

Housewives

Audience Insights, 2021 (TR)

Google



What does it mean?

Based on dictionary definition housewives seem to be responsible for household affairs

They take over most of the household work to do, including shopping

Today, **stay-at-home-mom** is also another preferred definition/branch for Housewives

Q housewife

Oxford Dictionary:

housewife

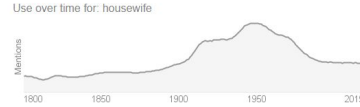
/ˈhaʊswaɪf/

Learn to pronounce

noun

noun: **housewife**; plural noun: **housewives**

1. a woman whose main occupation is caring for her family, managing household affairs, and doing housework, while her husband or partner goes out to work.
"I am not just a housewife, I am an accountant, nurse, negotiator, cook, and driver"



Q ev kadını

Türk Dil Kurumu Sözlük:

ev kadını

isim

1. Dışarıda herhangi bir işte çalışmayıp kendi ev işlerini gören kadın, ev hanımı.

Why is it important?

Housewives are the one of the most powerful consumer forces in the market today.

Most of the household shopping is handled by housewives.

Although for some categories consumers are different, **shoppers are housewives**



~80%
of Housewives in TR are shopping for household¹

~92%
of Housewives in TR are cooking & cleaning¹

Let's look at demographics

Marital Status



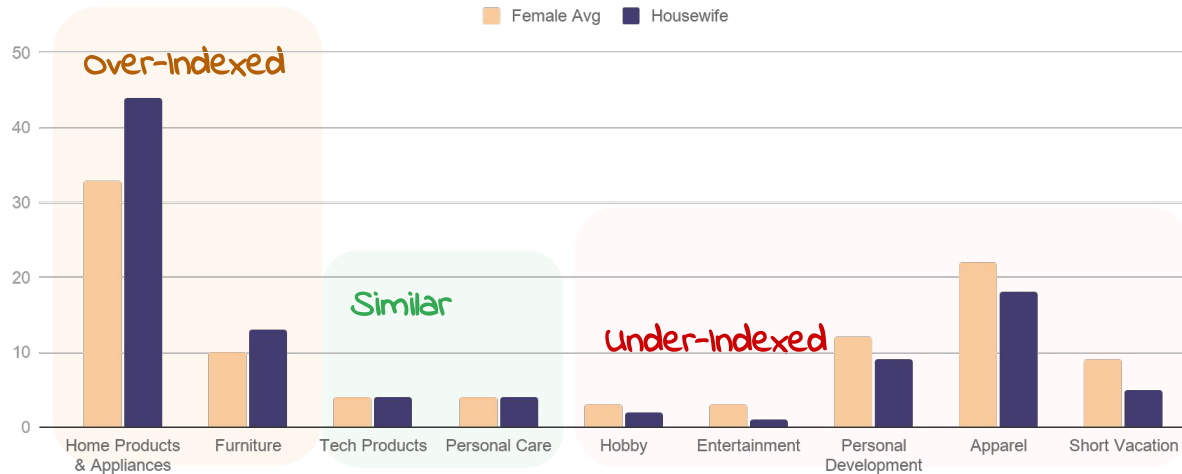
77%

Housewives have kids in the household or living with extended family¹

Marital Status and home residents also gives us a clue about consumption behaviour

Shopping preferences

*Housewives shopping preferences by some product categories
Turkey 2018 - %*



Compared to average female, they care more about home and household products.

There are two reasons triggering this behaviour:

1. **Representation:** They believe that their home and its cleanliness represents how good a housewife is. Especially if they are married, they tend to clean & take care more often
2. **Division of Labor:** Housewives position themselves as head of internal affairs at home. Other than tech product purchase, they make most of the purchasing decisions

Shopper? Or Consumer?

Since housewives takeover most of the household shopping, they make most of the household shopping decision.

Covering most of the Grocery Shopping and some household related CPG categories like Fabric Care, Home Care and Oral Care



Let's look at demographics

Audience Size

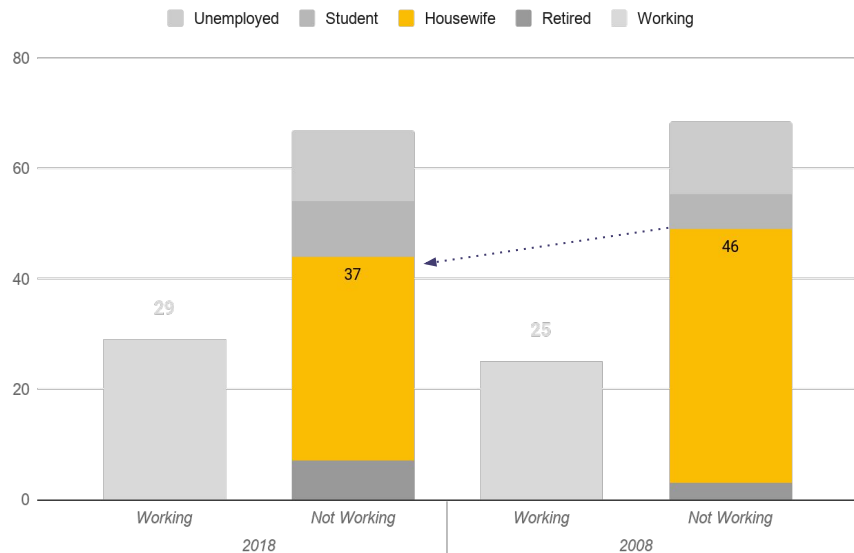
Almost $\frac{1}{3}$ of women who are at the working age (+15 ages) can be considered as housewife and *the audience size is shrinking*

Housewife audience is getting **older** due to increase in workforce participation within younger generation

~11M

of Housewives in TR²
Among 32 M, 15+ women

Women in Turkey Housewives by share¹



(1)Konda - Toplumsal Cinsiyet Raporu, 2019 adjusted by TUIK 2020 data and TUIK İstatistiklerle Kadın, 2020

(2)Euronews& TUIK, 2020.

Let's look at demographics

Age

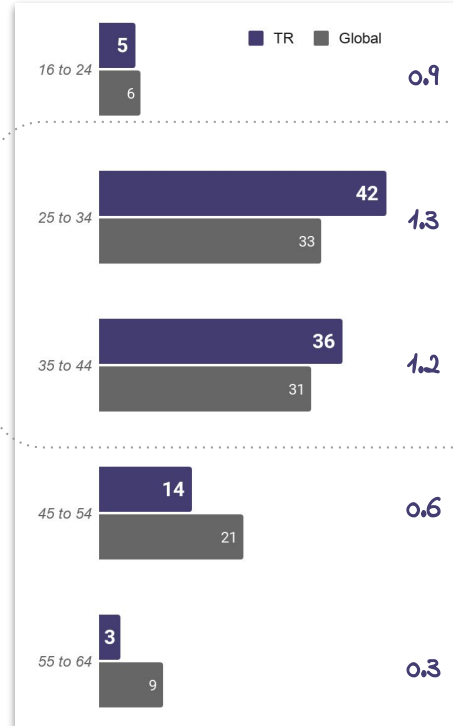
Most of the housewives in Turkey are between 25-44 years old.

Housewives in Turkey seems to be younger than the world average however they are getting older in Turkey

25
Avg marriage age for women in TR¹

~%12
of Housewives have higher Degree²

*Housewives by age group²
Turkey & Global - % and Index*



Majority

(1) TÜİK İstatistiklerle Kadın, 2020

(2) Konda - Toplumsal Cinsiyet Raporu, 2019

Online Behaviour

Compared to average female, **their online shopping usage is less compared to average female.**

However it is evolving. Almost **80% of them are searching online before they buy anything online or offline.**

In 2020

~80%

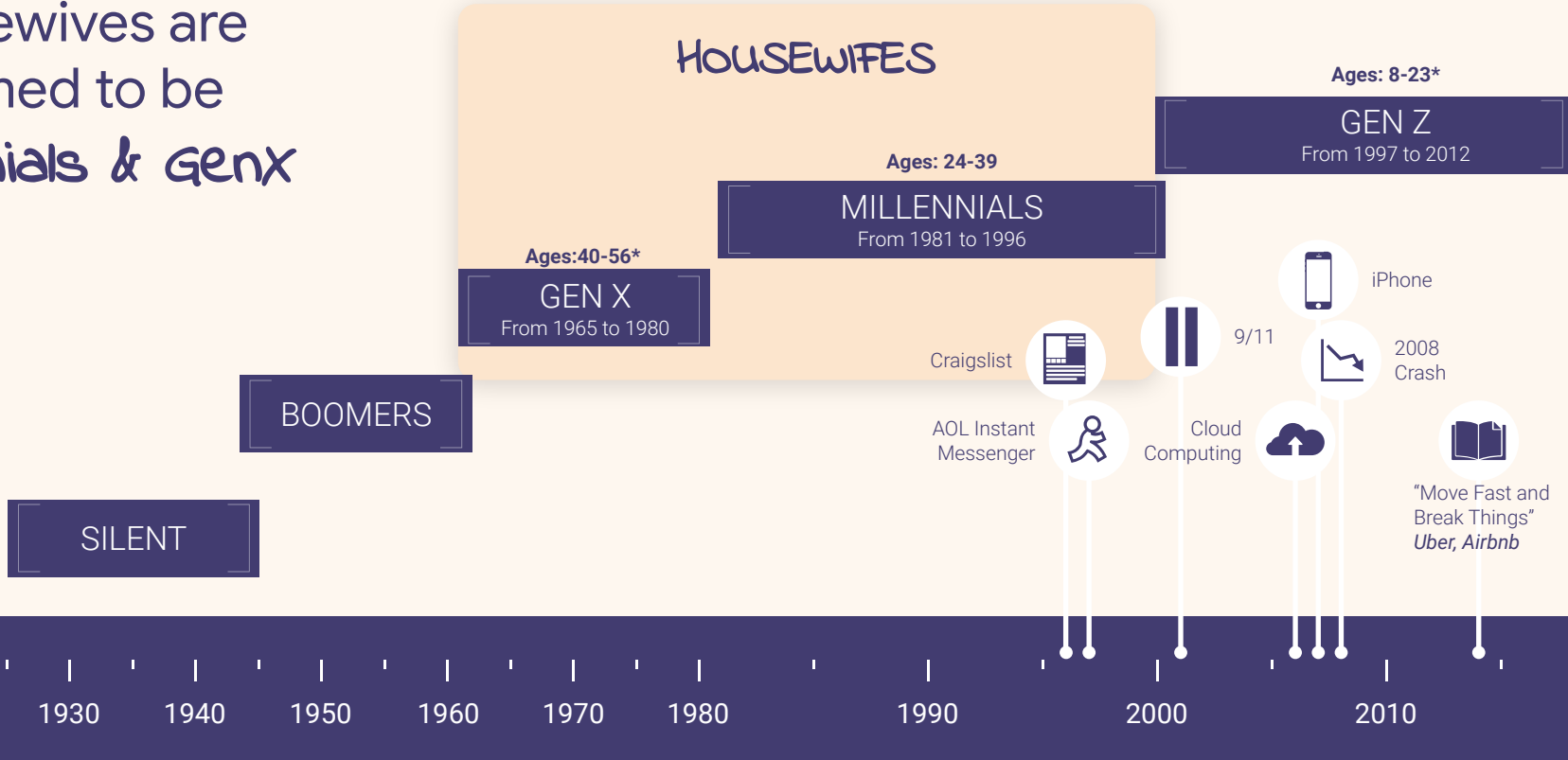
Of them make online research before buying: mainly search

In 2018

~40%

Of them at least made online purchase once - %50 average female

Housewives are assumed to be Millennials & Gen X

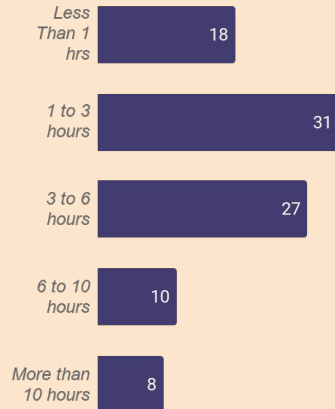


Source: Pew Research Center, Defining generations: Where Millennials end and Generation Z begins

* Pew has stated that they have not set a definition for the endpoint of Generation Z, but they did use 1997 to 2012 to define Generation Z for an analysis in 2019 (Wikipedia)

Online Behaviour

On an average day, housewives say that they mostly spend 1-3 hrs online¹



Are member of online mediums:

Social Media² (2018)

~60%



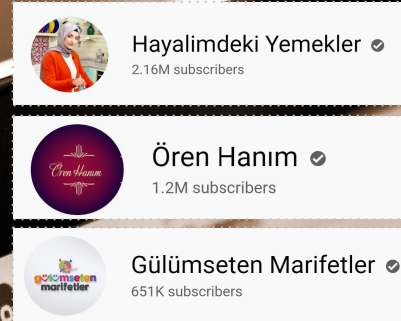
(1)GWI Survey TR, 2020

(2)Konda - Toplumsal Cinsiyet Raporu, 2019

Some of them are influencer

They are using online platforms to learn more about their interests

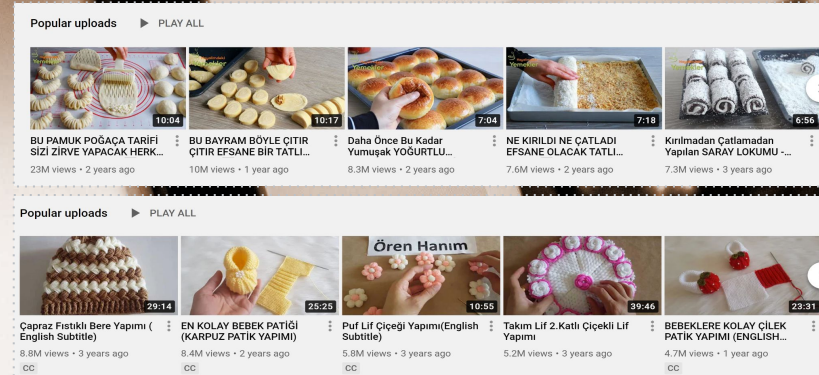
They are learning about recipes, handmade products and so on. However they are also content producers to share their know how.



Hayalimdeki Yemekler ✓
2.16M subscribers

Ören Hanım ✓
1.2M subscribers

Gülümseten Marifetler ✓
651K subscribers



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They spend time online for discovery

82%

Research a product online before they buy it

67%

Spend time looking for best deals online

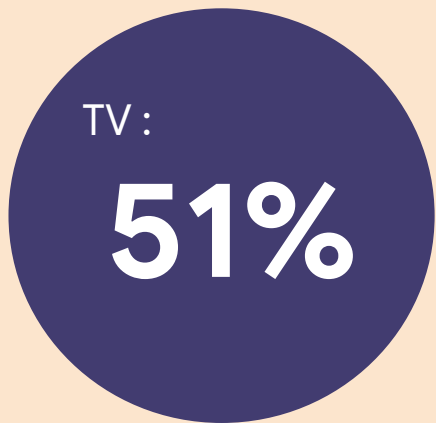
60%

Loyal to the brands they like

56%

Tell their friends and family about new products

For Housewives: new product discovery main inspiration sources are



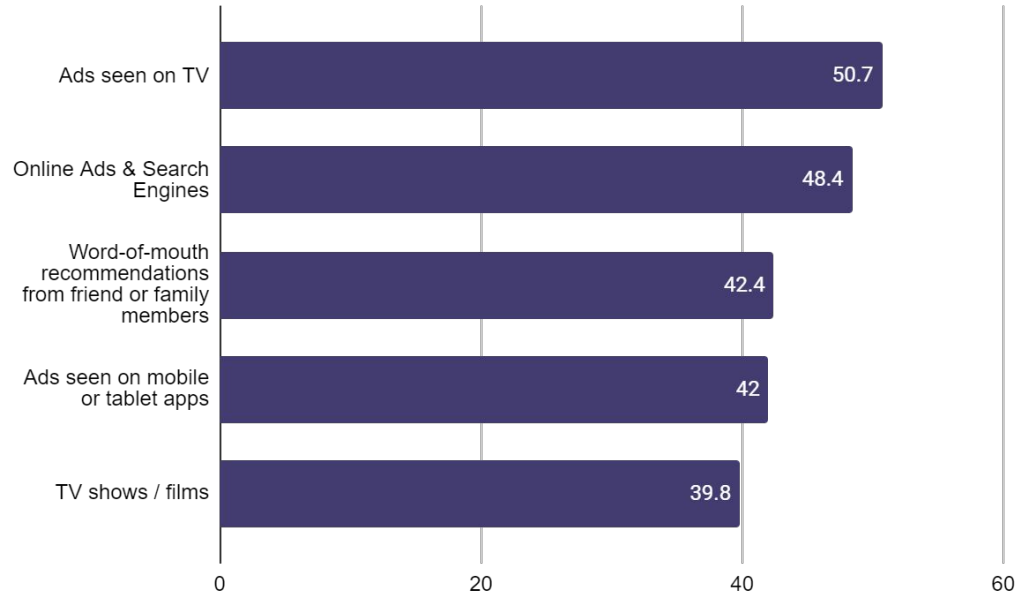
Compared to overall TR audience, housewives online behaviour is maturing

Product Discovery

Online and TV are important to reach housewife audience since those two are their top inspiration sources

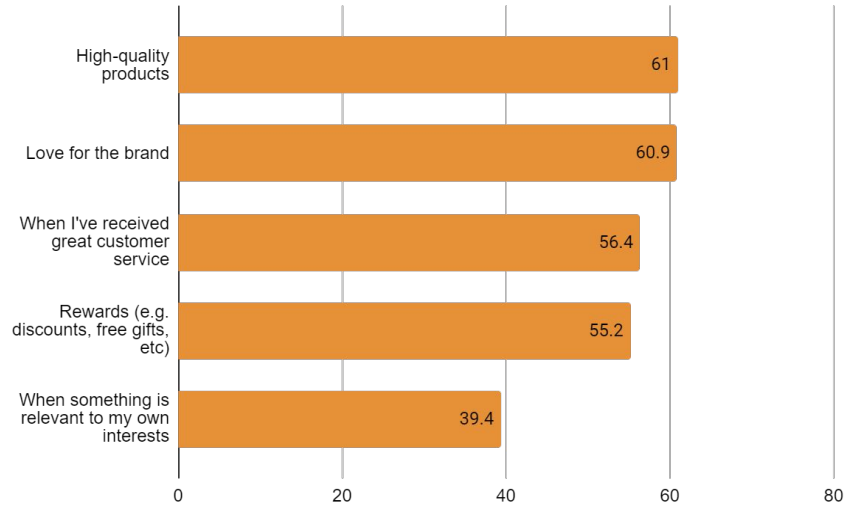
Other than TV and Online sources their third inspiration source is **Word-of-Mouth** that can be used as media creatives

Top 5 Product discovery channels for Housewives Turkey (%) - Online Housewife Audience



Brand Advocacy and discounts

Top 5 Reasons for Brand Advocacy for Housewives Turkey (%) - Online Housewife Audience



They become brand advocates when they are satisfied with product quality, customer service.

Since they “run the house” they are also **interested in discounted products**. They frequently check discounters catalogues.

They are mother too...

1/3 of women in Turkey are Housewives. Among those who are married, most of them have at least 1 kids.

(30% of them have 1 kids, 42% - 2 kids, and 16% - more than 3 kids)

During pregnancy they apply to word-of-mouth and online mediums to know more about the things that they wondered



85%

of them are mothers

THANK YOU

