

## Attitudes to shopping and current/future spending in 15 Asian cities: Characteristics of each city as seen in the latest 2013 data, which now includes Yangon, Myanmar

- **Asian *sei-katsu-sha* are prudent, smart shoppers who compare prices before buying and usually make planned purchases**
- **Attitudes to spending in 3 markets that are in the spotlight**
  - **Jakarta: Current spending is limited to items closely tied to everyday living, but future spending will become more diverse**
  - **Ho Chi Minh City: Active attitude to shopping, for instance by trying new products as they are introduced. Spending is diverse**
  - **Yangon: Conscious of price and social and economic class. Teens have especially active attitudes to shopping**

To support marketing communication in the global market place, Hakuhodo has conducted its Global H A B I T survey of *sei-katsu-sha*<sup>1</sup> each year since 2000. Conducted in 35 major cities in Asia, Europe and the United States, the survey polls middle- and high-income earners. Yangon, Myanmar, a market that is currently in the spotlight, was added to the cities polled from the most recent survey (conducted in 2013). We analyze Global H A B I T data from a variety of perspectives to present hints about potential opportunities in the global marketplace.

In this report we present findings from analysis of the attitudes to shopping of *sei-katsu-sha* in 15 Asian cities, as well as what they spend money on now and plan to spend money on in the future. (Cities surveyed: Hong Kong, Taipei, Seoul, Shanghai, Beijing, Guangzhou, Singapore, Kuala Lumpur, Bangkok, Metro Manila, Jakarta, Ho Chi Minh City, Yangon, Delhi, Mumbai)

### 1. Attitudes to shopping

The trend is toward prudent shopping, with *I carefully compare prices before buying* appearing in the top 3 in the 12 cities outside of China, and *I usually make planned purchases* and *I am a wise shopper* in the top 3 in cities in southeast Asia and India. However, there are different trends in some cities.

- The trend in Jakarta is toward prudent shopping. However, there is a tendency toward buying products impulsively, too.
- In Ho Chi Minh City, *I try products when they are introduced* and *I often buy products impulsively* are in the top 5, indicative of a proactive stance toward shopping.
- *Sei-katsu-sha* in Yangon seem to be price-conscious, with *High quality means high price, I would buy something I like, even if it is high priced* and *There are price ranges to fit different social and economic classes* all in the top 5.
- In the three cities in China (Shanghai, Beijing, Guangzhou), the trend is slightly different from that of the other cities, and brand-consciousness is strong in Beijing.

### 2. Spending habits

- The top things *sei-katsu-sha* currently spend on are *Daily meals*, *Communications* and *Everyday clothes*. *Dining out* and *Savings* are in the top 3 in many east Asian and southeast Asian cities, respectively.
- Many of the top items *sei-katsu-sha* will/will continue to spend on differ from the items they currently spend on. For instance, *Travel* comes into the top 5 in Seoul, Hong Kong, Taipei and Singapore. Moreover, *Hobbies* and *Savings* come into the top 5 in Kuala Lumpur and Bangkok, respectively, while *Education and learning for my children* does so in Metro Manila and Jakarta.

<sup>1</sup> Since the 1980s, the centerpiece of Hakuhodo's philosophy has been *sei-katsu-sha* insight. *Sei-katsu-sha*, which literally means "living person," stands in contrast to the word Japanese marketers typically use for consumer, *shohisha*. "*Sei-katsu-sha*" expresses the holistic person—an individual with a lifestyle, aspirations and dreams. All the branding work we do in partnership with our clients follows from *sei-katsu-sha* insight.

### 3. Characteristics of three markets in the spotlight

- Jakarta, Indonesia

With a prudent attitude to shopping, the lion's share of current spending is limited to *Daily meals, Communications, Savings, Education & learning for my children, Everyday wear* and other items closely tied to everyday life. However, in future spending, such varied items as *Clothes for going out, Health & relaxation and Interior decorations, etc. for the home* appear.

- Ho Chi Minh City, Vietnam

Here we see a proactive attitude to shopping, with variety in both current and future spending. In addition, looking at the items *sei-katsu-sha* intend to spend on in the future, we see huge differences in attitudes to spending between age groups, with those in their 30s and 40s the most active in their attitudes to shopping.

- Yangon, Myanmar

Shopping that is conscious of prices and social and economic class. There are differences between the items *sei-katsu-sha* currently spend on and those they will/will continue to spend on in the future, with attitudes to shopping particularly active amongst those in their teens.

## 1. Attitudes to shopping


The table below shows attitudes to shopping.

There is a strong trend toward prudent and wise shopping, with *I carefully compare prices before buying* in the top 3 in all cities except the three Chinese cities (Shanghai, Beijing, Guangzhou), and *I usually make planned purchases* and *I am a wise shopper* in the top 3 in the cities of southeast Asia and the two Indian cities (Delhi, Mumbai).

However, there are different trends in some cities.

- Spending is prudent in Jakarta, but *I often buy products impulsively* is in the top 3.
- In Ho Chi Minh City, *I try products when they are introduced* and *I often buy products impulsively* are in the top 5, indicative of a proactive stance toward shopping.
- *Sei-katsu-sha* in Yangon seem to be price-conscious, with *High quality means high price, I would buy something I like, even if it is high priced* and *There are price ranges to fit different social and economic classes* all in the top 5.
- The top 3 in the three Chinese cities (Shanghai, Beijing, Guangzhou) differ from those of the other cities surveyed. Similar items appear in the top 3 in Shanghai and Guangzhou, but in Beijing, the top 3 items are all brand-related, strongly indicating brand consciousness in that city.

Q. Below are a number of statements about shopping. Choose all statements that apply to you or that you agree with. (Multiple answers permitted; 22 options)

 Shading indicates items ranked top 5 in that city. Circled numerals indicate rank (1st to 5th) (%)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
	Carefully compare prices before buying	Usually make planned purchases	Am a wise shopper	Make efforts to go to stores with a wide variety of	Brand name products have a goodness of their	Brand name when purchasing	Am conscious about brand names	Am knowledgeable about products	Continue to use the same brand	Helpful assistants in stores are important	High quality means high price	High quality means high priced	Would buy something I like, even if it is high priced	There are price ranges to fit different social and economic classes	Brand comes from which country a	Am conscious of product is made in	Often buy products impulsively
15 Asian cities overall	① 51.0	② 40.4	③ 39.3	④ 39.1	⑤ 38.0	37.4	36.9	36.6	36.4	33.4	30.5	28.7	28.2	27.5	27.0	25.3	
Hong Kong	① 67.8	⑤ 46.3	42.5	36.8	④ 48.4	34.5	② 54.5	27.0	③ 53.0	43.5	40.3	42.3	34.8	44.1	42.9	33.4	
Taipei	① 68.6	44.4	28.5	③ 62.3	② 68.0	④ 61.4	57.0	39.1	56.6	50.6	28.3	39.4	44.6	49.1	⑤ 58.5	25.6	
Seoul	① 77.9	54.4	⑤ 57.5	④ 58.1	② 59.8	③ 59.5	46.5	48.3	48.9	22.9	25.6	53.8	44.4	47.4	36.9	44.0	
Shanghai	26.0	23.3	17.2	③ 31.5	② 35.3	26.8	① 39.4	⑤ 27.9	24.0	20.0	27.8	④ 28.4	24.4	14.7	14.7	19.3	
Beijing	24.8	16.6	20.8	⑤ 27.0	21.6	③ 28.0	26.7	25.7	④ 27.1	23.4	① 31.5	26.2	10.1	② 28.6	20.1	26.4	
Guangzhou	30.3	24.5	20.3	① 36.3	③ 34.4	27.2	⑤ 32.9	① 36.3	22.5	24.3	④ 33.1	22.8	21.4	16.5	23.2	20.9	
Singapore	① 49.6	④ 40.4	② 42.4	⑤ 31.2	30.8	20.2	19.4	26.0	28.4	② 42.4	23.0	13.8	21.0	23.4	21.4	12.6	
Kuala Lumpur	② 47.8	① 50.6	④ 43.9	⑤ 36.5	27.9	24.9	34.4	27.1	③ 46.3	33.5	28.8	22.4	35.1	16.9	19.3	24.1	
Bangkok	① 43.8	② 37.0	22.5	③ 35.6	④ 33.3	28.4	27.1	⑤ 33.1	33.0	24.9	25.3	17.0	20.1	19.8	22.3	29.3	
Metro Manila	① 54.9	② 49.4	③ 48.1	④ 39.5	34.6	37.0	⑤ 38.8	23.4	37.4	27.1	33.8	26.3	25.9	23.9	27.0	27.4	
Jakarta	① 51.5	④ 29.6	② 37.6	23.5	24.1	21.9	19.6	18.3	18.5	16.8	⑤ 26.5	9.9	25.3	9.5	7.1	③ 30.5	
Ho Chi Minh City	① 45.0	25.0	33.5	36.9	26.3	36.8	③ 42.9	36.1	② 44.8	⑤ 38.3	36.0	31.9	26.3	34.4	31.4	④ 41.9	
Yangon	① 41.6	③ 40.0	14.0	34.8	30.2	27.8	24.0	25.6	21.2	24.0	② 40.6	④ 37.4	④ 37.4	30.0	29.8	17.2	
Delhi	③ 58.1	④ 52.7	① 70.3	39.3	37.6	⑤ 49.2	25.5	② 65.9	38.2	45.8	18.0	23.7	17.9	24.5	20.1	10.9	
Mumbai	③ 74.1	④ 72.9	① 82.5	53.4	53.2	⑤ 68.0	54.2	② 80.7	38.5	64.2	40.6	32.9	35.2	29.9	29.9	8.4	
Reference																	
Tokyo	① 67.3	23.6	16.4	34.6	⑤ 42.2	15.6	8.9	9.3	22.9	② 52.9	③ 47.9	④ 45.0	17.3	13.9	27.9	29.5	

## 2. Spending habits: A comparison of cities

The table below shows items that *sei-katsu-sha* currently spend money on and those they will or will continue to spend money on in the future.

- *Daily meals, Communications* and *Everyday wear* appear in the top 3 items *sei-katsu-sha* currently spend on in many cities. There is regional variation in *Dining out* and *Savings*, with *Dining out* in the top 3 in many east Asian and *Savings* in the top 3 in many southeast Asian cities.
- The order of many of the top items *sei-katsu-sha* will/will continue to spend money on in the future differs from those of the items that they currently spend on. For instance, *Travel* is No. 1 in Seoul, and comes into the top 5 in Hong Kong, Taipei and Singapore. Moreover, *Hobbies* and *Savings* come into the top 5 in Kuala Lumpur and

Bangkok, respectively, while *Education and learning for my children* does in Metro Manila and Jakarta, and *Ceremonial occasions* does in Yangon.

Things currently spend money on

Shading indicates items ranked top 5 in that city. Circled numerals indicate rank (1st to 5th) (Multiple answers permitted; 23 options) (%)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	Daily meals	Communications (Mobile phone/ smartphone, internet, etc.)	Everyday wear	Dining out	Savings	Clothes for going out	Socializing, including eating and drinking	Personal gifts	Hobbies	Home electric appliances	Travel	Education and learning for my children	Health and relaxation	Beauty (hair-dressing, aesthetic salons, etc.)	Leisure activities other than travel
15 Asian cities overall	① 91.6	② 76.5	③ 70.4	④ 64.8	⑤ 62.1	61.5	52.5	44.6	44.1	43.4	42.3	40.6	39.5	39.4	38.8
Hong Kong	① 99.5	② 93.9	③ 77.4	69.1	⑤ 70.1	52.5	④ 74.1	47.0	59.1	50.8	62.4	28.6	40.6	46.5	55.4
Taipei	① 96.9	④ 82.9	③ 84.0	② 90.0	75.3	39.4	76.4	61.4	73.4	54.1	71.5	32.6	52.4	59.0	⑤ 78.9
Seoul	70.1	① 81.3	53.4	② 80.5	66.1	③ 76.8	⑤ 70.3	61.1	④ 71.4	49.3	66.9	37.1	47.1	61.1	45.4
Shanghai	② 63.8	④ 49.8	48.9	① 64.7	43.6	③ 51.5	45.5	⑤ 49.0	37.4	13.1	24.0	28.5	17.2	13.0	45.8
Beijing	② 80.7	④ 73.8	③ 74.5	① 85.2	42.1	⑤ 68.5	44.5	26.7	38.1	26.2	20.2	32.4	17.6	24.3	34.9
Guangzhou	① 88.4	④ 78.9	② 82.9	③ 81.8	48.3	⑤ 70.6	61.5	42.2	53.9	27.8	38.9	37.2	31.2	38.2	64.8
Singapore	① 92.4	④ 58.0	50.8	② 61.4	③ 60.2	⑤ 54.6	50.6	40.2	26.4	27.8	47.4	34.8	22.8	24.8	48.0
Kuala Lumpur	① 91.9	③ 65.6	⑤ 41.8	④ 49.3	② 70.0	37.3	37.8	23.1	37.8	26.5	29.3	37.6	35.0	17.8	24.9
Bangkok	① 97.9	② 77.9	③ 62.6	④ 61.8	59.9	⑤ 60.8	46.9	20.5	25.5	38.8	36.8	37.3	31.1	41.0	30.0
Metro Manila	① 100	② 66.4	④ 50.8	25.9	③ 64.3	40.3	11.3	23.1	40.5	⑤ 49.0	21.8	42.6	31.9	16.9	13.6
Jakarta	① 98.4	② 74.5	⑤ 47.9	24.5	③ 66.9	30.4	22.9	18.8	22.1	37.5	7.6	④ 50.6	31.3	15.0	20.3
Ho Chi Minh City	① 100	③ 97.3	① 100	82.4	76.1	④ 89.3	⑤ 87.8	79.0	74.5	58.1	42.8	49.6	66.9	77.1	43.1
Yangon	① 98.4	⑤ 72.2	④ 75.2	19.8	35.2	③ 82.4	45.0	45.6	32.0	② 85.6	17.6	38.2	26.2	50.6	13.6
Delhi	① 100	④ 74.3	① 100	64.3	62.4	③ 75.0	54.8	56.8	25.1	47.1	64.4	62.4	⑤ 70.8	42.8	23.8
Mumbai	① 100	④ 93.6	① 100	⑤ 93.0	81.8	③ 98.4	55.6	72.9	33.3	70.2	75.9	56.9	60.2	62.5	33.2

Reference

Tokyo (2012)	① 27.3	⑤ 23.3	8.3	② 27.2	15.3	15.4	20.5	12.1	③ 26.3	12.1	16.2	④ 25.6	8.9	15.6	14.1
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Note: Tokyo survey asked: What do you currently spend money on?

Things will/will continue to spend money on

(%)

	Daily meals	Communications (mobile phone/smartphone, etc.)	Everyday wear	Dining out	Savings	Clothes for going out	Socializing, including eating and drinking	Personal gifts	Hobbies	Home electric appliances	Travel	Education and learning for my children	Health and relaxation	Beauty (hair-dressing, aesthetic salons, etc.)	Leisure activities other than travel	Ceremonial occasions such as weddings, funerals, etc.)
15 Asian cities overall	① 88.8	② 75.1	③ 70.5	⑤ 66.9	④ 69.9	64.0	53.3	47.4	46.7	47.3	50.7	49.0	47.7	40.1	43.7	37.2
Hong Kong	① 100	② 98.5	④ 82.1	71.6	③ 83.5	61.0	76.9	54.1	65.1	68.8	⑤ 80.6	47.1	56.4	53.3	61.5	49.4
Taipei	① 98.6	③ 89.5	④ 84.8	② 91.1	82.9	53.9	77.8	68.3	77.8	67.4	⑤ 83.4	56.8	66.1	64.1	80.3	60.9
Seoul	57.6	66.3	49.1	② 74.8	⑤ 68.8	④ 69.0	62.9	57.5	③ 72.3	55.8	① 76.1	41.0	61.4	52.5	57.9	45.1
Shanghai	② 61.5	④ 48.2	47.2	① 64.5	43.3	③ 50.0	45.1	⑤ 47.8	35.5	13.1	25.1	28.9	18.1	13.4	44.5	11.5
Beijing	② 79.1	③ 72.2	④ 71.4	① 85.6	44.3	⑤ 68.7	45.1	29.4	38.1	28.7	29.1	36.0	21.6	24.5	36.1	14.0
Guangzhou	① 87.7	④ 78.4	② 83.0	③ 82.4	50.7	⑤ 71.2	62.2	42.9	54.7	26.8	41.1	37.6	32.9	37.8	65.5	4.3
Singapore	① 92.0	④ 60.4	54.0	③ 62.4	② 69.4	55.0	49.8	41.8	29.6	30.0	⑤ 57.2	40.0	34.6	27.0	48.4	33.2
Kuala Lumpur	① 93.9	③ 68.5	46.5	④ 56.4	② 77.8	46.0	45.1	32.5	⑤ 48.3	35.5	41.1	43.9	43.4	26.5	35.0	32.1
Bangkok	① 85.4	② 73.1	⑤ 63.3	④ 64.4	③ 69.3	63.0	47.3	28.0	29.0	42.3	47.5	43.0	37.5	39.5	41.4	27.9
Metro Manila	① 100	③ 63.3	52.6	29.4	② 75.4	44.1	12.5	24.8	38.8	⑤ 53.8	31.0	④ 55.5	34.6	19.0	18.5	12.8
Jakarta	① 98.8	② 77.8	④ 59.6	34.0	③ 71.1	49.6	26.4	22.1	25.4	34.3	11.6	⑤ 56.9	36.8	17.4	23.1	21.5
Ho Chi Minh City	① 100	③ 97.6	① 100	84.9	85.3	④ 90.8	⑤ 88.8	81.0	78.5	64.6	52.6	55.1	77.0	79.0	46.8	73.0
Yangon	① 74.4	④ 53.8	⑤ 51.2	29.4	49.4	③ 58.6	36.2	39.4	27.2	44.6	27.6	38.6	36.4	23.0	19.4	② 59.0
Delhi	① 100	72.0	① 100	62.0	③ 77.3	④ 75.4	55.8	57.4	28.8	53.9	67.0	68.9	⑤ 72.5	46.1	31.6	55.3
Mumbai	① 100	④ 94.0	① 100	⑤ 93.9	⑤ 93.9	③ 98.9	60.8	78.7	37.8	83.3	84.2	79.1	78.1	67.3	37.5	66.2

Reference

Tokyo (2012)	19.7	12.4	19.1	21.4	① 58.9	30.7	22.9	19.1	④ 39.7	24.7	② 45.6	③ 41.2	27.1	27.4	⑤ 33.6	11.4
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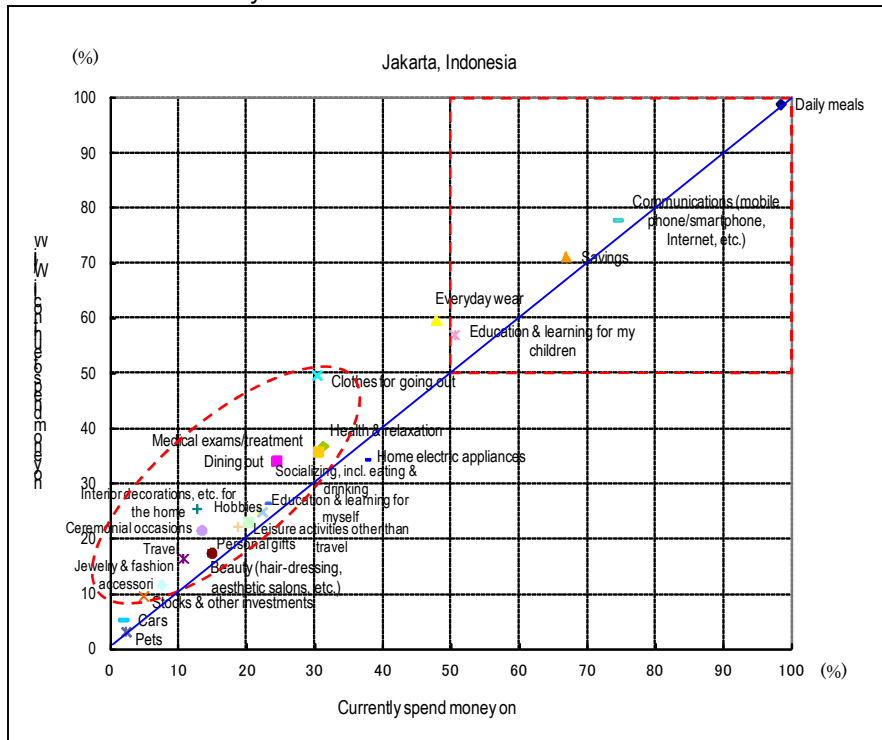
Note: Tokyo survey asked: What would you like to continue to spend money on in the future?

## Spending habits: Jakarta

Below, we analyze spending habits in three markets currently in the spotlight (Jakarta, Ho Chi Minh City, Yangon) in more detail.

### Jakarta

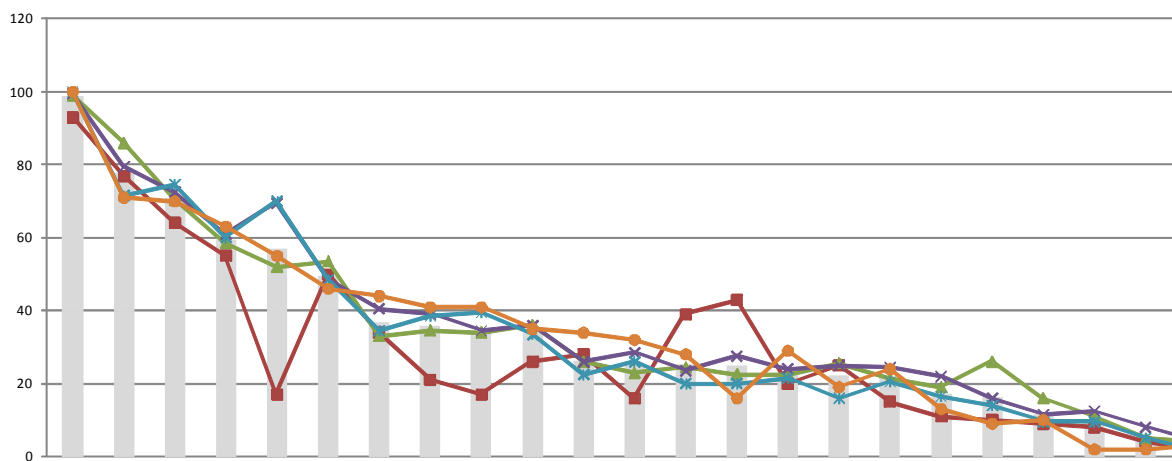
- Items *sei-katsu-sha* currently spend on are limited to those closely tied to everyday life, such as *Daily meals*, *Communications*, *Savings*, *Education & learning for my children* and *Everyday wear*. However, the percentages jump significantly for *Clothes for going out*, *Medical exams/treatment*, *Health & relaxation*, *Interior decorations, etc. for the home* in things they will/will continue to spend on in the future.
- There is little difference between age groups in the items they will/will continue to spend on in the future; there are differences in only a few items.



How to read the charts

- Horizontal axis: Things currently spend money on
- Vertical axis: Things will/will continue to spend money on
- Items on the diagonal line: Scores for currently spend on and will/will continue to spend on are roughly the same
- Items above the diagonal line: Score for will/will continue to spend on is higher than score for currently spend on
- Items below the diagonal line: Score for will/will continue to spend on is less than score for currently spend on

### Jakarta: Will/Will continue to spend money on (by age group)

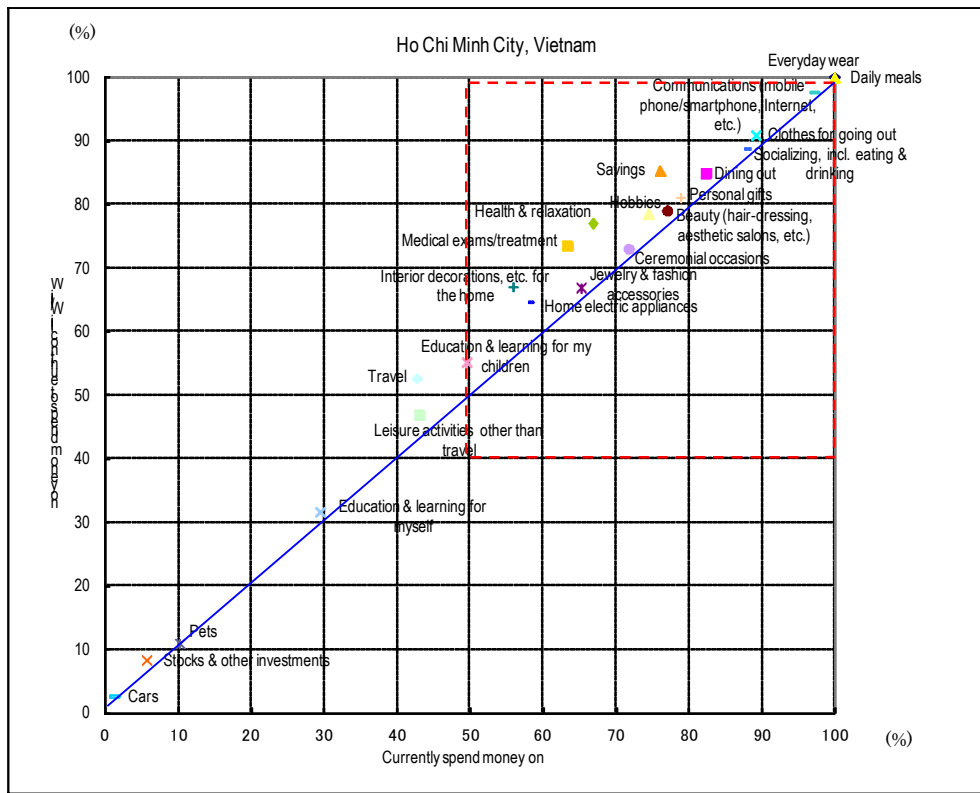


	Daily meals	Communications (mobile phone/smartphone, Internet, etc.)	Savings	Everyday wear	Education & learning for my children	Clothes for going out	Health & relaxation	Medical exams/treatment	Home electric appliances	Dining out	Socializing, incl. eating and drinking	Interior decorations, etc. for the home	Hobbies	Education & learning for myself	Leisure activities other than travel	Personal gifts	Ceremonial occasions	Beauty (hair-dressing, aesthetic salons, etc.)	Jewelry & fashion accessories	Travel	Stocks & other investments	Cars
Jakarta overall (n = 800)	98.8	77.8	71.1	59.6	56.9	49.6	36.8	35.8	34.3	34.0	26.4	25.4	25.4	24.9	23.1	22.1	21.5	17.4	16.4	11.6	9.5	5.3
15-19 years (n = 100)	93.0	77.0	64.0	55.0	17.0	50.0	34.0	21.0	17.0	26.0	28.0	16.0	39.0	43.0	20.0	25.0	15.0	11.0	10.0	9.0	8.0	4.0
20-29 years (n = 200)	99.0	86.0	70.5	58.5	52.0	53.5	33.0	34.5	34.0	36.0	26.0	23.0	24.5	27.5	22.5	25.5	21.5	19.0	26.0	16.0	11.0	5.0
30-39 years (n = 200)	99.5	79.5	72.5	61.0	69.5	48.5	40.5	39.0	34.5	36.0	26.0	28.5	23.5	25.0	24.0	24.5	22.0	22.0	16.0	11.5	12.5	8.0
40-49 years (n = 200)	100.0	71.5	74.5	60.0	70.0	48.5	34.5	38.5	39.5	33.5	22.5	26.0	20.0	20.0	21.5	16.0	20.5	16.5	14.0	9.5	9.5	5.0
50-54 years (n = 100)	100.0	71.0	70.0	63.0	55.0	46.0	44.0	41.0	41.0	35.0	34.0	32.0	28.0	16.0	29.0	19.0	24.0	13.0	9.0	10.0	2.0	2.0

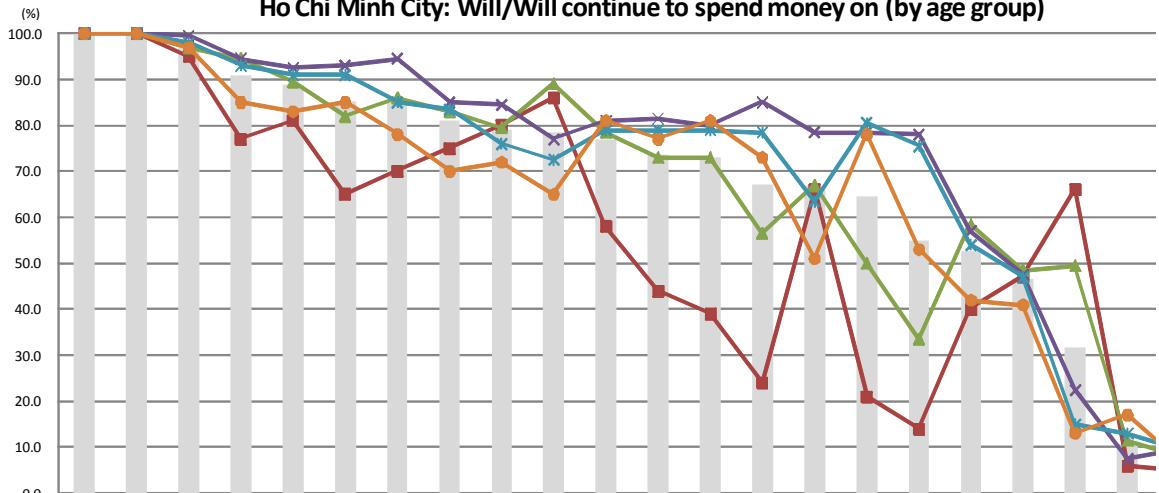
# Spending habits: Ho Chi Minh City

## Ho Chi Minh City

- There are very great differences between age groups in the items they will/will continue spend on in the future, with those in their 30s and 40s showing high values in many items. This indicates that there are differences in receptivity to and interest in the items depending on age group. Accordingly, identifying age groups to approach is likely to be important.



Ho Chi Minh City: Will/Will continue to spend money on (by age group)

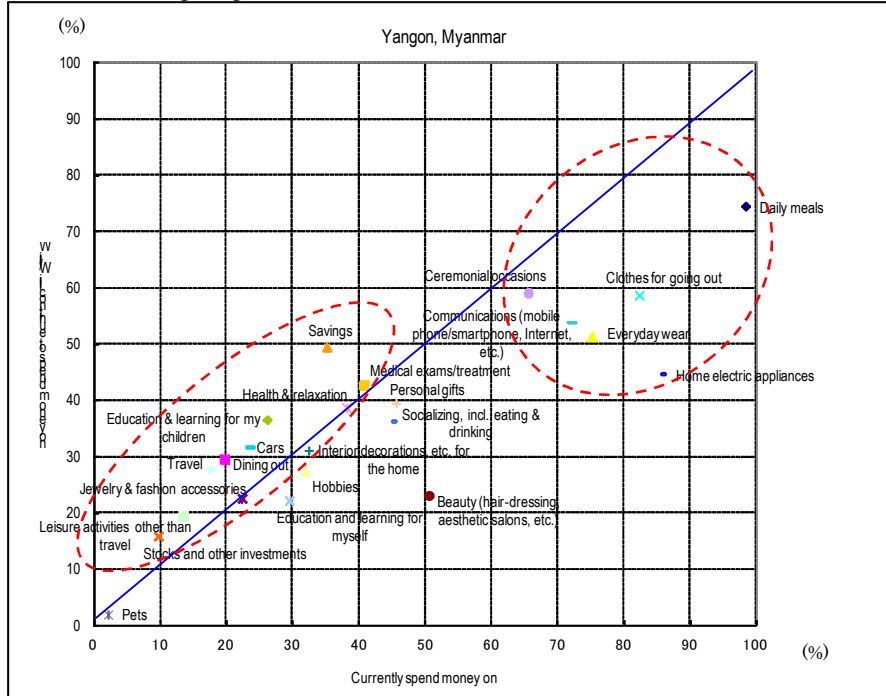


	Daily meals	Everyday wear	Communications (mobile phone/smartphone, Internet, etc.)	Clothes for going out	Socializing, incl. eating & drinking	Savings	Dining out	Personal gifts	Beauty (hair-dressing, aesthetic salons, etc.)	Hobbies	Health & relaxation	Medical exams/treatment	Ceremonial occasions	Interior decorations, etc. for the home	Jewelry & fashion accessories	Home electric appliances	Education & learning for my children	Travel	Leisure activities other than travel	Education & learning for myself	Pets
Ho Chi Minh City overall (n = 800)	100.0	100.0	97.6	90.8	88.8	85.3	84.9	81.0	79.0	78.5	77.0	73.5	73.0	67.1	66.9	64.6	55.1	52.6	46.8	31.6	10.9
15-19 years (n = 100)	100.0	100.0	95.0	77.0	81.0	65.0	70.0	75.0	80.0	86.0	58.0	44.0	39.0	24.0	66.0	21.0	14.0	40.0	47.0	66.0	6.0
20-29 years (n = 200)	100.0	100.0	97.0	94.5	89.5	82.0	86.0	83.0	79.5	89.0	78.5	73.0	73.0	56.5	67.0	50.0	33.5	58.5	48.5	49.5	11.5
30-39 years (n = 200)	100.0	100.0	99.5	94.5	92.5	93.0	94.5	85.0	84.5	77.0	81.0	81.5	80.0	85.0	78.5	78.5	78.0	57.0	47.5	22.5	7.5
40-49 years (n = 200)	100.0	100.0	98.0	93.0	91.0	91.0	85.0	83.5	76.0	72.5	79.0	79.0	79.0	78.5	63.5	80.5	75.5	54.0	47.0	15.0	13.0
50-54 years (n = 100)	100.0	100.0	97.0	85.0	83.0	85.0	78.0	70.0	72.0	65.0	81.0	77.0	81.0	73.0	51.0	78.0	53.0	42.0	41.0	13.0	17.0

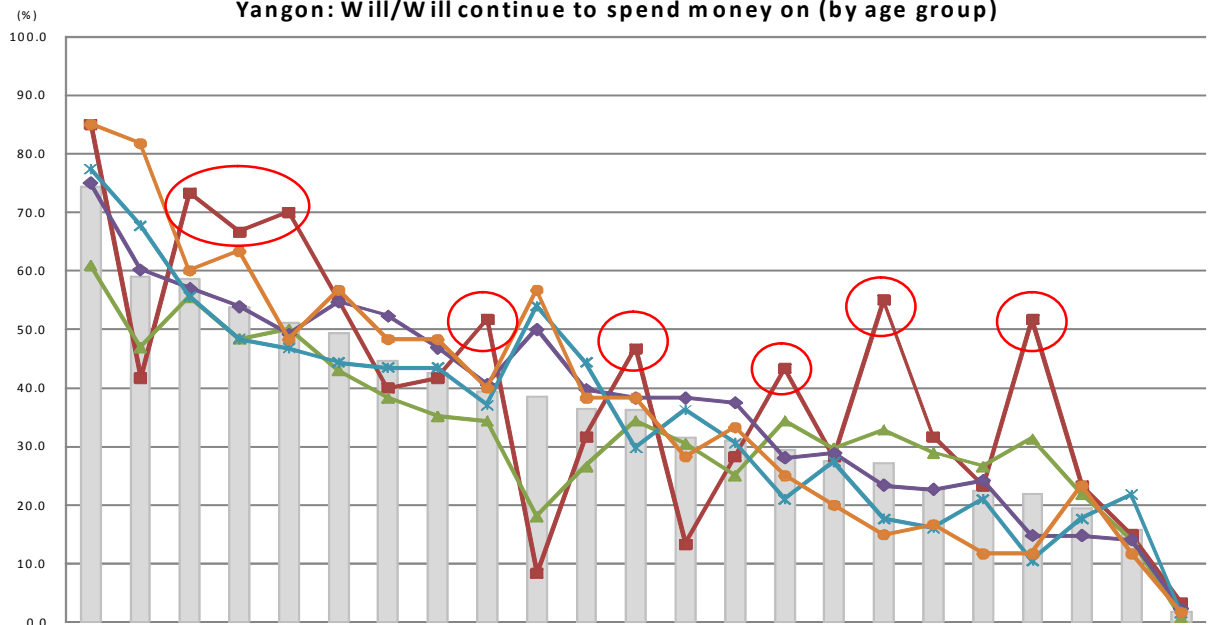
# Spending habits: Yangon

## Yangon

- *Daily meals, Home electric appliances, Clothes for going out, Everyday wear, Communications and Ceremonial occasions*, all items with high currently spend on scores, fall beneath the diagonal line, indicating that spending on these may be suppressed a little in the future. However, the percentage that will/will continue to spend on *Savings, Health & relaxation, Cars, Dining out and Travel* in the future grows.
- While not as distinct as in Ho Chi Minh City, there are some differences between age groups in the items that they will/will continue to spend on in the future. It appears that effective approaches to teens could have great potential for causing large movements.



Yangon: Will/Will continue to spend money on (by age group)



	Daily meals	Ceremonial occasions	Clothes for going out	Communications (mobile phone/smartphone, Internet, etc.)	Everyday wear	Savings	Home electric appliances	Medical examination	Personal gifts	Education & learning for my children	Health & relaxation	Health & relaxation	Socializing, incl. eating & drinking	Cars	Interior decorations, etc. for the home	Dining out	Travel	Hobbies	Beauty (hair-dressing, aesthetic salons, etc.)	Jewelry & fashion accessories	Education & learning for myself	Leisure activities other than travel	Stocks & other investments	Pets
Yangon overall (n = 500)	74.4	59.0	58.6	53.8	51.2	49.4	44.6	42.6	39.4	38.6	36.4	36.2	31.6	31.0	29.4	27.6	27.2	23.0	22.4	22.0	19.4	15.8	1.8	
15-19 years (n = 60)	85.0	41.7	73.3	66.7	70.0	55.0	40.0	41.7	51.7	8.3	31.7	46.7	13.3	28.3	43.3	28.3	55.0	31.7	23.3	51.7	23.3	15.0	3.3	
20-29 years (n = 128)	60.9	46.9	55.5	48.4	50.0	43.0	38.3	35.2	34.4	18.0	26.6	34.4	30.5	25.0	34.4	29.7	32.8	28.9	26.6	31.3	21.9	14.1	0.8	
30-39 years (n = 128)	75.0	60.2	57.0	53.9	49.2	54.7	52.3	46.9	40.6	50.0	39.8	38.3	38.3	37.5	28.1	28.9	23.4	22.7	24.2	14.8	14.8	14.1	2.3	
40-49 years (n = 124)	77.4	67.7	55.6	48.4	46.8	44.4	43.5	43.5	37.1	54.0	44.4	29.8	36.3	30.6	21.0	27.4	17.7	16.1	21.0	10.5	17.7	21.8	1.6	
50-54 years (n = 60)	85.0	81.7	60.0	63.3	48.3	56.7	48.3	48.3	40.0	56.7	38.3	38.3	28.3	33.3	25.0	20.0	15.0	16.7	11.7	11.7	23.3	11.7	1.7	

## Overview of this report

### Cities surveyed (15 cities):

Hong Kong, Taipei, Seoul, Singapore, Kuala Lumpur, Bangkok, Metro Manila, Jakarta, Ho Chi Minh City, Yangon, Delhi, Mumbai, Beijing, Shanghai, Guangzhou

**Respondents:** Males and females aged 15–54

**Sample size:** 11,445 (excluding Tokyo)

**Survey period:** May–early August 2013

## Global H A B I T<sup>®</sup>

Hakuhodo Audience and Brand-User's index for Targeting

Global H A B I T is a comprehensive Hakuhodo survey and database that has grown to cover 35 major cities worldwide since 2000. Survey data is collected every year, enabling not only comparisons between cities, but also time-series comparison of single cities. Single-source Global H A B I T surveys probe individual *sei-katsu-sha* lifestyles, values, media contact, purchase attitudes and use, and perceptions of brands in many categories. This enables analysis not only of brand users, but of brand supporters at differing levels of perception (would consider purchasing, favor brand, brand fans, etc.).

### Overview of Global H A B I T 2013 survey

**Cities surveyed:** Hong Kong; Seoul; Singapore; Kuala Lumpur (Malaysia); Bangkok (Thailand); Metro Manila (Philippines); Jakarta (Indonesia); Ho Chi Minh City (Vietnam); Yangon (Myanmar); Shanghai, Beijing, Guangzhou (China); Delhi, Mumbai (India); Moscow (Russia)  
The cities Dalian, Shenyang, Wuhan, Chengdu, Hangzhou, Ningbo, Xian, Fuzhou (China); Sydney (Australia); Frankfurt, Berlin (Germany); Paris (France); Milan (Italy); Madrid (Spain); New York, Los Angeles, Chicago (USA); London (UK) and Sao Paulo (Brazil) were surveyed in 2012 or earlier.

**Respondents:** Either 500 or 800 males and females aged 15-54 per city

- In Shanghai, Beijing and Guangzhou, an additional 1,800 male and female Chinese Power *Sei-katsu-sha* aged 25–54 with incomes of at least 15,000 RMB are also surveyed.
- In Delhi and Mumbai, an additional 1,000 male and female Indian Power *Sei-katsu-sha* aged 25–54 from SEC A2 or higher with monthly household incomes of at least 40,000 INR are also surveyed.

Responses were obtained from persons in the middle/high income bracket of each city (50-95% of the urban population) based on screening by household income.

**Survey period:** May–early August 2013

**Survey method:** In-home interviews (Asian cities other than Hong Kong, Taipei, Seoul; Moscow)  
Individual interviews at a central location (Hong Kong, Taipei, Seoul)

**Main items surveyed** (some apply only to China and other Asian countries):

#### **Demographics and lifestyle**

Demographics, lifestyles, environmental awareness, country-of-origin image, media/information contact, shopping, hobbies, sports, durable consumer goods ownership, category perceptions, travel, housing

#### **Product & service usage**

Insurance, credit cards, convenience stores, airlines, passenger cars, motorcycles, AV products, home appliances, mobile phones & smartphones, computers & printers, digital cameras & digital video cameras, copiers, watches, game consoles, alcoholic & non-alcoholic beverages, foodstuffs (instant foods, snack foods), toiletries, cosmetics, personal care products, sanitary products & disposable diapers

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