New perspective of
Gender equality at home
Who rules the house?
Gender equality.

As a hot-button social topic, it gains a lot of attention.

Looking at related initiatives of the United Nations and other organizations, gender equality is discussed in relation to education, health, identity, work, violence and politics.

However, here at HILL ASEAN, we examined gender equality through the eyes of sei-katsu-sha—our term for the “holistic person”—to understand it from a more intimate perspective: gender equality in the ASEAN home.

Conventionally, husbands have been the leader of the household while wives have taken care of the home. Does this kind of traditional thinking still hold true among today’s ASEAN sei-katsu-sha?

In the following pages we reveal the roles of husbands and wives in ASEAN households and how couples make decisions. We also give fresh viewpoints on marketing approaches companies might take in light of these discoveries.
Why is gender equality important?

Gender equality is in the spotlight as a social issue. But why?

The United Nations’ Sustainable Development Goals: 17 Goals To Transform Our World explains why gender equality matters as follows: “Women and girls represent half of the world’s population and therefore also half of its potential. But today gender inequality persists everywhere and stagnates social progress.”

The United Nations has highlighted six areas where work needs to be done in relation to gender equality: education, health, identity, work, violence and politics.

Gender equality rankings according to The World Economic Forum’s The Global Gender Gap Report 2016.

The Report ranks 144 countries based on the four indexes economic participation and opportunity, political empowerment, health and survival, and education attainment.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Rank</th>
<th>Country</th>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Iceland</td>
<td>65</td>
<td>Vietnam</td>
<td>106</td>
<td>Malaysia</td>
</tr>
<tr>
<td>20</td>
<td>UK</td>
<td>71</td>
<td>Thailand</td>
<td>111</td>
<td>Japan</td>
</tr>
<tr>
<td>45</td>
<td>USA</td>
<td>88</td>
<td>Indonesia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Singapore</td>
<td>99</td>
<td>China</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(The higher the rank, the smaller the gender gap)

The rankings imply that ASEAN countries still lag behind in terms of gender equality. But does this lag also apply to actual ASEAN households?
What is the actual gender equality situation in ASEAN households?

Our point of view: Sei-katsu-sha

Focus: The division of roles between husbands and wives and how couples make decisions in their household

HILL ASEAN always thinks from sei-katsu-sha perspectives. In analyzing gender equality, too, we stood in the shoes of sei-katsu-sha, and focused on the division of roles between husbands and wives, as well as how they make decisions.

Analysis method Separate analysis of the perspectives of husbands and wives

Husband’s perspective  Wife’s perspective

Analyze gender equality in the household
**HILL ASEAN 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 Nakorn 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 7 main cities, and 600 each in Nakon Ratchasima, Surabaya and Hanoi)

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

**Survey period:** December 2015–January 2016

**HILL ASEAN 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

**HILL ASEAN 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
Different types of ASEAN household based on the division of roles between husband and wife

Q. As husband and wife, how do you divide roles in your household?

So-called “traditional families,” where the husband works and the wife stays home, account for only about one quarter of ASEAN households nowadays. So what household type represents most ASEAN families today?

TRADITIONAL

Wife is responsible for work within the house such as household chores and child rearing, and the husband is responsible for outside the house, such as work.

HILL ASEAN Gender Equality Perceptions Survey
The majority of ASEAN households

Three quarters of households in ASEAN are Sharing type. Husbands and wives sharing responsibility for all tasks, including household chores and childrearing, has become the new norm in the region.

Household roles and responsibilities are no longer divided based on conventional ideas about gender.

### ASEAN household types

- **SHARING**: 75.7%
- **TRADITIONAL**: 22.7%
- **TASK-BASED SHARING**: 50.9%
- **FLEXIBLE SHARING**: 24.8%
- **SWITCHED**: 1.5%

### Scores for each country (%)

<table>
<thead>
<tr>
<th>Country</th>
<th>TRADITIONAL</th>
<th>TASK-BASED SHARING</th>
<th>FLEXIBLE SHARING</th>
<th>SWITCHED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thailand</td>
<td>19%</td>
<td>54%</td>
<td>26%</td>
<td>2%</td>
</tr>
<tr>
<td>Singapore</td>
<td>24%</td>
<td>38%</td>
<td>36%</td>
<td>2%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>20%</td>
<td>52%</td>
<td>27%</td>
<td>2%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>26%</td>
<td>58%</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>25%</td>
<td>53%</td>
<td>20%</td>
<td>2%</td>
</tr>
</tbody>
</table>

HILL ASEAN Gender Equality Perceptions Survey
Three reasons Sharing households are the majority in ASEAN

1. **Husband and wife both work**

   Over 80% of married couples in ASEAN both work

<table>
<thead>
<tr>
<th>Country</th>
<th>Only husband earns</th>
<th>Both husband and wife earn TOTAL</th>
<th>Both husband and wife earn more</th>
<th>Husband and wife earn a similar amount</th>
<th>Both husband and wife earn more</th>
<th>Only wife earns</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Country average (%)</td>
<td>14</td>
<td>84</td>
<td>52</td>
<td>24</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Thailand</td>
<td>7</td>
<td>91</td>
<td>53</td>
<td>28</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Singapore</td>
<td>18</td>
<td>80</td>
<td>49</td>
<td>20</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Malaysia</td>
<td>18</td>
<td>80</td>
<td>49</td>
<td>21</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Vietnam</td>
<td>2</td>
<td>97</td>
<td>55</td>
<td>37</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Indonesia</td>
<td>25</td>
<td>74</td>
<td>54</td>
<td>14</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

   HILL ASEAN Gender Equality Perceptions Survey

2. **Female empowerment**

   It’s okay for women to work in high-ranking/management positions

<table>
<thead>
<tr>
<th>ASEAN 7-country average</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thailand</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>Singapore</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>10%</td>
<td>6%</td>
</tr>
</tbody>
</table>

   It’s okay for the woman to lead a relationship

<table>
<thead>
<tr>
<th>ASEAN 7-country average</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thailand</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>Singapore</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>10%</td>
<td>6%</td>
</tr>
</tbody>
</table>

   HILL ASEAN Fixed Point Survey

3. **Technological advancements help blur gender boundaries**

   A stay-at-home mom sells homemade chili paste online to help the family finances. The husband works from home, so has time to help with childrearing (Indonesia, Flexible)

   Husband read about the benefits of goat’s milk on Facebook and has bought it for the kids to drink ever since (Malaysia, Task-based)
Satisfaction level of the four household types

- Satisfaction levels vary by household type.
- Shared households, particularly Task-based households, are the most satisfied overall and have the smallest gap in satisfaction between the husband and wife.

Where does the difference in satisfaction come from?
The following pages will look into characteristics of each household type.
**TRADITIONAL**

22.7% of total sample

**Income earner**

- Around 75% of husbands earn more than wives
- Husband earns more: 74%
- Both earn similar amount: 20%
- Wife earns more: 5%
- Only husband earns: 25%

**Evaluation of current situation**

<table>
<thead>
<tr>
<th>Satisfaction with current situation</th>
<th>Want division of roles to change</th>
<th>Evaluation of partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>82% &gt; 64%</td>
<td>41% &lt; 61%</td>
<td>87% &gt; 78%</td>
</tr>
</tbody>
</table>

**Why are wives not satisfied?**

1. **There is a large gap between husbands’ and wives’ perceptions of their roles**
   - Women should continue to work after marrying: 59% (Male) vs. 74% (Female)
   - Men should help with household chores: 71% (Male) vs. 82% (Female)
   - Men work, women do household chores: 82% (Male) vs. 72% (Female)

2. **Men’s share of household chores is low**

<table>
<thead>
<tr>
<th>Share of 12 household chores</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking</td>
<td>25%</td>
<td>67%</td>
</tr>
<tr>
<td>Changing diapers</td>
<td>30%</td>
<td>64%</td>
</tr>
<tr>
<td>Washing clothes</td>
<td>28%</td>
<td>63%</td>
</tr>
<tr>
<td>Staying at home with a sick child</td>
<td>33%</td>
<td>62%</td>
</tr>
<tr>
<td>Cleaning the house</td>
<td>31%</td>
<td>60%</td>
</tr>
<tr>
<td>Helping children with homework</td>
<td>39%</td>
<td>57%</td>
</tr>
<tr>
<td>Buying food</td>
<td>38%</td>
<td>57%</td>
</tr>
<tr>
<td>Playing with food</td>
<td>42%</td>
<td>53%</td>
</tr>
<tr>
<td>Collecting children from school</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>Planning family recreational activities</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td>Paying bills</td>
<td>60%</td>
<td>38%</td>
</tr>
<tr>
<td>Household repairs</td>
<td>66%</td>
<td>23%</td>
</tr>
</tbody>
</table>

**Total household chore workload index**

- Male: 484
- Female: 642
- Female - Male: 158

**Note:** “Other” is omitted from the table.

**Wives’ satisfaction with the current division of roles is low and their desire for change is high.**
**Task-based Sharing**

**Definition**: Husband and wife divide household chores, childrearing, education, work, and daily shopping equally

![Percentage of total sample](image)

**50.9%**

**During our home interviews we found many couples that work together**

- Husband and wife created their own brand (Thailand)
- Husband and wife started a business together (Indonesia)
- Couple set up online food supplement company together (Malaysia)

### Evaluation of current situation

<table>
<thead>
<tr>
<th>Evaluation of current situation</th>
<th>Want division of roles to change</th>
<th>Evaluation of partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Satisfaction with current situation</strong></td>
<td><strong>20%</strong></td>
<td><strong>84%</strong></td>
</tr>
<tr>
<td><strong>90%</strong></td>
<td><strong>83%</strong></td>
<td><strong>90%</strong></td>
</tr>
</tbody>
</table>

**Both parties are highly satisfied with the current situation and strongly desire to continue task-based division of roles.**

### What is behind the high satisfaction level of both parties?

1. **High awareness that men should help with household chores**

   Men should help with household chores
   - **80%**男
   - **86%**女

2. **Husbands’ share of household chores is higher than any other household type**

<table>
<thead>
<tr>
<th>Share of 12 household chores</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking</td>
<td>28%</td>
<td>62%</td>
</tr>
<tr>
<td>Changing diapers</td>
<td>35%</td>
<td>61%</td>
</tr>
<tr>
<td>Staying at home with a sick child</td>
<td>35%</td>
<td>60%</td>
</tr>
<tr>
<td>Washing clothes</td>
<td>32%</td>
<td>58%</td>
</tr>
<tr>
<td>Helping children with homework</td>
<td>41%</td>
<td>56%</td>
</tr>
<tr>
<td>Cleaning the house</td>
<td>35%</td>
<td>56%</td>
</tr>
<tr>
<td>Buying food</td>
<td>41%</td>
<td>53%</td>
</tr>
<tr>
<td>Playing with children at home</td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>Planning family recreational activities</td>
<td>47%</td>
<td>50%</td>
</tr>
<tr>
<td>Collecting children from school</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Paying bills</td>
<td>58%</td>
<td>40%</td>
</tr>
<tr>
<td>Household repairs</td>
<td>70%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Total household chore workload index**
- **Male**: 511
- **Female**: 616
- **Difference**: 105

**“Other” is omitted from the table**

### Income earner

<table>
<thead>
<tr>
<th>Husband earns more</th>
<th>Both earn similar amount</th>
<th>Wife earns more</th>
</tr>
</thead>
<tbody>
<tr>
<td>65%</td>
<td>24%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**89% of wives earn**

**Husbands’ work is flexible, so he takes care of the laundry and cooking (Malaysia)**

**Wife manages household chores using a spreadsheet (Singapore)**

---

Item 1: **High awareness that men should help with household chores**

**Men should help with household chores**
- **80%** 男
- **86%** 女

Item 2: **Husbands’ share of household chores is higher than any other household type**

**Share of 12 household chores**

<table>
<thead>
<tr>
<th>Share of 12 household chores</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking</td>
<td>28%</td>
<td>62%</td>
</tr>
<tr>
<td>Changing diapers</td>
<td>35%</td>
<td>61%</td>
</tr>
<tr>
<td>Staying at home with a sick child</td>
<td>35%</td>
<td>60%</td>
</tr>
<tr>
<td>Washing clothes</td>
<td>32%</td>
<td>58%</td>
</tr>
<tr>
<td>Helping children with homework</td>
<td>41%</td>
<td>56%</td>
</tr>
<tr>
<td>Cleaning the house</td>
<td>35%</td>
<td>56%</td>
</tr>
<tr>
<td>Buying food</td>
<td>41%</td>
<td>53%</td>
</tr>
<tr>
<td>Playing with children at home</td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>Planning family recreational activities</td>
<td>47%</td>
<td>50%</td>
</tr>
<tr>
<td>Collecting children from school</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Paying bills</td>
<td>58%</td>
<td>40%</td>
</tr>
<tr>
<td>Household repairs</td>
<td>70%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Total household chore workload index**
- **Male**: 511
- **Female**: 616
- **Difference**: 105

**“Other” is omitted from the table**

---

**Income earner**

- **89% of wives earn**

**Husbands’ work is flexible, so he takes care of the laundry and cooking (Malaysia)**

**Wife manages household chores using a spreadsheet (Singapore)**
FLEXIBLE SHARING

Household chores, childrearing, education, work, and daily shopping are handled by whoever can do it at the time.

Why is there a gap in their satisfaction?

1. Men of this type have much higher understanding of women
   - Women should continue to work after marrying: 85% of men vs. 90% of women
   - Men should help with household chores: 71% of men vs. 82% of women
   - Men work, women do household chores: 47% of men vs. 39% of women

2. However, in reality women bear more responsibility for household chores
   - The share of 12 household chores
     - Staying at home with a sick child: 32% of men vs. 63% of women
     - Cooking: 25% of men vs. 62% of women
     - Changing diapers: 33% of men vs. 62% of women
     - Washing clothes: 28% of men vs. 60% of women
     - Helping children with homework: 37% of men vs. 60% of women
     - Cleaning the house: 31% of men vs. 56% of women
     - Planning family recreational activities: 45% of men vs. 53% of women
     - Buying food: 41% of men vs. 53% of women
     - Playing with children at home: 43% of men vs. 52% of women
     - Collecting children from school: 43% of men vs. 39% of women
     - Paying bills: 35% of men vs. 18% of women
     - Households repairs: 69% of men vs. 18% of women

Total household chore workload index

- Male: 485
- Female: 622
- Female - Male: 137

Both parties want to continue being Flexible sharing type, but there is a gap in satisfaction with the sharing arrangements between husbands and wives.

Income earner

- 87% of wives earn
- Husband earns more: 61%
- Both earn similar amount: 24%
- Wife earns more: 13%

Evaluation of current situation

- Satisfaction with current situation: 83% > 68%
- Want division of roles to change: 29% < 30%
- Evaluation of partner: 87% > 81%

Why is there a gap in their satisfaction?

- Women should continue to work after marrying
- Men should help with household chores
- Men work, women do household chores

Cook's photo-worthy food only when entertaining (Singapore)
Wife manages monthly tasks using a chat application (Malaysia)
Wife washes the car, too (Indonesia)
Washing the dishes is this husband's speciality (Thailand)
SWITCHED

1.5% of total sample

Husband is responsible for household chores, childrearing and other work within the house, and wife is responsible for work and other activities outside the house.

Income earner

Around half of husbands earn more; husbands’ earning power is lower than in other household types.

<table>
<thead>
<tr>
<th>Husband earns more 52%</th>
<th>Wife earns more 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only husband earns: 17.6%</td>
<td>Only wife earns: 9.4%</td>
</tr>
</tbody>
</table>

Evaluation of current situation

Satisfaction with current situation: 73% > 55%
Want division of roles to change: 57% > 50%
Evaluation of partner: 87% > 71%

Both parties have low desire to continue the Switched division of roles, and wives’ satisfaction with the current situation is especially low.

Why do both parties have low levels of satisfaction?

1. They do not fully accept their current roles
- Women should continue to work after marrying: 58% > 55%
- Men should help with household chores: 68% > 58%
- It’s OK to be a househusband: 58% > 55%

2. In reality, women bear more responsibility for household chores

<table>
<thead>
<tr>
<th>Share of 12 household chores</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washing clothes</td>
<td>27%</td>
<td>61%</td>
</tr>
<tr>
<td>Staying at home with a sick child</td>
<td>34%</td>
<td>59%</td>
</tr>
<tr>
<td>Cooking</td>
<td>30%</td>
<td>55%</td>
</tr>
<tr>
<td>Cleaning the house</td>
<td>31%</td>
<td>55%</td>
</tr>
<tr>
<td>Buying food</td>
<td>39%</td>
<td>52%</td>
</tr>
<tr>
<td>Changing diapers</td>
<td>32%</td>
<td>51%</td>
</tr>
<tr>
<td>Playing with children at home</td>
<td>38%</td>
<td>51%</td>
</tr>
<tr>
<td>Planning family recreational activities</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
<td>Helping children with homework</td>
<td>44%</td>
<td>48%</td>
</tr>
<tr>
<td>Collecting children from school</td>
<td>38%</td>
<td>48%</td>
</tr>
<tr>
<td>Paying bills</td>
<td>52%</td>
<td>43%</td>
</tr>
<tr>
<td>Household repairs</td>
<td>66%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Total household chore workload index: 479 > 593 > 114

Both parties have low desire to continue the Switched division of roles, and wives’ satisfaction with the current situation is especially low.
How do the four household types make shopping decisions?
How does division of roles in the household affect purchasing decisions?
TRADITIONAL

22.7%

Wife is responsible for household chores, childrearing and other work within the house, and husband is responsible for work and other activities outside the house.

TASK-BASED SHARING

50.9%

Husband and wife divide household chores, childrearing, education, work, and daily shopping equally.

**Characteristic decision-making processes**

- **Wife wanted a brand** - Husband considered cost and functions - Bought different brand for wife, while he uses the latest model (Thailand)
- Husband preferred the smart remote control - Bought a TV without asking his wife (Thailand)

**Categories with “Both together” scores of 50% or more**

- Car
- Motorcycle
- Air conditioner
- Fridge
- Washing machine
- TV
- Camera
- Printer
- New home
- Financial product
- Seasonal gifts throughout the year
- Instant foods and beverages
- Seasonings
- Shampoo
- Detergent
- Household cleaners
- Diapers
- Baby care products (except diapers)

**Characteristics**

**Definition**

Purchasing decision-making processes that more than 50% of our sample make decisions about as a couple: motorcycles, new home and seasonal gifts. Car buying decisions are dominated by husbands, while wives make most decisions about daily necessities.

This household type has the highest number of purchase categories that couples decide together. There are no husband-dominated categories, while wives only lead in seasonings and cleaning products.

**Categories with “Both together” scores of 50% or more**

- Car
- Motorcycle
- Air conditioner
- Fridge
- Washing machine
- TV
- Camera
- Printer
- New home
- Financial product
- Seasonal gifts throughout the year
- Instant foods and beverages
- Seasonings
- Shampoo
- Detergent
- Household cleaners
- Diapers
- Baby care products (except diapers)

**Characteristic decision-making processes**

- Learned about process of buying car by herself while seeking advice from husband (Thailand)
- Shared the idea → Husband found it and shared with wife on LINE → Wife approved → Husband bought it (Thailand)
- Shared the idea → Husband abbreviated options → Wife checked → Bought the car together (Thailand)
Purchase decision-making

Purchase categories where the majority of couples make decision together: electronic goods, new home, financial products and seasonal gifts. Motorcycles are the only husband-dominated category and daily necessities are mostly chosen by wives.

Categories with "Both together" scores of 50% or more

Characteristic decision-making processes

- Shopping is done by the person who has time. Both accidentally bought the same product in different fragrances (Singapore)
- Both selected electronic goods online and made the decision to buy together (Vietnam)
- Husband decided the car model, while the wife chose the color (Indonesia)

Categories with "Both together" scores of 50% or more

Characteristic decision-making processes

- Husband and wife wanted different model. Since, wife drives more often, her decision was final (Indonesia)
- Husband jokes with wife about buying a new family car. The wife would rather buy a truck for work, so she let it go in one ear and out the other (Thailand)
Summary of findings

So, who rules the house?

We don’t rule, we share

75% of all respondents are in Sharing type

Sharing type are the most satisfied household type in terms of the division of roles

In Sharing type households, husbands cross gender boundaries and actively participate in household chores; many think that this is the ideal arrangement, and most purchasing decisions are made together.
Marketing implications

How should brands adjust their marketing direction for an ASEAN region where most households share roles?

New perspective for targeting strategies
From gender-based targeting to couple-based targeting.

Decision-making process management
From male or female customer journeys to couple journeys.

Focus of communication
From focusing on working women to focusing on men who also do housework.
Marketing implication 1

New perspective for targeting strategies

Stereotyping household relationships leads marketers to the wrong decision-maker in the purchase journey.

- Gender-based targeting
  - Fixed roles based on gender
  - Only husband or wife makes purchasing decision
  - Target only husband or wife

- Couple-based targeting
  - Share roles regardless of gender
  - Husband and wife make purchasing decisions together
  - Target the couple (husband and wife)
Marketing implication 2

Decision-making process management

Plotting the decision-making steps couples go through in detail is key. Create a shared customer journey for couples based on who takes the lead in the steps below and what discussions they have together.

- **Identifying**
  - Share need
  - Husbands and wives have their own purchasing criteria.  
  - An approach that reaches out to both is needed.

- **Screening**
  - Share information
  - Support husbands to compare options.
  - Men tend to search for products that meet their needs and narrow options down mainly by their specs. Husbands want to add their preferences and explain them in a way their wives will understand easily.

- **Finalizing**
  - Share decision
  - Give wives a nudge.
  - Couples often go to see the actual product and make the purchase decision together. The final decision often comes down to the wife’s sensibilities, so give women a nudge at the decision-making stage.

- **Change of initiative when deciding to purchase a high involvement product**
  - Point 1
  - Point 2
  - Point 3
Portray “Super Daddies” as heroes

Shine a spotlight on the rise of husbands’ participation in household chores.

Super Daddy = a cool husband who handles work, childrearing and household chores
What is Hakuhodo Institute of Life and Living ASEAN?

A think tank dedicated to studying sei-katsu-sha.

Hakuhodo Institute of Life and Living ASEAN (HILL ASEAN) was established in 2014 as the Hakuhodo Group’s think tank in the ASEAN region.

By studying the new lifestyles of sei-katsu-sha—our term for the holistic person—emerging in this region and sharing marketing ideas about them, we hope to help companies with their marketing efforts in ASEAN countries.

Hakuhodo’s

Sei-katsu-sha

Insight philosophy

At Hakuhodo, we describe people not simply as “consumers” but as sei-katsu-sha—fully rounded individuals with their own lifestyles, aspirations, and dreams.

“Consumer” is a producer-centric term that refers only to one facet of people’s lives. Human beings don’t exist solely to consume. They do much more than just shop. They are workers, residents, citizens, somebody’s son or daughter, and perhaps also a parent. At Hakuhodo, we use the term sei-katsu-sha to go beyond the consumer to understand the whole person and develop marketing approaches based on their true desires.
Why study ASEAN sei-katsu-sha?

The formation of the AEC (ASEAN Economic Community) has given further impetus to the flow of people and goods within the region and heightened interest in ASEAN as one big market.

ASEAN is a patchwork of countries that differ in language, religion, and cultural background. However, identifying commonalities among ASEAN sei-katsu-sha that transcend these differences makes it possible for us to gain a bird’s eye view of the entire ASEAN market.

Determining what ASEAN sei-katsu-sha have in common also serves as a useful yardstick for understanding how each country differs.
So who rules the house in ASEAN?

Our research on gender equality in ASEAN families lead to many realizations.

Traditional households, where the husband works outside and the wife takes care of the home are now in the minority. The majority of ASEAN households today are Shared and husband and wife both work and share household roles equally.

Couples in these Shared households have high levels of satisfaction with the division of their roles, and the gap between husbands’ and wives’ satisfaction of roles is relatively small. They also tend to make purchasing decisions together, even when purchasing products like cars and electronic goods.

So what implications do these findings have?

Marketing approaches based on traditional ideas about gender may no longer be the most suitable for today’s ASEAN families. New approaches that take account of the reality of working wives, husbands that do household chores, and joint decision-making may be required.

They don’t rule, they share.
Survey work, research and presentation

Hakuhodo Institute of Life and Living ASEAN (HILL ASEAN)
Goro Hokari
Yusuke Miyabe
Ampa Theerapatsakul (Thailand)
Taweepong Sirisanhiran (Thailand)
Duangkaew Chaisurirat (Thailand)
Chiranya Prohmchum (Thailand)
Anunpapa Siriwan (Thailand)
Sasana Jitwatna (Thailand)
Prompohn Supataravanich (Thailand)
Farhana E. Devi Attamimi (Indonesia)
Wimala Djarar (Indonesia)
Joanne Hoe (Singapore)
Ann Liew Leng Hui (Malaysia)
Daniel Lim Kuo Minh (Malaysia)
Le Thi Hien Trang (Vietnam)

Hakuhodo Institute of Life and Living (Tokyo)
Tatsushi Shimamoto
Shuzo Ishidera
Akemi Natsuyama
Takamasa Sakai

Event/Design
HAKUHODO PRODUCT’S Inc.
PRODUCTS BANGKOK Co., Ltd.
Izumi Yokoyama
Musubi Co., Ltd.
Masafumi Mizutori

Research
Tokyo Survey Research & Co., Ltd.

Overall supervision
HAKUHODO ASIA PACIFIC CO., LTD.
Masato Saito