

A Day in the Life of a Pakistani Housewife

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“Insights” Into Pakistani Housewife



While researching millions of Pakistani House wives one can end up encountering a universe of insights related to dreams, hopes, frustrations she goes through on a daily basis

Every slot of the day is fixed with some kind of commitment or dedication. Conversing with them, putting ourselves in their shoes, entering into their homes shine a light on the stresses and merry moments they face in their daily lives.

“ Housewife in Pakistan may or may not carry a consistent personality on a given day or situation. Her role is in constant change. This change at a later end helps her in meeting the most desirable hidden emotional need of ..” proving herself as the best in all spheres at home ” ..For this she stretches herself as much as she can in all domains. ”

“ Prayers and reciting Quran gives satisfaction, protection, and sense of security. On top of all, it’s the magic candy that assures positivity all day. In fact within Pakistani housewives the “ biggest emotional satisfaction is hidden in practicing and having faith in their religion ”. ”

Early Morning rituals (Prayers plus reciting Quran). Usually a day of a Pakistani mother starts early in the morning around 5:30 to 6:00 am by offering prayer and preparing breakfast for her family.

7 am to 10 am they are crazy managing children and husband, This is the time where her role as a mother- manager, organizer is much more prominent.

11:00 – 1:00 when she prepares lunch, handles household chores, supervise maids and have some time for TV etc, She is more into individualistic approach, having something for herself ..my time, my mood.....!

Temperamentally, 11-1:00 is a time when a house wife is more focused, in good mood since energies and the excitement to carry on with the challenges is at a higher end 2- 4 take rest, watching TV, taking nap, sending kids to tuition, reading magazines or personal grooming. Afternoon turns her to be more prominent as teacher cu mentor.

“ Since kids are around, training begins on how to do what. Moreover, this is also the time when standards are set in a home. A mother is more into a decisive role where she commands her children on things. Being a listener is also a role that plays a vital part in shaping her personality in a way where kids can relate to it. ”

5 - 7 In the evening they go for outing or serve tea or snacks to the children. Start preparing dinner and serves till 9:00 to 10:00 pm. Go to bed around 12:00 to 1:00 am.

“ This proves to be the second start of the day. Mother emotionally is more in a loving mode. Her role as a friend, companion is prominent. She socializes, is emotionally excited to see he kids and hubby’s return. ”

“ How Products Are Treated ”

Connecting The Dots ...

“ In a normal day there are numerous occasions when a housewife comes across multiple brands and products. A time when she gets exposed to the *rational performance* of the products ”

“ The consumption context of products/brands among Pakistani housewives may differ on a given need or occasion. *Time, mood & environment* have a role to play when it comes to draw a perception about a product. ”

“ In the morning products like butter, bakery stuff, noodles, HPCs etc. are more prominent which the housewives interact with. *10-1:00 pm is a critical time* since multiple categories are experienced and absorbed. Exposure to detergents, soaps, bars, edibles is seen a lot. ”

“ In the afternoon the frequency of exposure to the categories is less as compared to the morning. However snacks , tea, HPC etc. have a role to play here ”

“ Evening and nights embark experience with beauty products, edibles etc. They float around *multiple needs* connected to the products. Attributes like *enjoyment, celebration*, etc. make inroad into the mother’s mind. ”





“ In a country like Pakistan, housewives' articulation towards products generally is ***purely rational***. They hardly are aware of the ***emotional performance of products/brands***. This is the trend normally seen among average A, B & C SECs. Nonetheless there are examples where we see luxury consumer connecting to emotional attributes like ***freedom, prestige*** etc. though the universe of such consumer cannot be projected since it is small. ”

“ Products are evaluated the entire day. More ***vigilantly in the morning*** since they are energized, they can focus, they can observe well, their networks are on. Plus they are actually experiencing the products. ”

“ Her consideration towards different products increases the entire day. The whole day they get exposed to the performance of the products. ”

“ This becomes a challenge for marketers while researching products/brands. There comes the need to explore the layers lying beneath the obvious. ”

“ There is a need to filter & connect with the needs typically associated with any angle of the product. the big idea lies in their lives, the art is how to touch & translate it in products / brands. ”

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