



HomeMaker Bioscope

# A Preamble



# Today's Housewife...master of many



## Women of today –

- juggles between home and work,
- avails best possible offers
- takes care of everyone but chooses her brands
- decides where to spend and how much to spend

decides where to spend and how much to spend

avails best possible offers

# Drives the choice...



Women of today plays a major role in driving what to buy

- be it a mobile / internet connections
- or consumer durables
- or clothes for everyone in the family
- or brands of cosmetics for her / her husband



# Women – play an equal role...

About 30-35 per cent of the estimated 480 million jobs in the country are being performed by women.....



About 30% of the workforce in software industry is female. They are at par with their male counter parts in terms of wages and the position at the work place

# Women – the most targeted TG



54% of the advertising is targeted towards Housewives.

LV Krishnan, CEO TAM

## Time spend by different demographics on TV

Kids		125 min
Teens		145 min
Young adults (15-25)		150 min
Adults		145 min
	Male	130 min
	Female	170 min
Elderly female		185 min

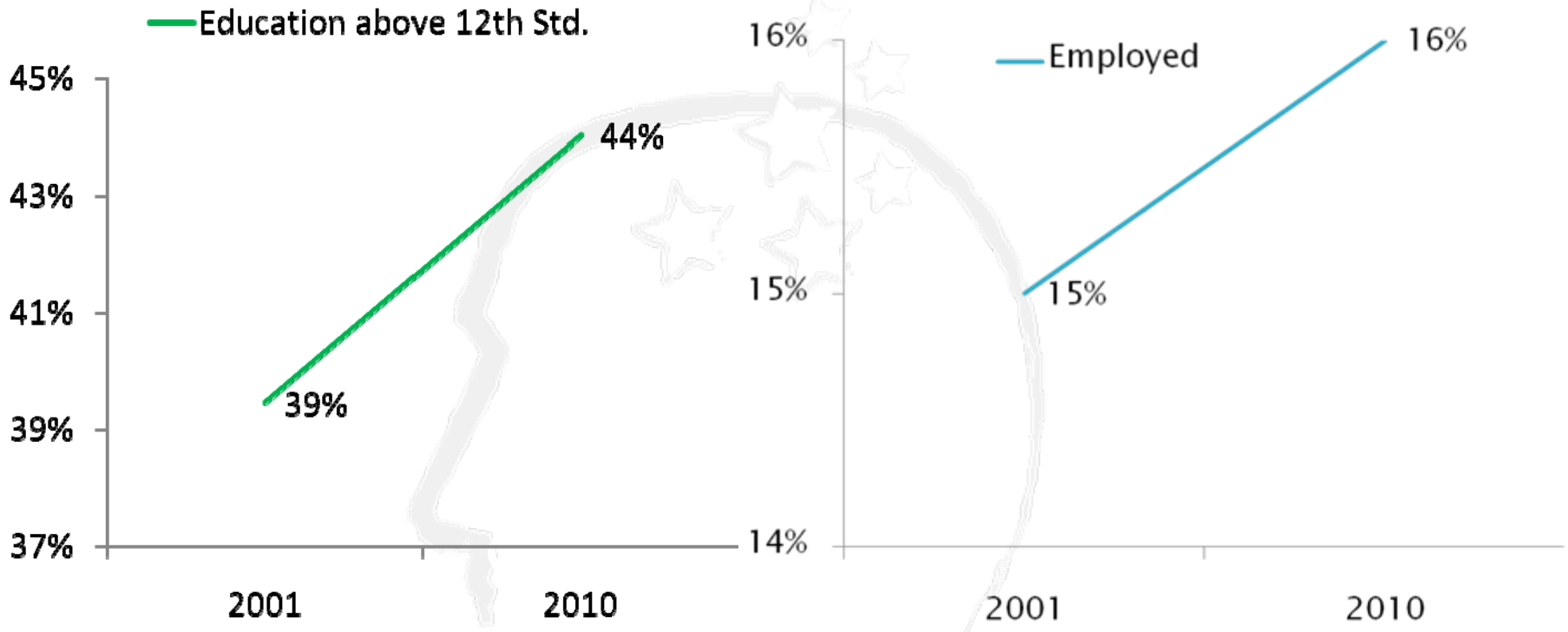


Source: Impact Magazine

Continuously changing social values



# Education Vs employment

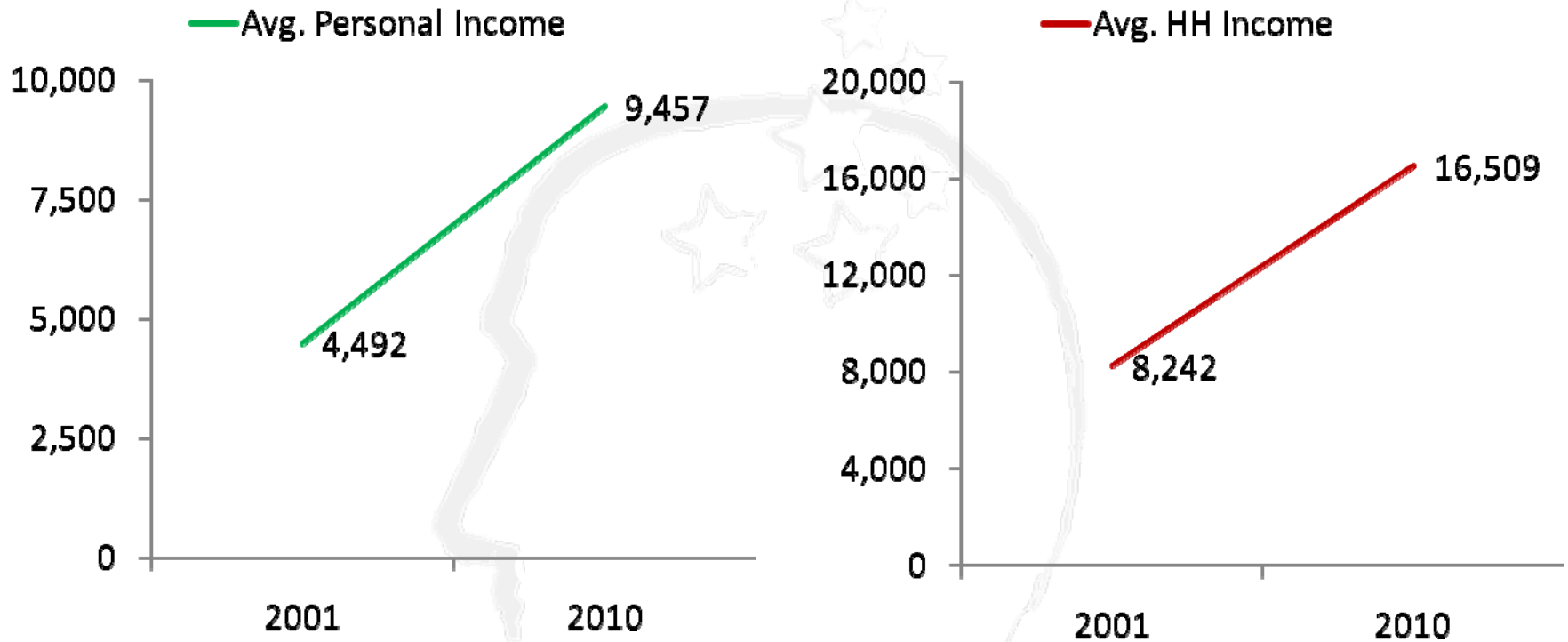


**Increasing education leads to empowerment**

Base: Urban Women, 25yrs +  
Source: TGI India



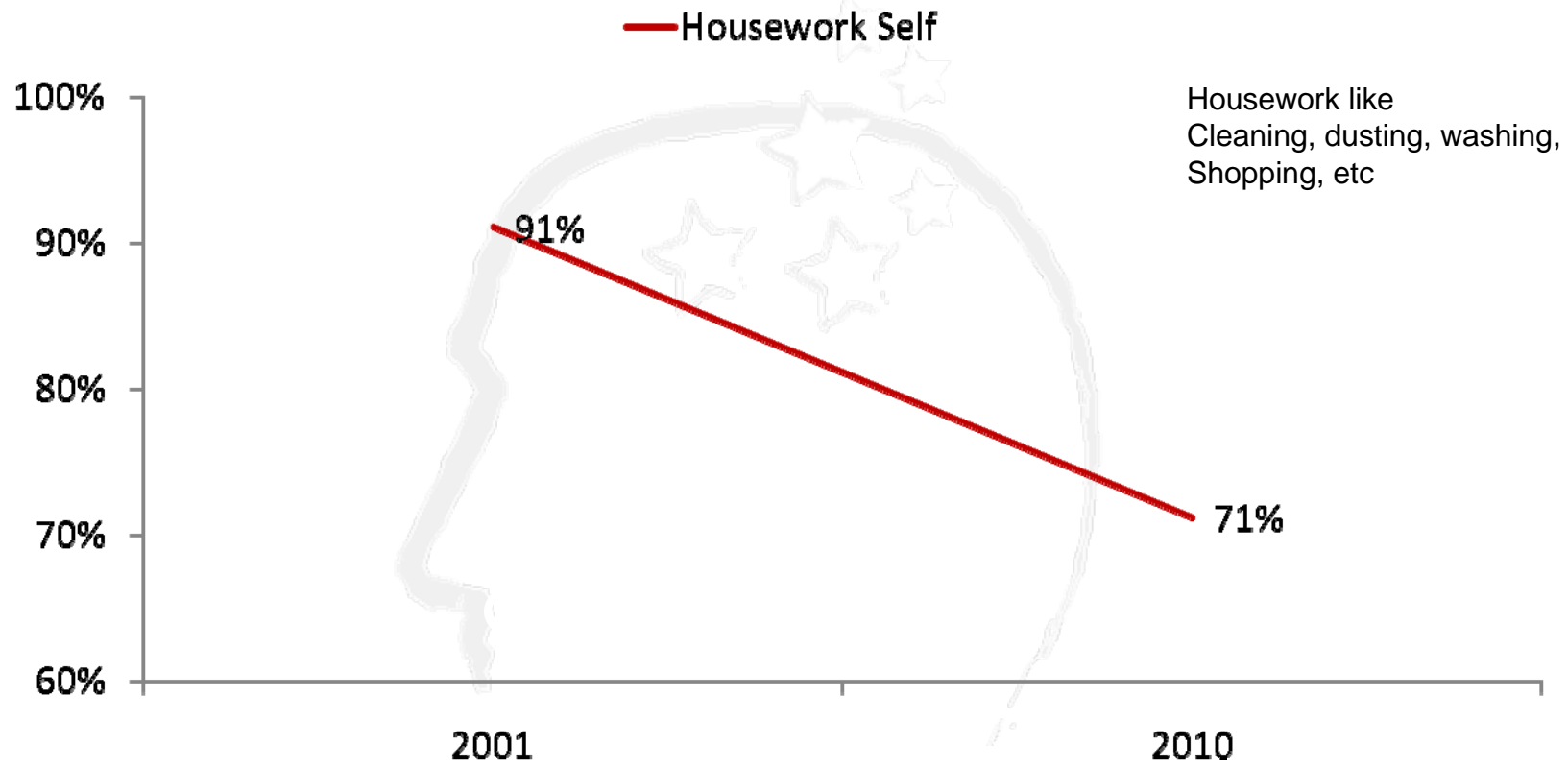
# Increasing personal income levels



**Income levels of women had doubled in the last 1 decade....**

**Contribution of women to family's financial kitty increases the buying power**

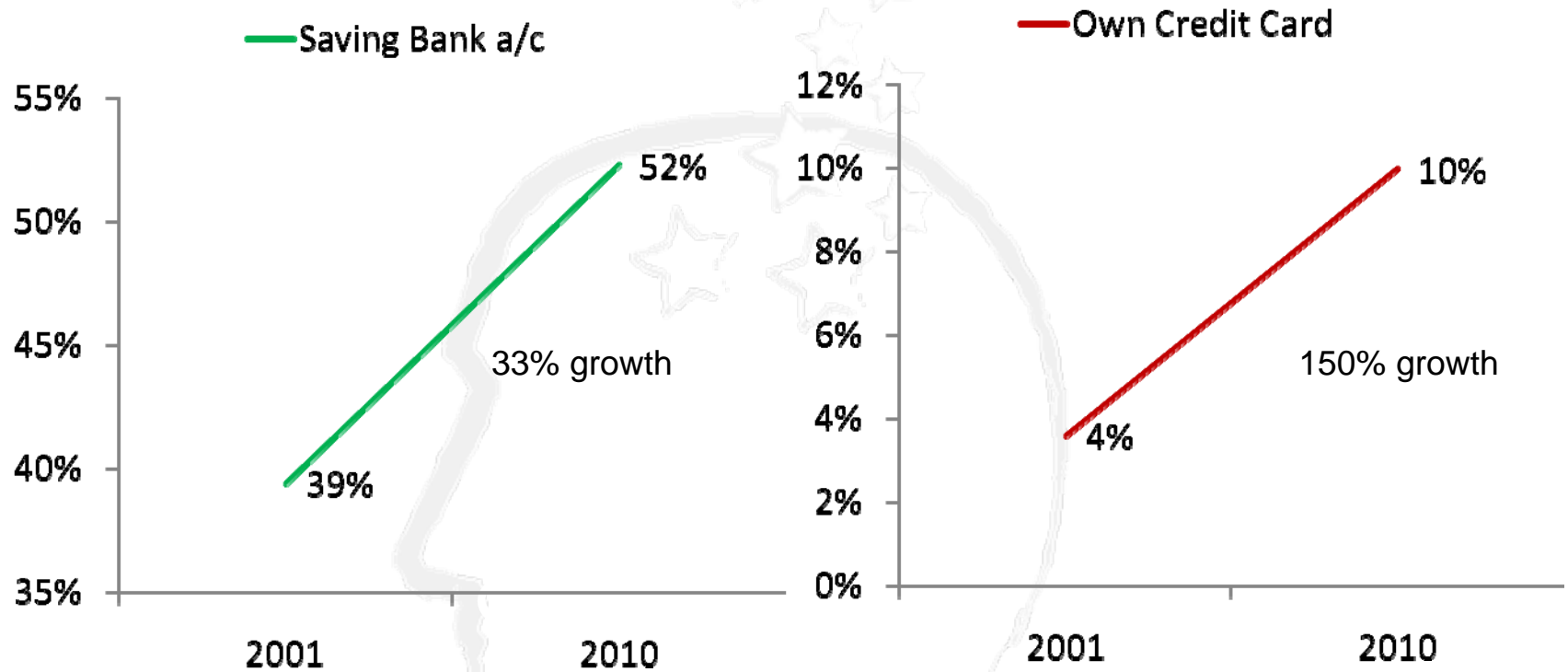
# As a result....



**Women have started outsourcing household work**

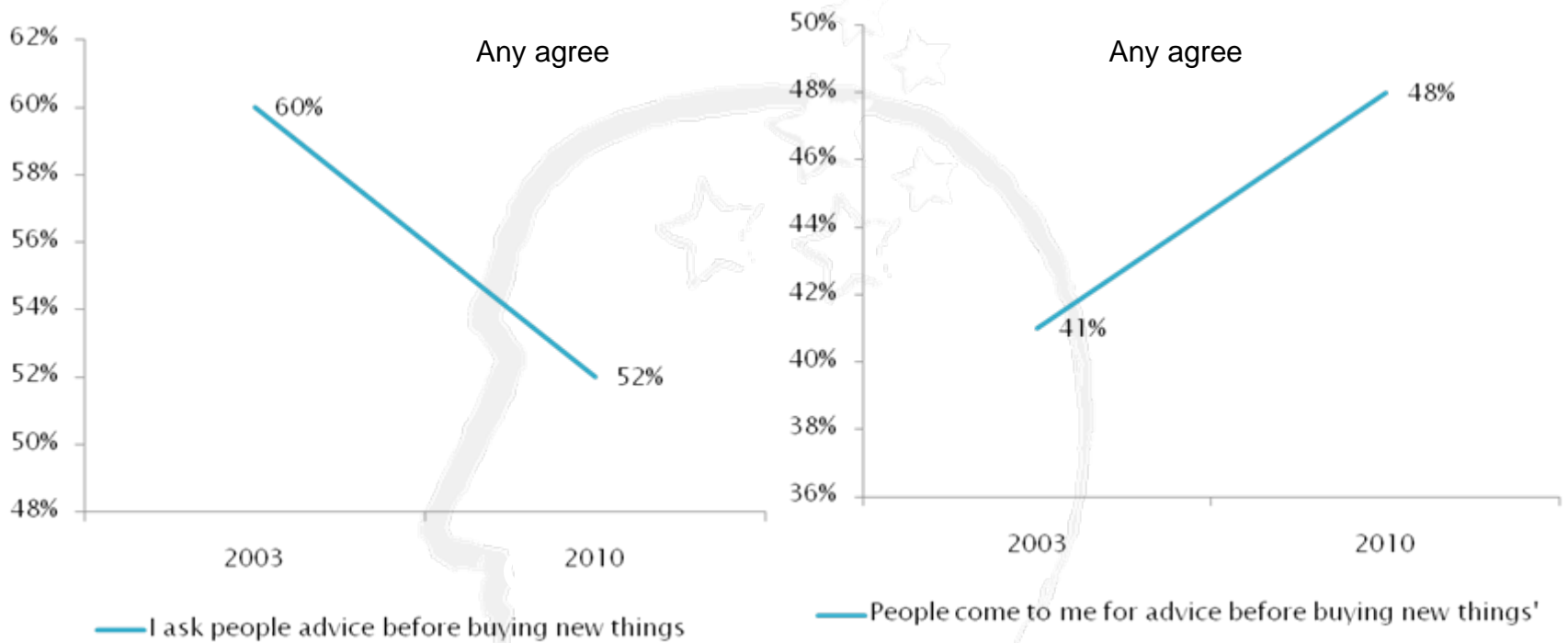
Base: Urban Women, 25yrs +  
Source: TGI India

# Impact on women - 1



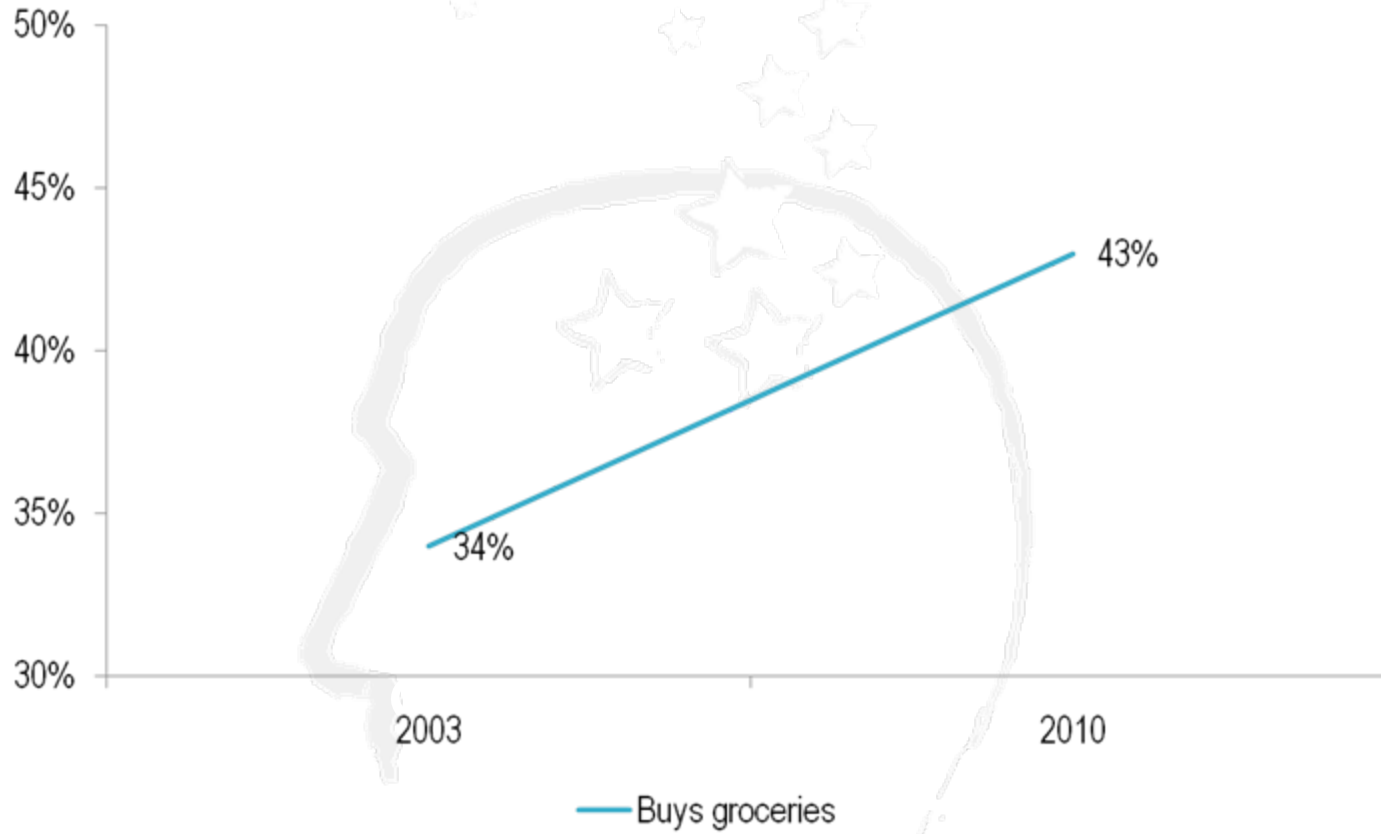
**Women are becoming financially independent**

# Impact on women - 2



**Attitudinally becoming more confident**

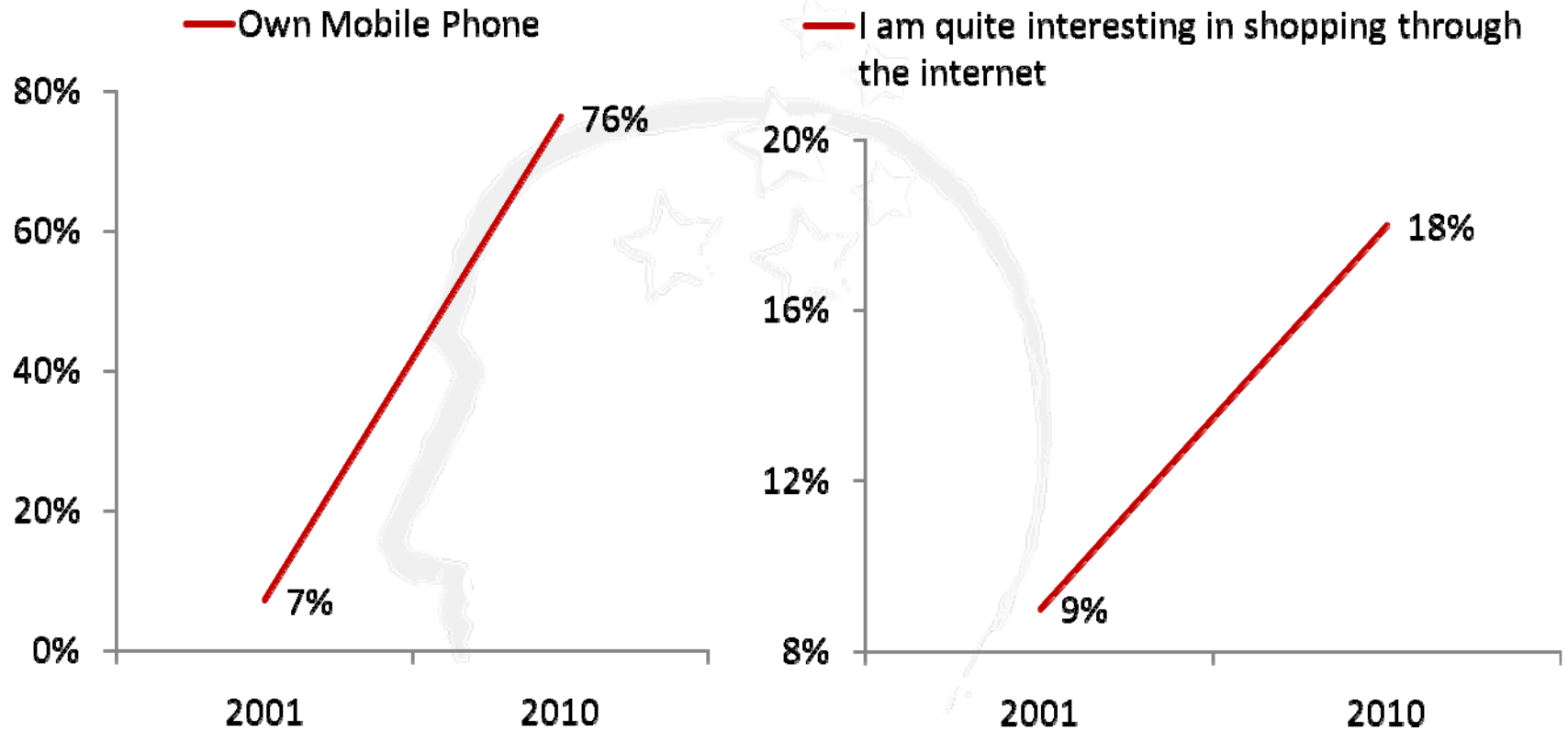
# Impact on women - 3



**More women participate in the actual buying process**

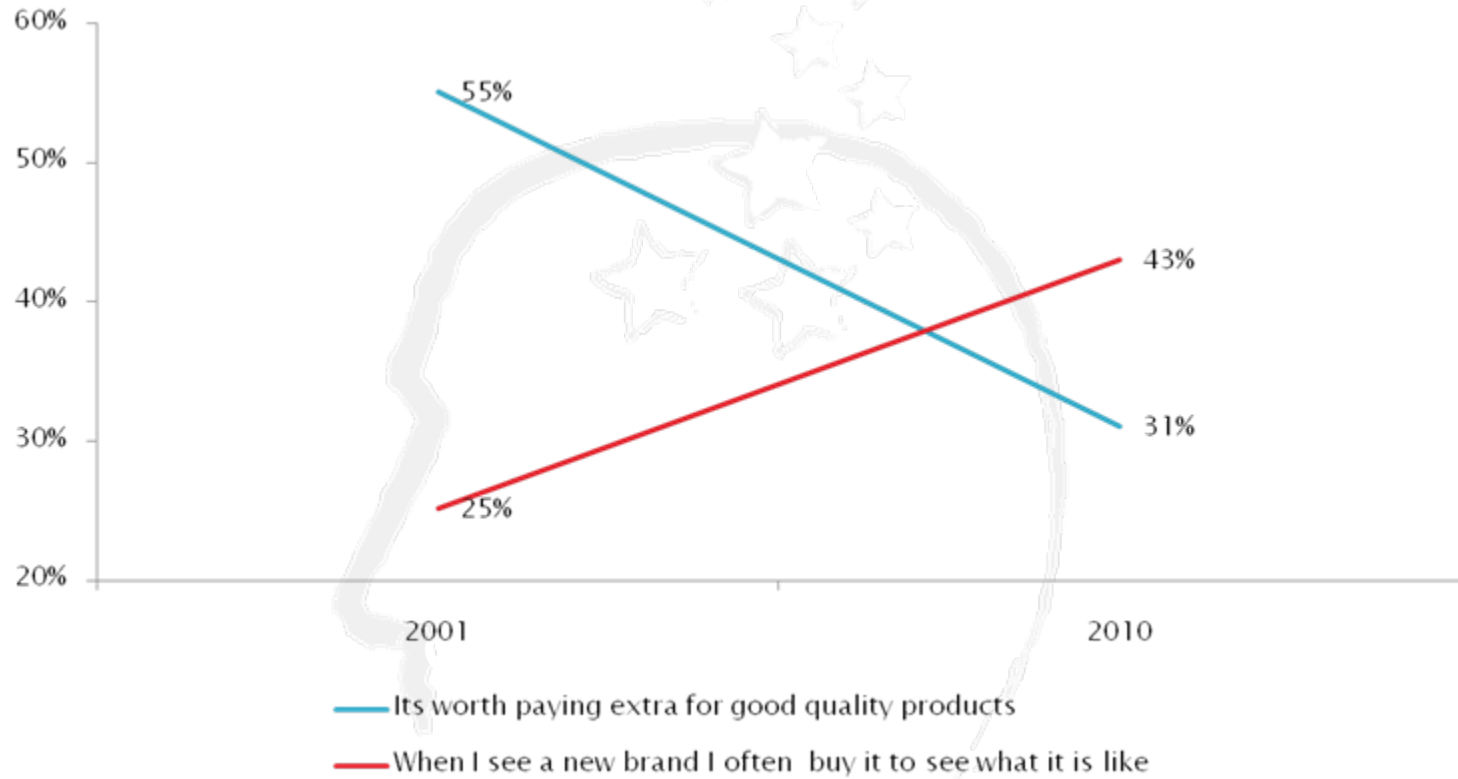


# Impact on women - 4



**Ease in adopting and using technology had increased**

# Impact on women - 5



**Declining quality consciousness, increasing impulsive purchases**

# Impact on women - 6



- ✓ I make a point to know where my husband invests
- ✓ It is safer to keep money in the bank than at home

- ✓ I fulfill all the demands that my children ask for
- ✓ I control what my kids watch on Television



**Women of today – gives in as well as withholds**

Today's housewife is very much in the driver's seat while taking family related decisions

What are the business implications of this?





# Business Implications

Major shift in consumption, shopping behavior and increase in consumer spending can be expected.

Opening up new opportunities in consumer goods and services.

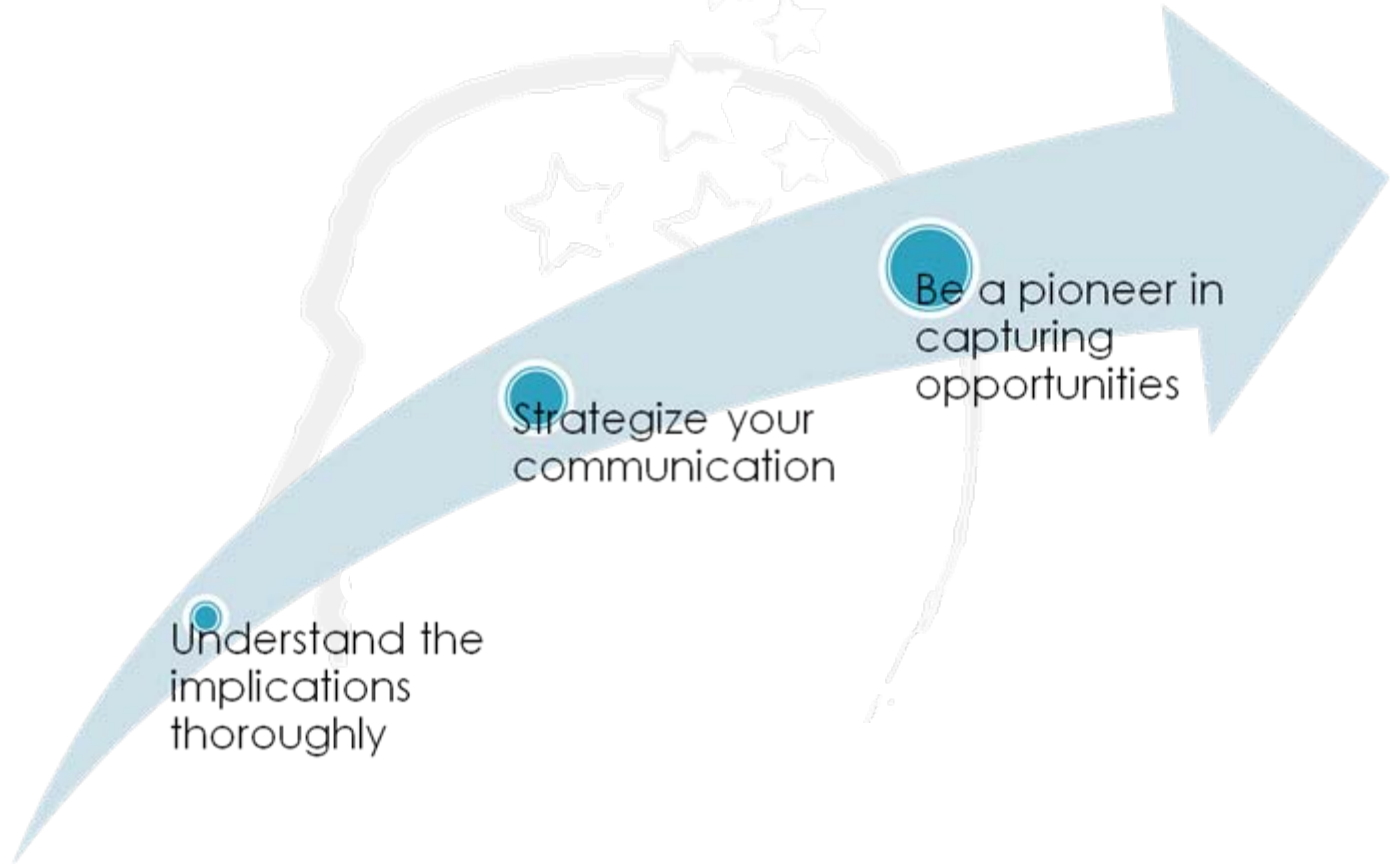
This trend will likely to effect the way people shop. There will be frequent use of supermarkets, convenience store, online shopping and home delivery



# HomeMaker Bioscope

A decision support system for a comprehensive understanding of the most targeted, sought after TG - HomeMakers

# Using HomeMakers Bioscope



Study specs...

# Who are we talking about



- ▶ ***Housewives\**** – *by market research definition* –
  - *In the age group of 25+*
  - *Urban India*
  - *SEC – A, B & C*

*\*an individual at home who takes decision on what FMCG products and brands to buy for household level consumption.*





# Comprehensive information

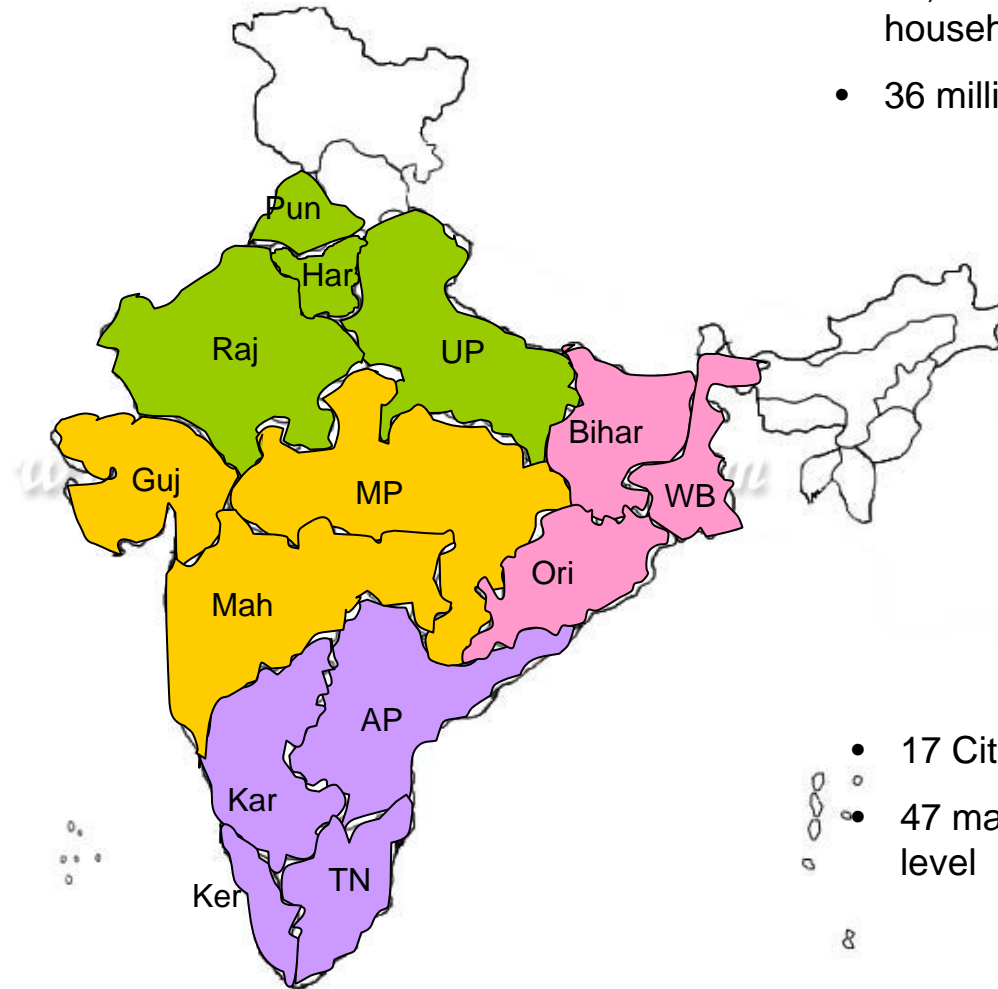


- ▶ Consumer/Decision Maker profiling
  - Demographic
  - Psychographic
- ▶ Product ownership
  - Durables owned
  - Involvement in decision making
  - Intentions to purchase
- ▶ Product usage
  - Brands/categories consumed
  - Frequency of purchase
  - Pack type/size
  - Nature of consumption- H/M/L
- ▶ Attitudes and lifestyle
- ▶ Category spends information – 125+ categories

# Widest coverage

- 5 Town Class Levels
  - Metro
  - 10 – 40 L towns
  - 5 – 10 L towns
  - 1 – 5 L towns
  - < 1 lac

- 30,000 Urban households interviewed
- 36 million represented



- 17 Cities
- 47 markets at Pop strata level

# Widest array of categories covered

▶ ***HomeMaker Bioscope*** covers –

- *Food*
- *Household Products*
- *Beverages*
- *Affluence indicators*
- *Shopping*
- *Attitudes & beliefs*
- *Media*



# Psychographic information



- ▶ Attitude to Self, Money, Fame
- ▶ Sentiment- Happiness, Fate, Anxiety, Optimism, Fears, Concerns etc
- ▶ Attitude to Impulse, Promos, Offers, Value For Money etc.
- ▶ Education and career (Role, aspirations, occupations)
- ▶ Kids (upbringing, degree of independence, expectations and concern for their future)
- ▶ Attitude towards Family, Friends and Society
- ▶ Culture, customs and tradition
- ▶ Indulgence - Grooming, Food, Shopping and Holiday
- ▶ Health & Wellness
- ▶ Opinion leaders and influencers (local people, religious leaders)

# Media



- **Press**

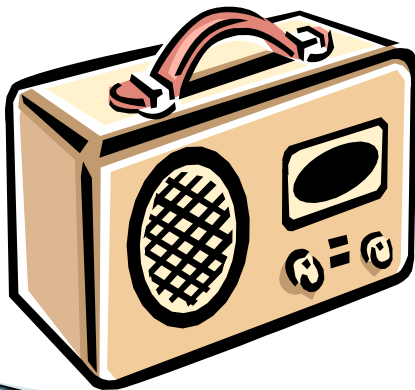
- Readership
- Cumulative reach
- Duplication
- Place and source
- Intensity of reading
- Topics of interest

- **Television**

- 7-day Reach by Network
- Time Spent Viewing
- Opinion on Channels
- Favourite Channels
- Day-part Viewing
- Topics of interest

- **Radio**

- Day-part listening
- Last 7 day Listening by Station
- Time spent
- Place of listening
- Topics of interest



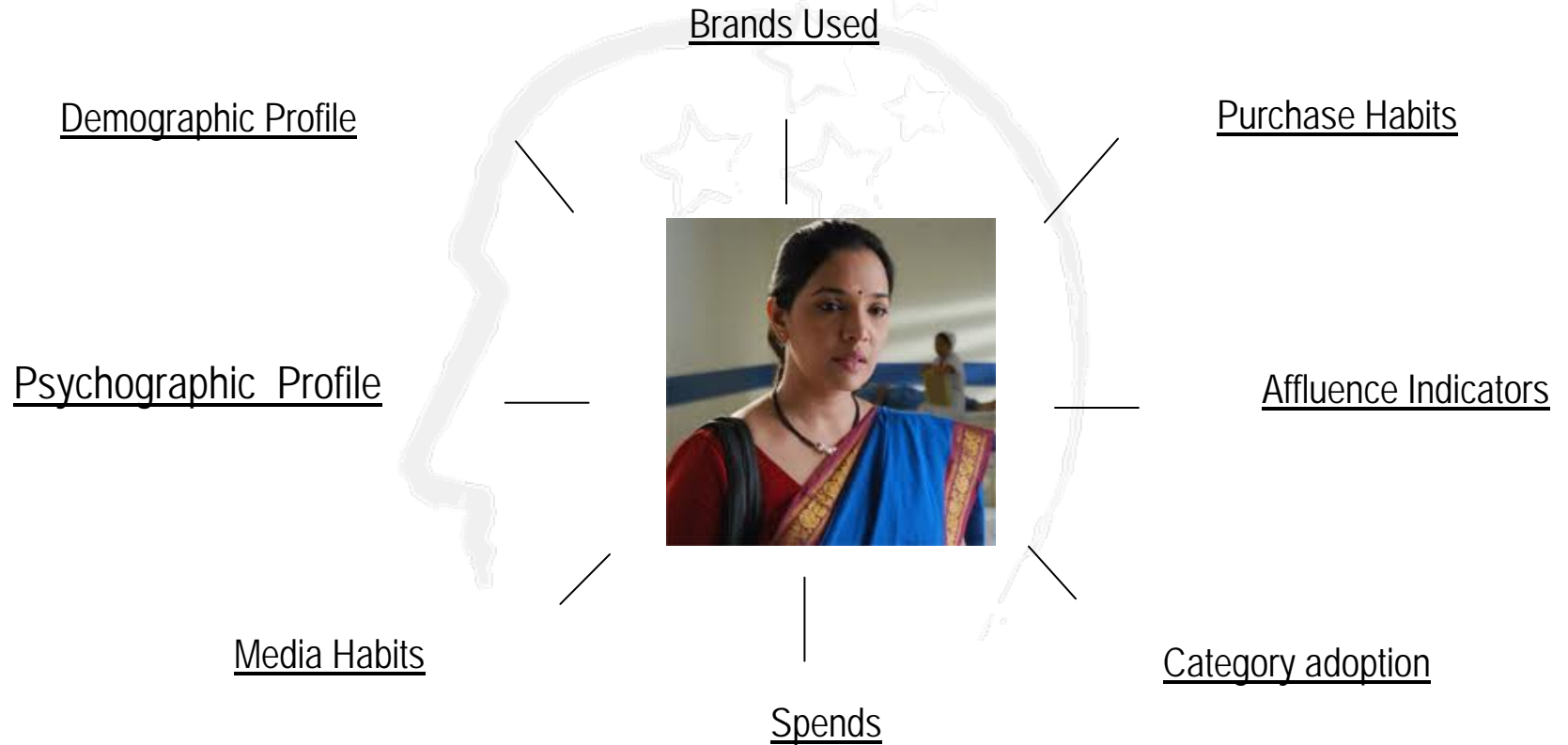
# Other Media



- Outdoor
- Cinema
- Internet
- Word of Mouth



# HomeMakers Bioscope – A marketers guide



# HomeMakers Bioscope – A marketers guide

## Communication Planning

- Analyze & Identify the right TG
- Understand the TG
- Create strategies
- Identify their Media habits
- Implement

## Segmentation

- Identify core customer and segments
- Develop profiles
- Evaluate the attractiveness of each segment
- Select target segments

## Retail Landscape

- Identify the dynamics of shopping in different markets
- The role of shopping malls / supermarket
- Factors that differentiate shoppers
- Drivers for a supermarket

## Market Entry & Expansion

- Identify core TG
- Category using frequency
- Competition analysis
- Prioritize markets
- Develop CDI and BDI

## Product Development

- Usage Habits
- Purchase Habits
- Cross consumption
- Purchase Power



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Thank  
You