

Hakuhodo Institute of Life and Living ASEAN holds ASEAN Sei-katsu-sha Forum 2018 in Kuala Lumpur

New Perspective of Gender Equality at Home: Who Rules the House? And how brands should adjust their marketing direction in this new age

*A comparative study of the actual gender equality situation in households
in 5 ASEAN countries including Malaysia*



Kuala Lumpur—April 10, 2018—Hakuhodo Institute of Life and Living ASEAN (HILL ASEAN) a think tank established in Thailand in March 2014 by Japan’s second largest advertising company, Hakuhodo Inc. (Hakuhodo), today announced findings from its latest research into ASEAN *sei-katsu-sha*¹.

A seminar and networking lunch to share these findings and their implications on marketing strategies in the ASEAN region was held at The Gasket Alley from 11 am to 1 pm.

Entitled “**New Perspective of Gender Equality at Home: Who Rules the House?**”, the presentation, which was based on in-depth qualitative and quantitative research in Malaysia and four other ASEAN markets, revealed the roles of husbands and wives in ASEAN households and how couples make purchasing decisions.

¹ *Sei-katsu-sha* is a Japanese term describing 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 its commitment to a comprehensive, 360-degree perspective on consumers’ lives.



Gender inequality is still in the spotlight as a social issue; it persists everywhere and stagnates social progress. The United Nations highlighted six areas where work needs to be done in relation to gender equality: education, health, identity, work, violence, and politics. Unfortunately, gender equality rankings in the World Economic Forum's *Global Gender Gap Report 2016* imply that ASEAN countries still lag behind in terms of gender equality. This presentation served to better understand if this lag also applies to actual ASEAN households.

In this study, HILL ASEAN analysed the perspectives of couples in ASEAN nations, focusing on the division of roles between husbands and wives and how couples make decisions in their household, to better comprehend the actual gender equality situation in ASEAN households. The study revealed that traditional households, where the husband works outside and the wife takes care of the home, are now in the minority. Roles in the majority of ASEAN households today are shared between husband and wife; they work and share household roles equally.

The study identifies three household types: **Traditional**, **Sharing**, and **Switched**.

It revealed that in Malaysia, 79% of households belong to the Sharing type, demonstrating that household roles and responsibilities are no longer divided based on conventional ideas about gender. Twenty percent belong to the Traditional type, where the wife is the homemaker, and 1% of households are Switched, where the traditional roles are reversed and the husband is responsible for household chores instead of the wife.

The analysis also identified three main reasons that explain why the majority of households are Sharing: (1) Both husband and wife work, (2) Female empowerment, and (3) Technological advancements that help blur gender boundaries.

Alongside these reasons, the analysis revealed that Sharing households had the highest satisfaction percentage, scoring a total of 83% satisfaction, compared to 72% for Traditional households and 65% for Switched households.

Couples in Sharing households also share the smallest gap in satisfaction between husband and wife, scoring a 12-point gap, compared to 18-point gaps for both Traditional and Switched households.

These findings have profound implications for anyone trying to interact and market products to couples from the various household types. Compared to old ideas about the genders that gravitate toward a more traditional household type, current practise favours shared roles.

Marketing approaches based on traditional ideas about gender may no longer be most suitable for today's ASEAN families. New approaches that consider the reality of working wives, husbands that cross gender boundaries and actively participate in household chores, and joint decision-making in purchasing may be required.





For more details on the full presentation, please visit the HILL ASEAN website at: <http://www.hillasean.com/>.

Hakuhodo Institute of Life and Living ASEAN conducts *sei-katsu-sha* research, observing *sei-katsu-sha* from unique viewpoints and offering insights from fresh perspectives.

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Full report: http://www.hillasean.com/assets/pdf/Forum_2018_en.pdf

Outline of the Gender equality surveys

Quantitative survey 1: Fixed Point Survey

Method: Home interview survey

Target: Male and female *sei-katsu-sha* aged 15–59 in SEC categories A–D

Areas covered: Singapore, Kuala Lumpur (Malaysia), Bangkok and Nakhon Ratchasima (Thailand), Jakarta and Surabaya (Indonesia), Hanoi and Ho Chi Minh City (Vietnam), Yangon (Myanmar), Manila (Philippines)

Sample size: 8,100 samples (900 samples each in the seven main cities, and 600 each in Nakhon Ratchasima, Surabaya and Hanoi)

Sample allocation: In line with the demographic structure of each country

Survey period: December 2015–January 2016

Quantitative survey 2: Gender Equality Perceptions Survey

Method: Internet survey

Target: Male and female *sei-katsu-sha* aged 20–49 in SEC categories A–C

Areas covered: Singapore, Malaysia, Thailand, Indonesia, Vietnam

Sample size: 5,000 samples (1,000 samples per country)

Sample allocation: In line with the demographic structure in each country

Survey period: August 2017

Qualitative survey: Home-Visit Interview

Target: Male and female *sei-katsu-sha* in SEC categories A–C

Areas covered: Singapore, Kuala Lumpur (Malaysia), Bangkok (Thailand), Jakarta (Indonesia), Ho Chi Minh City (Vietnam)

Sample size: 6 couples (12 people) per country. Total 60 people

Survey period: September 2017



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About Hakuodo Institute of Life and Living ASEAN (HILL ASEAN)

Established in 2014, Hakuodo Institute of Life and Living ASEAN is the Hakuodo Group's *sei-katsu-sha* think tank in the ASEAN region. Leveraging *sei-katsu-sha* research know-how accumulated in the thirty-plus years since launching the Hakuodo Institute of Life and Living in Japan in 1981, the Institute supports companies' marketing activities in the ASEAN region, while developing local insights and making proposals on future ways of living in the region.

Institute Director: Goro Hokari

Location: Bangkok, Thailand

Research & other activities:

- ASEAN Fixed Point Survey, a fixed-point survey of ASEAN *sei-katsu-sha* (every second year)
- Research and analysis from local ASEAN viewpoints
- Forums in ASEAN countries

About Hakuodo Institute of Life and Living ASEAN Malaysia Team

Hakuodo Institute of Life and Living ASEAN Malaysia Team (HILL ASEAN Malaysia Team), established in 2014 with three researchers, studies the perceptions and habits of *sei-katsu-sha* in Malaysia. The Team's researchers all serve as strategic planners, in addition to their activities as analysts and presenters at ASEAN *Sei-katsu-sha* Forums in Malaysia. They also publish *ASEAN Sei-katsu-sha Magazine*.

About Hakuodo Inc.

Founded in 1895, Hakuodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuodo DY Group, Hakuodo is the world's 6th largest advertising agency according to *Advertising Age's* "Agency Report 2018."

The Hakuodo Group has offices in 21 countries and regions, and over 15,000 specialists working in Japan and abroad. Hakuodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuodo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuodo-global.com



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