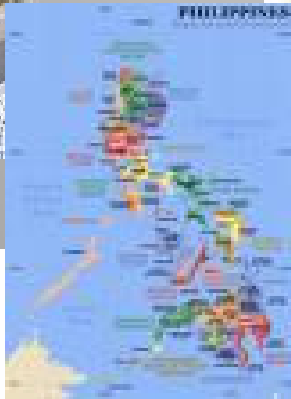
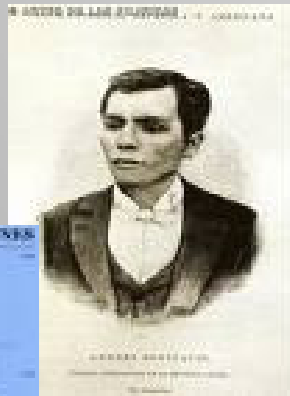


Synovate Hotspots Philippines



lifeto life

Bringing **Philippines** to life



So very Pinoy!

- Whenever you hear the word **MABUHAY**, what comes first to your mind?
- Well, it is distinctly **Filipino**!
- *Mabuhay* comes from the Filipino word “*buhay*” meaning “life”. This traditional Filipino greeting literally means “Live!” or “May you live long!” “*Mabuhay*” also has an implied meaning of “welcome!”.
- Thus, by wishing the guest a warm “welcome” as well as a “long life” the Filipino (*Pinoy*) portrays his hospitality and friendliness. The Filipino attitude is 'everyone's welcome' and 'what we have to eat, we share'.
- This is a simple presentation designed to help you get a grasp of the things about the **Philippines** that will provide you with some ideas about the **consumers** in this market.

***MABUHAY* and WELCOME to the PHILIPPINES!**

Bringing Philippines life to life

- This document is designed to give you an overview of the Philippines, its people and some of the key issues and trends Synovate is observing in the country today.
- The core source of information is ‘LifeWorlds’ (Synovate’s ethnographic approach), but it is complemented with Synovate’s broader understanding of this country’s culture.
- Our discussion has two main parts:
 - “Big Ideas”: insights into Filipino culture and consumers
 - Implications for research

The Philippine's demographics

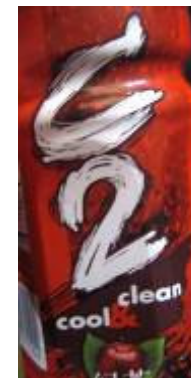
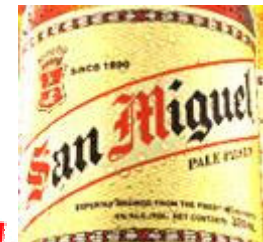
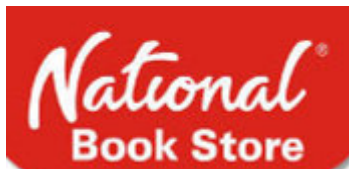
- The **Philippines** is an archipelago of 7,107 islands located in the western Pacific Ocean, and it is among the countries that make up **Southeast Asia**.
- **Total Population (July 2008 estimate):** 96,061,680
- **Top 3 cities:**
 - National Capital Region (Capital: Manila): **11,553,427**
 - Region VII: Central Visayas (Capital: Cebu City): **6,398,628**
 - Region XI: Davao (Capital: Davao City): **4,156,653**
- **Ethnic mix (2000 census):**
 - 28.1% Tagalog
 - 13.1% Cebuano
 - 9% Ilocano
 - 7.6% Bisaya / Binisaya
 - 7.5% Hiligaynon Ilonggo
 - 6% Bikol
 - 3.4% Waray
 - 25.3% Other

The Philippine's demographics

- **Religion (2000 Census)**
 - 80.9% Roman Catholic
 - 5% Muslim
 - 2.8% Evangelical
 - 2.3% Iglesia ni Kristo
 - 2% Aglipayan
 - 4.5% Other Christian
 - 1.8% Other
 - 0.6% Unspecified
 - 0.1% None
- **Age profile (2008 est.):**
 - 0-14 years: 35.5% (male 17,392,780 / female 16,708,255)
 - 15-64 years: 60.4% (male 28,986,232 / female 29,076,329)
 - 65 years and over: 4.1% (male 1,682,485 / female 2,215,602)
- **Household income or consumption by percentage share (2006):**
 - lowest 10%: 2.4%
 - highest 10%: 31.2%

Brand landscape

The following are the leading LOCAL brands in the country:



Brand landscape

The following are the leading INTERNATIONAL brands in the country:





Section I: Big Ideas



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Bringing the Philippines to life: “Big Ideas”

Insights into Filipino culture and consumers

- **Multi- Cultural Collage:** The Philippines has melded aspects of European, Asian, and American culture and made them into something uniquely Filipino.
- **Family Ties:** Filipinos put family first and the joys and obligations of family form the bedrock of Filipino society.
- **Faith and Optimism:** Filipinos pride themselves on being upbeat and drawing on religious convictions in the face of numerous and unpredictable difficulties.
- **Buy and Sell Small:** Small-size packaging and mom-and-pop stores are a particularly Filipino way of reconciling limited budgets with an **aspiration for name-brand goods and western-style retail.**
- **Food Culture:** Eating holds special importance in the Philippines where people often eat up to 5 meals a day and gifts of food are always welcome. A slew of food outlets and brands seek to satisfy the Filipino's delight in grazing at and between meals.

Bringing the Philippines to life: “Big Ideas” Insights into Filipino culture and consumers

- Multi- Cultural Collage: The Philippines has melded aspects of European, Asian, and American culture and made them into something uniquely Filipino.
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The Philippines: A multi-cultural collage

- The Philippines' location has made it vulnerable to invasion from many colonizers. For over 400 years, until July 1946, this archipelago had been under foreign control, from Spain to USA, to Japan.
- The influence of colonists as well as Filipinos' warm and open culture has helped the country combine European, Asian and American influences. Presently, the Philippines displays a pleasing blend of American, Spanish, Malaysian, Indian, Chinese, Japanese and Portuguese cultures.
- *Tagalog*, the national language of the Philippines, reflects this multi-culturalism. Tagalog has a very strong affinity with Malaysian languages but uses the Spanish alphabet. It has incorporated a significant number of Spanish words and expressions as well English and Chinese words and phrases.



"Filipinos, it has been said, are Malay in family, Spanish in love, Chinese in business, and American in ambition."

Bringing the Philippines to life: “Big Ideas” Insights into Filipino culture and consumers

- Multi- Cultural Collage
- Family Ties: Filipinos put family first and the joys and obligations of family form the bedrock of Filipino society.
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Family ties

- A Filipino's first **loyalty is to family**; identity is deeply embedded in the web of kinship. It is expected that one owes support, loyalty, and trust to one's family. In the Philippines, kinship is achieved in two (2) ways - by affinity as well as consanguinity. Hence a Filipino's "kin" can include quite a large number of people related by blood or friendship.
- One of the most visible signs of this strong concept of family is in the rapid growth of the number of Filipinos working overseas as "OCW" (Overseas Contract Worker). Family members will go to great length to support their families – it is common to see female college graduates accept jobs as domestic helpers ("DH") abroad because of the relatively attractive salaries abroad. These Filipinos **sacrifice their personal goals, endure homesickness** and **risk** life and **limb** to send money home.
- Filipinos belief that special honor should be paid to family elders may also contribute to Filipinos' general respect for authority.



The *PINOY* family

Just as the Filipinos revere the elderly, parents treasure their children because they believe that they are the “hope for the future”. Because of this, they value **education as a means to a better quality of life**. In this respect, parents will go to great lengths to be able to send their child to school.



Bringing the Philippines to life: “Big Ideas” Insights into Filipino culture and consumers

- Multi- Cultural Collage
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- Food Culture

Faith and optimism are key *PINOY* values



- It is noteworthy that despite exposure to the Western focus on individual and material gain, Filipinos have maintained their distinct upbeat attitude and a **strong religious faith**.
- **Strong personal faith** enables Filipinos to face great difficulties and unpredictable risks in the assurance that "**God will take care of things.**"
- Filipinos' faith and optimism have often been tested because of the countries' vulnerability to natural. The country lies along the typhoon belt of the Western pacific and in the northwestern edge of the "Pacific Ring of Fire". The frequency of natural calamities have reinforced Filipinos belief that they need to **resilient** and **resourceful** in their attitude towards life.

Bringing the Philippines to life: “Big Ideas” Insights into Filipino culture and consumers

- Multi- Cultural Collage
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- Food Culture

Buy small... Sachet packaging

- One of the **unique characteristics** of the retail market in the Philippines is the presence of **small packages** (bottles, sachets) of various consumer goods. Small, often single-use, packages allow Filipino consumers to stretch limited budgets to address daily needs and a desire for branded products.
- Everything from basic kitchen condiments like cooking oil, soy sauce, vinegar, catsup, and food items like coffee, powdered beverages to personal care items like deodorant, soap and shampoo are made available in very small containers and / or sachets.
- If there is no ready small package, enterprising traders will re-pack the item in smaller plastic bags or bottles and sell it “**tingi**” (in pieces).
- Even prepared food is often sold in single-servings as many people in lower economic class areas find it more economical to buy a serving of food rather than prepare a dish from scratch.



..and sell small The sari-sari



- While the Philippines has huge hypermarkets, supermarkets, department stores and malls, the “*sari-sari*” store remains a common and important retail outlet.
- The word ‘*sari-sari*’ is Tagalog for “various kinds” which is what this little neighborhood store sells. Most *sari-sari* stores are operated inside the shopkeeper's house and often act as a locus of social activity in a community.
- Similarly, it is also not uncommon to find enterprising homeowners who set up a temporary table or counter in front of their house to sell cooked food to their neighbours.



Bringing the Philippines to life: “Big Ideas” Insights into Filipino culture and consumers

- Multi- Cultural Collage
- Family Ties
- Faith and Optimism
- Buy and Sell Small
- Food Culture: Eating holds special importance in the Philippines where people often eat up to 5 meals a day and gifts of food are always welcome. A slew of food outlets and brands seek to satisfy the Filipino’s delight in grazing at and between meals.

Food culture



- Eating is a favorite past time. The Filipino averages about 5 meals a day including breakfast, merienda (morning snacks), lunch, merienda (afternoon snacks), and dinner.
- Beyond formal meals, Filipinos enjoy a seemingly endless supply of peanuts, chips or candies that they nibble on in-between the meals.
- Gifts of food are commonly used as tokens of appreciation and affection and the Filipino tradition of “*pasalubong*” (i.e., bringing home a gift after a journey) continues to be practiced within families regardless of economic class.
- In daily life, bringing home “*pasalubong*” usually means food for young kids, and sometimes other family members as a token of their affection as well as appreciation. Working parents/ older siblings might buy a some food on the way home, a little something from Jollibee or McDô (McDonald’s) or a a few pieces of donuts, other goodies or candies as *pasalubong* which everyone can share at home.



Food culture



- Numerous small-scale and sometime mobile outlets exist to meet Filipinos' demand for readily available food and snacks. In business districts, “**jolly jeeps**” or mobile food vendors, occupy strategic corners in many streets within the district and sell home-cooked breakfast, lunch, and merienda food the office workers.
- Quick service restaurants – from the popular **Jollibee**, **Greenwich Pizza**, **Goldilocks** baked products which set up stalls in high-traffic – are ubiquitous.
- **Coffee shops, fast food restaurants** and **bistros** have also become a trend particularly in commercial areas. And in the past few years many of these types of outlets have sprouted in various locations within the business districts and are generally populated with office workers during lunch break and after-office hours.



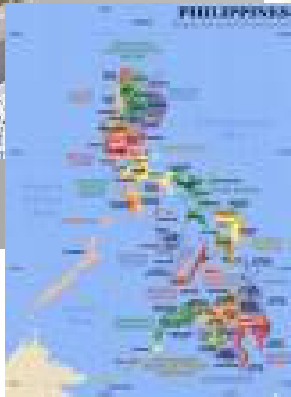
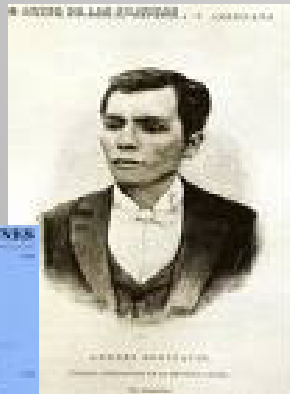


Section II: Implications for research

Implications for qualitative research in the Philippines

- Metro Manila, the capital region is the center of commerce for the country. And it is also the usual location for baseline and exploratory market researches.
- While the Metro Manila population generally understands English, it should be expected that when doing research, e.g. FGDs, the majority of them feel most comfortable expressing their views in the “Taglish” which is a mix of the native Tagalog, and English - hence, a translator would facilitate understanding of the proceedings.
- However, if it is necessary to address the regional preferences and attitudes the logistic requirements of the research will increase. A nationwide study in key urban areas may need translations into up to five or six dialects. Qualitatively, it will mean using different moderators / interviewers in one study.
- The Filipino’s natural temperament of being hospitable & accommodating, of wanting to put their best foot forward in front of guests becomes more pronounced when doing research in less urban and rural areas, hence, tapping the services of experienced and well-trained local researchers is a must.

Bringing life to life



Thank you