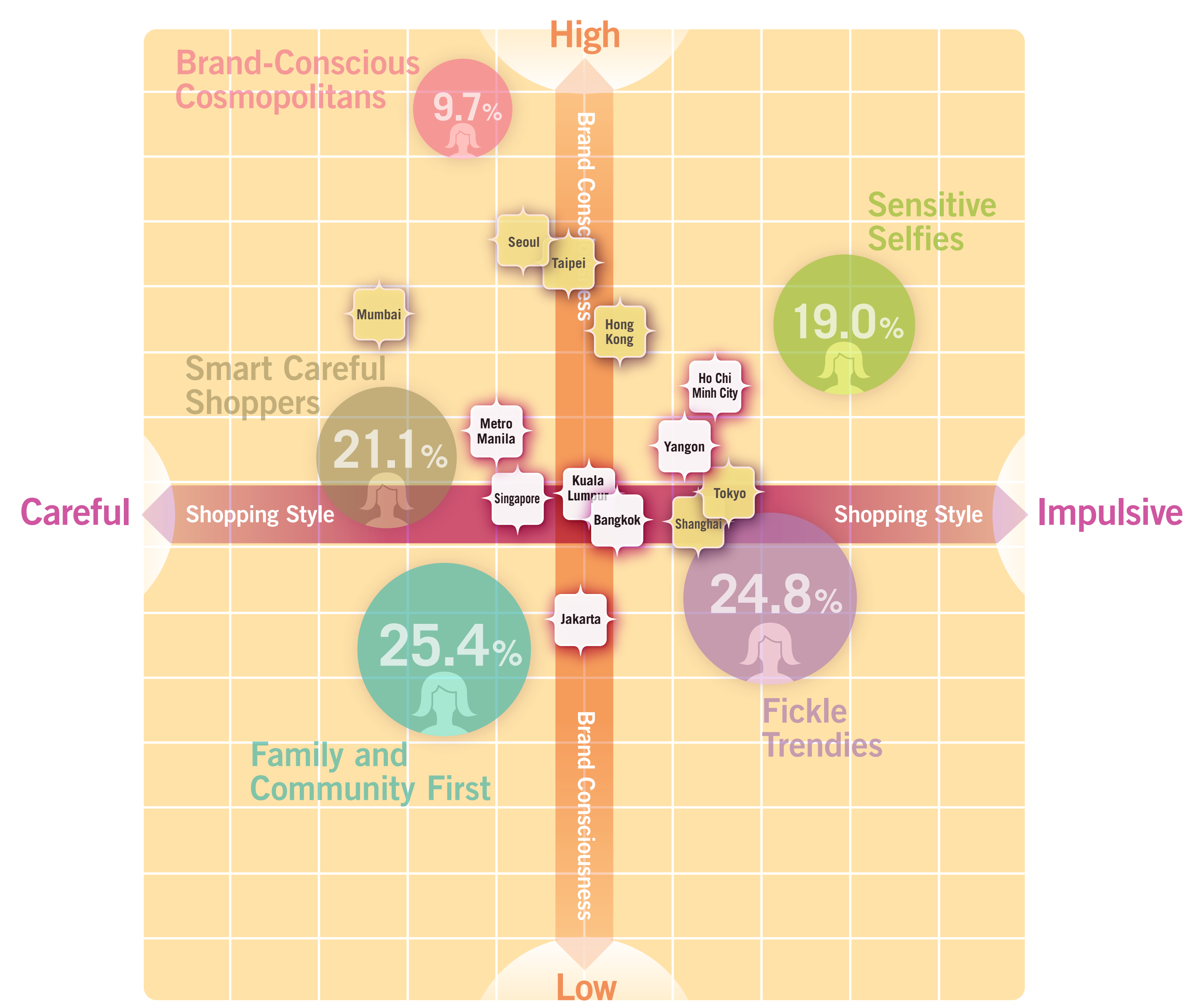
The research reported here has, of course, only scratched the surface. If you would like to learn more about Hakuhodo's Global HABIT longitudinal studies of ASEAN and other Asian consumers or work with us to probe more deeply to meet your specific needs, please get in touch.

http://www.hakuhodo.co.jp/

%	Information Sources: Fears falling behind	Wants to be first to know	Ads as hints for new lifestyles	POS	Ads for company and product information	What They Spend Money On: Dining out	Going out	Cosmetics, fashion, accessories	Hair, makeup, personal care	Non-travel recreation	Hobbies	Training and self-cultivation	Children's education	Health and relaxation	Medical checkups and preventive medicine	Savings not for retirement	Stocks or other investments
Brand-Conscious Cosmopolitans	37.7	37.8	62.9	46.4	63.6	65.6	67.2	43.3	58.5	47.0	46.5	30.1	49.9	53.2	45.9	73.3	13.4
Smart Careful Shoppers	29.8	23.3	45.7	34.0	45.7	49.7	60.1	27.4	42.1	33.3	34.6	24.3	49.8	42.9	35.8	63.8	6.7
Family and Community First	14.9	10.7	24.9	15.6	19.0	41.9	44.9	19.2	32.8	22.5	24.4	17.5	48.5	28.6	28.8	57.3	4.4
Fickle Trendies	17.7	13.7	23.7	17.6	17.8	45.0	51.2	22.2	39.6	23.2	28.3	20.9	40.1	30.5	28.9	54.4	4.5
Sensitive Selfies	33.1	30.5	40.9	39.2	32.0	58.6	69.8	43.4	53.0	38.3	43.6	29.9	44.3	44.2	41.5	60.9	7.7

Five Types of Female Consumers

(Includes Tokyo and East Asia)



How to read this map
Closeness reflects similarity. When, however, a cluster is closer to one city than to others, this distance does not imply that it is missing in other cities. All of the cities contain members of all five clusters. Thus, for example, Ho Chi Minh City is close to **Sensitive Selfies**. As previously noted, however, it also contains a large proportion of consumers from the **Fickle Trendies**.

Hakuhodo Global HABIT is an annual survey conducted in 37 major cities around the world, providing information that allows comparisons between cities and observation of trends in individual cities. This single-source survey focuses on respondents' lifestyles, value systems, media preferences, purchases, and usage of and perceptions toward a variety of brands and goods. With these data, users and supporters (i.e. future customers, adherents, and fans) of brands can be analyzed.

Cities:
Shanghai, Beijing, Guangzhou, Dalian, Shenyang, Wuhan, Chengdu, Fuzhou, Hangzhou, Ningbo, Xian, Hong Kong, Taipei, Bangkok, Seoul, Singapore, Kuala Lumpur, Metro Manila, Jakarta, Ho Chi Minh City, Yangon, Delhi, Mumbai, Sydney, New York, Los Angeles, Chicago, London, Paris, Berlin, Frankfurt, Milan, Madrid, Moscow, Sao Paulo, Tokyo, Osaka

Respondents:
Either 500 or 800 males and females aged 15–54 per city. Based on screenings by household income, survey responses were obtained from persons in the middle/high income bracket of each city (50–90% of the urban population).

Power *sei-katsu-sha** account for approx. the top 10% of income earners in each city. Due to their strong spending habits, active lifestyles, and high information awareness, power *sei-katsu-sha* are consumption leaders with significant power in the market. By paying attention to such power *sei-katsu-sha*, it is now possible to analyze the relationships between brands and consumers with strong purchasing power.

Main Items Surveyed (some apply only to China and other Asian countries):

- ***Sei-katsu-sha* characteristics**
Demographics, lifestyle, media contact, information gathering, consumer habits, hobbies, sports, travel, ownership of durable goods, category and brand perceptions, housing, and more.

- **Products and brands**
Product usage and brand evaluation (using Hakuhodo's own Bonding & Voice branding metrics): Passenger cars, motorcycles, AV products, home electrical appliances, computers/printers, mobile phones/smartphones, digital cameras, cameras, copiers, game consoles, alcoholic drinks, non-alcoholic drinks, toiletries, cosmetics, and more.

Survey period:
May–August

* *Sei-katsu-sha*
Sei-katsu-sha are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

Global HABIT®
Hakuhodo Audience and Brand-User's index for Targeting