

The commercial opens with a dreamy piece of music. We see a shot of a beautiful housewife in the kitchen, preparing a sumptuous meal as she, with a wide grin, watches her three children play on the grassy lawn. Outside, the sun is shining and the birds sing happily. We hear the sound of a doorbell and, without hesitation, the housewife drops everything, running to the front door to welcome her dapper husband home. With an even wider grin, she takes his briefcase and loosens his necktie. We now see the family happily chatting around the dining table as the housewife walks in with a steaming bowl of food. For further information contact Githinji Njogu, email address gnjogu@ciafrica.com or visit www.ciafrica.com

So, where would we be without women?

Does this TV commercial scenario sound familiar? It does to us! But then, we didn't know very many women who lived this kind of life, and so **Consumer Insight** went out to discover, for the first time in Kenya, how today's woman really lives. To unearth her aspirations, her ambitions and her outlook in life! Using TGI, we held a workshop to find out exactly how today's woman lives. We called it "Life without Women". Scrutinizing TGI data for similarities and differences, we used age, marital status, employment, location, income and responses to attitudinal statements as basis of differentiation. We then conducted a cluster analysis, index analysis and factor analysis. The results generated eight fairly distinct groups of women, covering 90% of Kenya's population. This is what we called these groups:

1. JEAN GENERATION

The Jean Generation woman is a dependent, adventurous, groupie, careless with money, is entertainment driven, has an illusion of infallibility, is an internet user, is environmentally conscious and marketing sensitive. Her fun is however, limited by the fact that she is still dependant on her mum, dad or guardian and has to act well, talk nicely and almost break her back to get permission to hang out. To reduce this dependency, the Jean Generation woman desires to have control over people and resources. She is careles with money because she doesn't experience the pain of earning it. The Jean Generation woman is marketing sensitive; adverts convince her to try out and switch brands. She can easily stop using a brand she's grown up with and switch to one she's seen being advertised.

2. PSEUDO-JEAN GENERATION

The Pseudo-Jean generation woman is dependent, adventurous, seeks company but is a prisoner. She is Church going, Less spontaneous she worries about life, is less daring, conscious of society. More family centered, price conscious and marketing sensitive. Even though the Pseudo-Jean Generation woman admits that she is adventurous, she doesn't jump at any well-dressed opportunity that comes knocking. She gives much thought to everything she does. She is less daring and is worried about her future. She is also very conscious about what society thinks of her so she keeps her morals high when in the public domain. She believes in family, with whom she spends as much time as possible, is very homey and loves to have a group of friends over to hang out. She has religion at the top of her list of life's values. Just like the Jean Generation, advertising appeals to the Pseudo-Jean Generation woman. She will also drop a brand she's familiar with to sample an advertised one. Her wardrobe has a couple of long pleated skirts decorated with flowers, hanging blouses and beige skirts. Her hair is kinky and wears simple plaited lines and her idea of formal attire is a kitenge. She is probably married, with one child and another on the way. She strongly believes in marriage and is enthusiastic about it. Pseudo-Jean Generation has strong African roots thanks to constant interaction with older people and less influence from western media.

3. HUSH ONSET

The Hush onset woman is more focused and likes to follow a well-organized routine. She's past her Jean Generation stage and makes well-informed decisions. She worries about herself and will need a lot of convincing before she can make a decision. Hush Onset has calmed down from the more-fun-less-work Jean Generation lifestyle and takes things more seriously because she's unsure of what tomorrow holds. She'd like to change her lifestyle but her low income will not allow it. She is very likely married with a single child and waits up late for her husband. The Hush Onset woman tends to be submissive in her marriage. Family is very important to the Hush Onset woman. She gets most of her information from TV and newspapers. She is a bargain seeker and will fight to get the lowest prices possible. Even though her clothes are 'mitumba', she will select the very best (mali ya camera). She also wears jeans and long fitting skirts, which she matches with promotional T-shirts.

4. EXTENDED JEAN GENERATION

The Extended Jean Generation woman shares a lot with the Jean Generation and can easily pass for an older Jean Generation. On any given day, she would rather be at the club with friends than spend a quiet evening at home. Less social conscious and quite liberal, she'll be okay if her girlfriends want to come over and drink. She considers herself creative and believes she has a very keen sense of style. She is independent both socially and financially and may sometimes spend money recklessly as she has a tendency to spoil herself. While relaxing at home, she'll be in a smart non-promotional T-shirt or in spaghetti strap with tight faded jeans. She's got plans to purchase a 1000cc ex-Japan car soon.

5. DEJA VU JEAN GENERATION

The Déjà vu Jean Generation woman is a very adventurous and independent lady who loves eating out and will enter her kitchen only on weekends. However, she enjoys company and will often entertain in her house. While with her friends, she likes to stand out. She enjoys it when her friends ask her for advice before buying new things.

Few women are as confident and financially independent as the Déjà vu Jean Generation woman. To her, money is very important and readily admits that she only goes to work for the money. Being experimental is second nature. She will quickly jump at an opportunity to try new drinks and exotic restaurants. She is not in touch with God and does not attend church. She spoils her children because she doesn't want them to miss out on anything in life. She admits that she would love to be spoiled and often buys herself things that she does not need and prefers hassle free, labour saving devices. Going to work in her 1000cc ex-Japan car, you'll find her dressed in a trouser suit showing a little cleavage. Heels and a matching scarf would complete the picture. And at leisure, she dresses like a 27-year old: jeans or hipsters and a loose blouse.

6. HOMEY

The Homey woman is very family oriented. She prefers staying at home to going out with her friends. She has a one-on-one relationship with God and you will readily find her in church on Sundays. The Homey woman is risk averse and will not do things at the spur of the moment. She spends lots of time shopping, not for the right items, but for those one that are priced lowest. Her marriage is strong and full of love; her husband is also her best friend and she keeps a sharp focus on her children's education and health. The Homey woman dresses in less revealing clothes that are not "mitumba" and depends on the joint income between her and her husband. She'll either drive a 1300 cc second hand Japanese car or use a matatu.

7. TRUE MAMA

True Mama loves to stay at home and entertain family members, church and merry-go-round friends. Women groups are very important to the her and she is a member of several groups. She is a very loyal church-goer and belongs to a church prayer group. The Internet is foreign to the True Mama woman and she uses very few electronic gadgets at home. She is advertising septic, thinking that advertising triggers superfluous needs and adverts are devious most of the time. She cares too much about her family for her to be a risk-taker. Low prices are True Mama's friend. She's proud of every shilling she saves. Married with eight children, and three grand children, she doesn't have a close bond with her husband and cares little about his whereabouts. True Mama's dressing is practical. She just needs something to cover her body. Taking a closer look at the True Mama, we noted that the True Mama segment has two other fairly distinct subsets who possess differing mindsets. These are the Sparkler and Drifter.

TRUE MAMA SPARKLER has a tendency to control people and resources around her. She doesn't like cooking and would rather someone else help her in the kitchen. The future doesn't worry Sparkler much. She would like to enjoy the moment at hand rather than worry about the future. Sparkler has a mature marriage and is not petty about issues. She will gladly take her children out to a movie or concert. Sparkler is a keen information seeker, relying on TV, Internet and newspapers to keep informed. She loves being treated to expensive perfumes and good wine, and often buys herself things that she doesn't need. Sparkler is financially independent and likes to pay cash for everything she buys. Her opinion is highly regarded by her friends who seek it before buying new things.

TRUE MAMA DRIFTER is a risk-averse fortune seeker who participates in almost all competitions in newspapers and magazines. Drifter will hang out with her friends at any given opportunity. She'll pull her best resources together in order to entertain them at home. The Drifter doesn't do much during the day. TV advertising interests her enough to form discussion topics when she's with friends, but she isn't as information-thirsty as Sparkler. Drifter is a regular churchgoer and has a good relationship with God.

8. DEVIL-MAY-CARE

The Devil-may-care woman is actually happy to have been separated from her husband! Life is good and she has no complaints about her status. She loves her independence. To her, family isn't of great importance. She is willing to sacrifice time with her family in order to have a rewarding career. She loves the company of fellow women and often invites them over to her place to share a home-cooked meal. The Devil-may-care woman isn't very confident about herself and is easily influenced by other people's opinions. She tries to be nice to get people's attention and feels good when people look at her in admiration. To her, money is the best measure of success. The more money she has, the more successful she feels. She takes excellent care of her children to prove she can raise them on her own. She shops at expensive boutiques. Asking if she wears mitumba is like an insult to her.



LSM (Living Standard Measurement)

Refining the Commercial Application of LSM Studies in Sub Saharan Africa

MSRA members recently participated in a quantitative evaluation LSMs. The data has been collected and is currently being analysed by Steve Greenland (previously of Nielsen). At the conference we'll present the top-line findings of each model component for Kibera giving an interesting insight to life quality in this slum area, but perhaps more importantly showing what MSRA will be able to deliver for other segments in the Kenya market.

Unmasking the African Consumer

27 March 2009

keynote speakers



Sheriff Alabi (Cert Ed, MCIM, DipM, Dip.DM, PDM, MPhil, PhD)

A Nigerian living in London, Sheriff is a Chartered Marketer with over 20 years of strategic marketing management, marketing education, entrepreneurial development and management training.

Tyson McKeown (Operations Director Africa – RI)

Tyson is responsible for RI's operations across Africa and driving business change throughout the region. Tyson has been with Research International since May 2003.

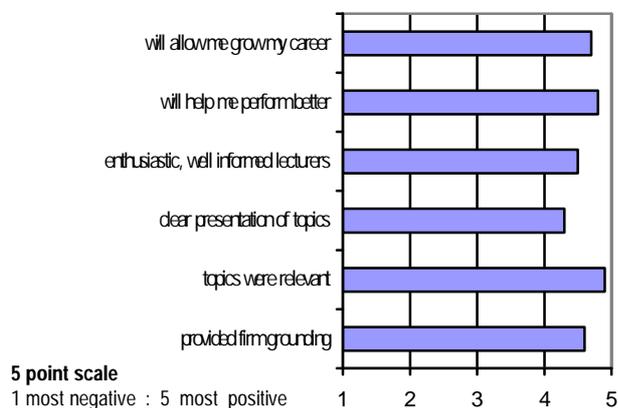
MaryAnn Seday (PSI)

Mary Ann, a seasoned researcher with 15 years experience, is currently the director of Research for PSI Kenya. She has been working in this position since March 2008.

MSRA 2009

BASIC TRAINING COURSE

In 2009, the MSRA basic training took on a new format. Instead of spreading the classes over a 2 month period of evening lectures, the course was condensed into a 2-day intensive workshop. This format proved much more popular with 34 participants attending. Overall they were very pleased with the course:



QUARTER 2

APRIL/MAY/JUNE

CALENDAR OF ACTIVITIES TO PARTICIPATE CONTACT SECRETARIAT

EVENT - CELEBRITY TALK
TIMING APRIL 2009

EVENT - 2009 GRADUATION
MSRA BASIC TRAINING
TIMING MAY 2009

EVENT - MT KENYA CLIMB
TIMING MAY 2009

EVENT - CELEBRITY TALK
TIMING JUNE 2009

If you would like to comment on the contents of this newsletter or contribute an article, please contact:
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