

“The comparative survey on the topic of marriage planning in three countries”

There are no big differences when it comes to getting married, everyone is serious

❖ [Research Summary]

- 1 Most of male respondents think that they should have around \$3,000 – 10,000 to cover their wedding costs
- 2 Most of female respondents expected their lovers to have money at least between \$3,000-10,000 for their weddings
- 3 More than 40% of Thai people tend to cook by themselves for family, while 57% of Vietnamese leave culinary to their partners
- 4 Vietnamese respondents want to have two children (75.40%), follow by Indonesian (54.60%) and Thai (52.60%)
- 5 Money controller in the household still in charge by female and there are no significant different between three countries; Thailand (67.0%), Indonesia (68.0%) and Vietnam (74.6%)

❖ [Background]

Different countries have their own ways and norms when it comes to having a family. Especially young generation that they are becoming less concern their traditional way. W&S would like to know what do the new generation plan about their future wedding and start a family. So we target our respondents and ask them about their plan.

❖ [Research Design]

Research Method	Online Research
Fieldwork Period	1 st – 3 rd October, 2015
Research Area	Thailand, Indonesia, Vietnam
Respondent Criteria	Who aged above 17 years old
Sample Size	1,500 samples

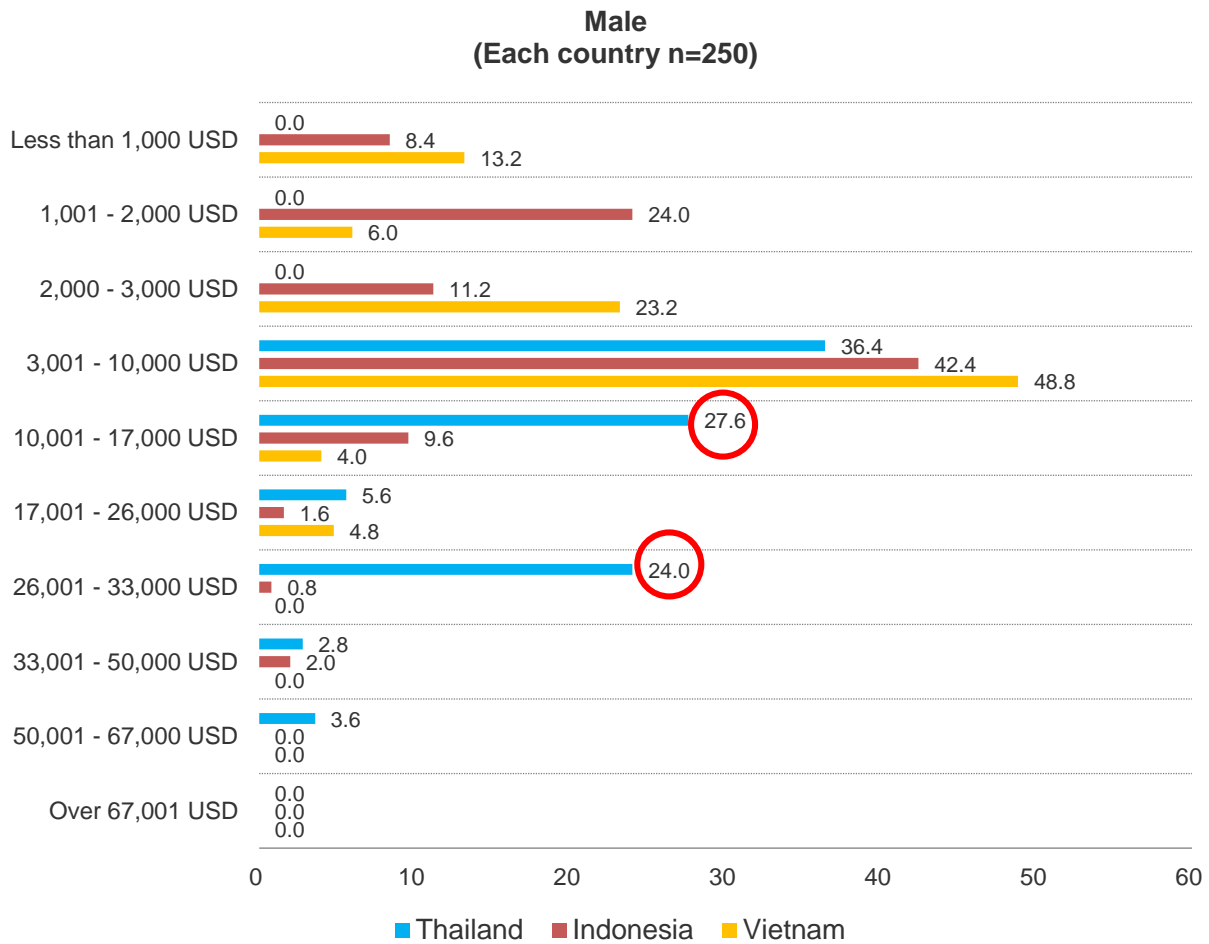
	n	Thailand	Indonesia	Vietnam
Total	1,500	500	500	500
Gender / Relationship status				
Male				
Single	375	125	125	125
Married	375	125	125	125
Female				
Single	375	125	125	125
Married	375	125	125	125

W&S Group provides Digital Marketing Services in the Southeast Asia. With the offices cover Vietnam, Indonesia, and Thailand. W&S Co., Ltd. (Thailand) under W&S Holdings Inc. (URL: <http://www.yimresearch.com>, Head Office: Bangkok, Thailand, CEO: Mr. Yoshio Fujii) conducted a survey, aimed 750 males and female over 17 years old in Thailand, in the topic of “Wedding plan survey in 3 countries”

❖ [Details]

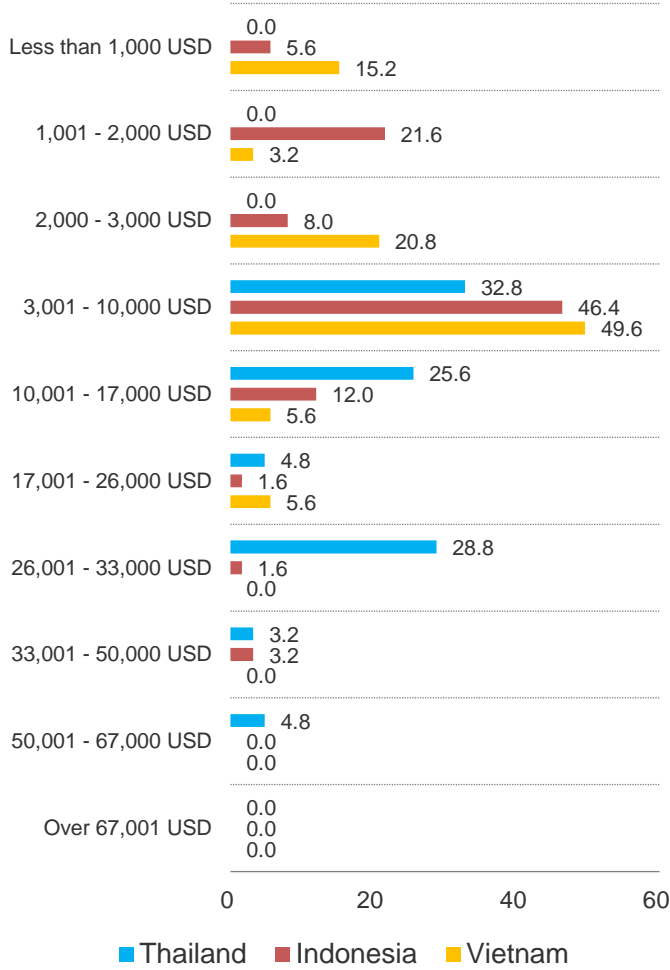
Please tell us how much money do you think you should prepare for your wedding?
 (Including dowry, honeymoon, and party)? [FA] (n=750 Male only)

Most of male respondents think that they should have around \$3,000 – 10,000 to cover their wedding costs

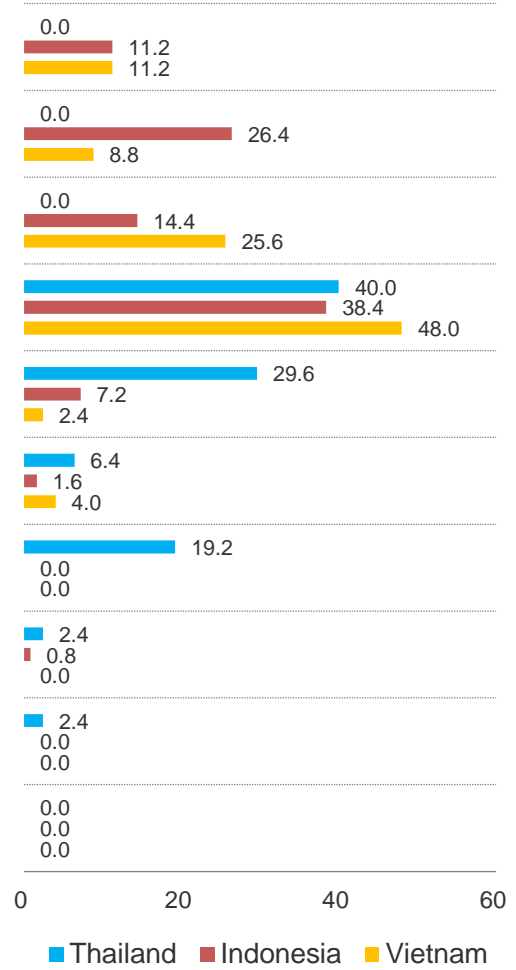


(Unit: %)

**Single - Male
(Each country n=125)**



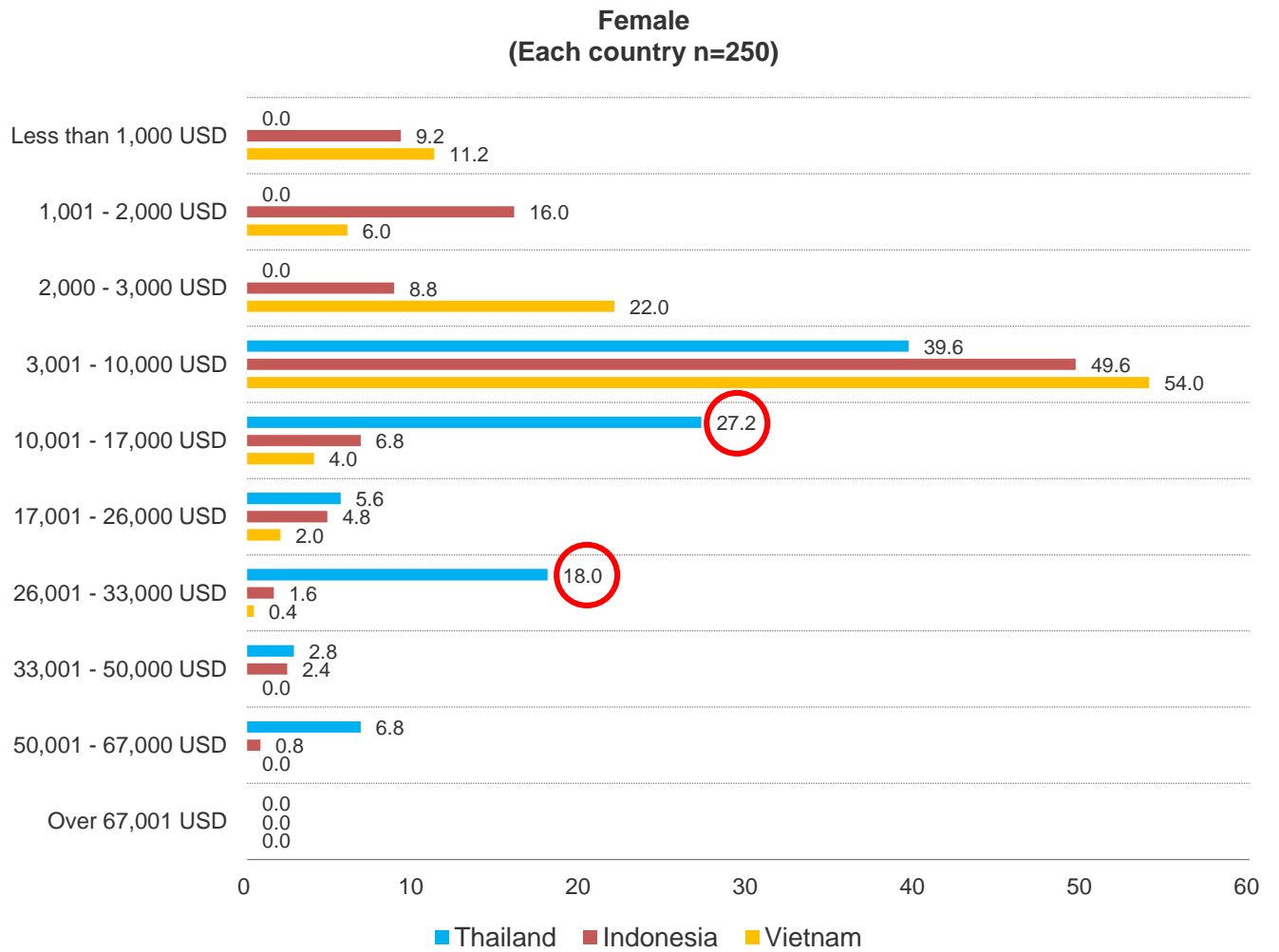
**Married - Male
(Each country n=125)**



(Unit: %)

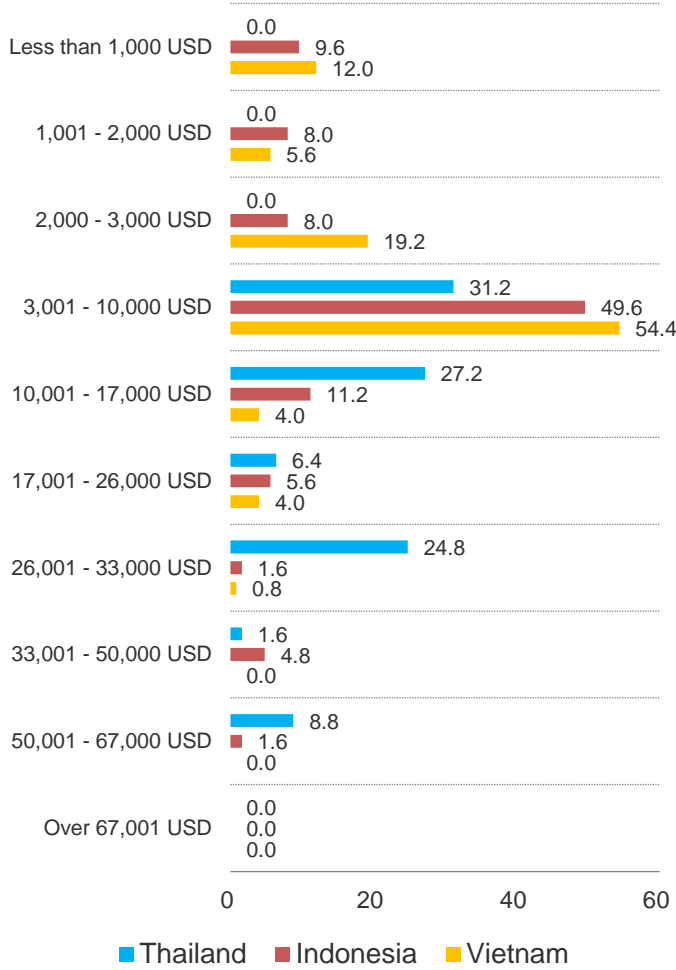
Please tell us how much money do you think your partner has to prepare for the wedding?
 (Including dowry, honeymoon, and party)? [FA] (n=750 Female only)

Most of female respondents expected their lovers to have money at least between \$3,000-10,000 for their weddings

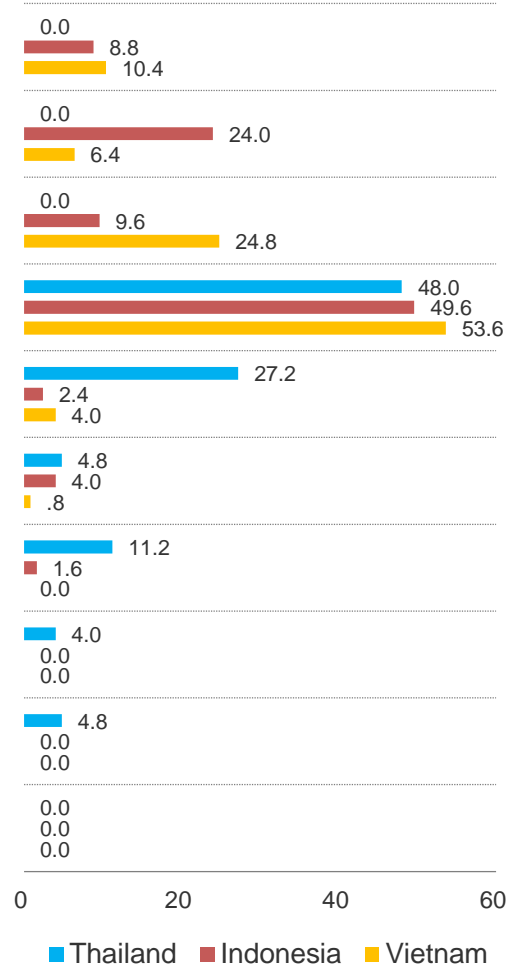


(Unit: %)

**Single - Female
(Each country n=125)**



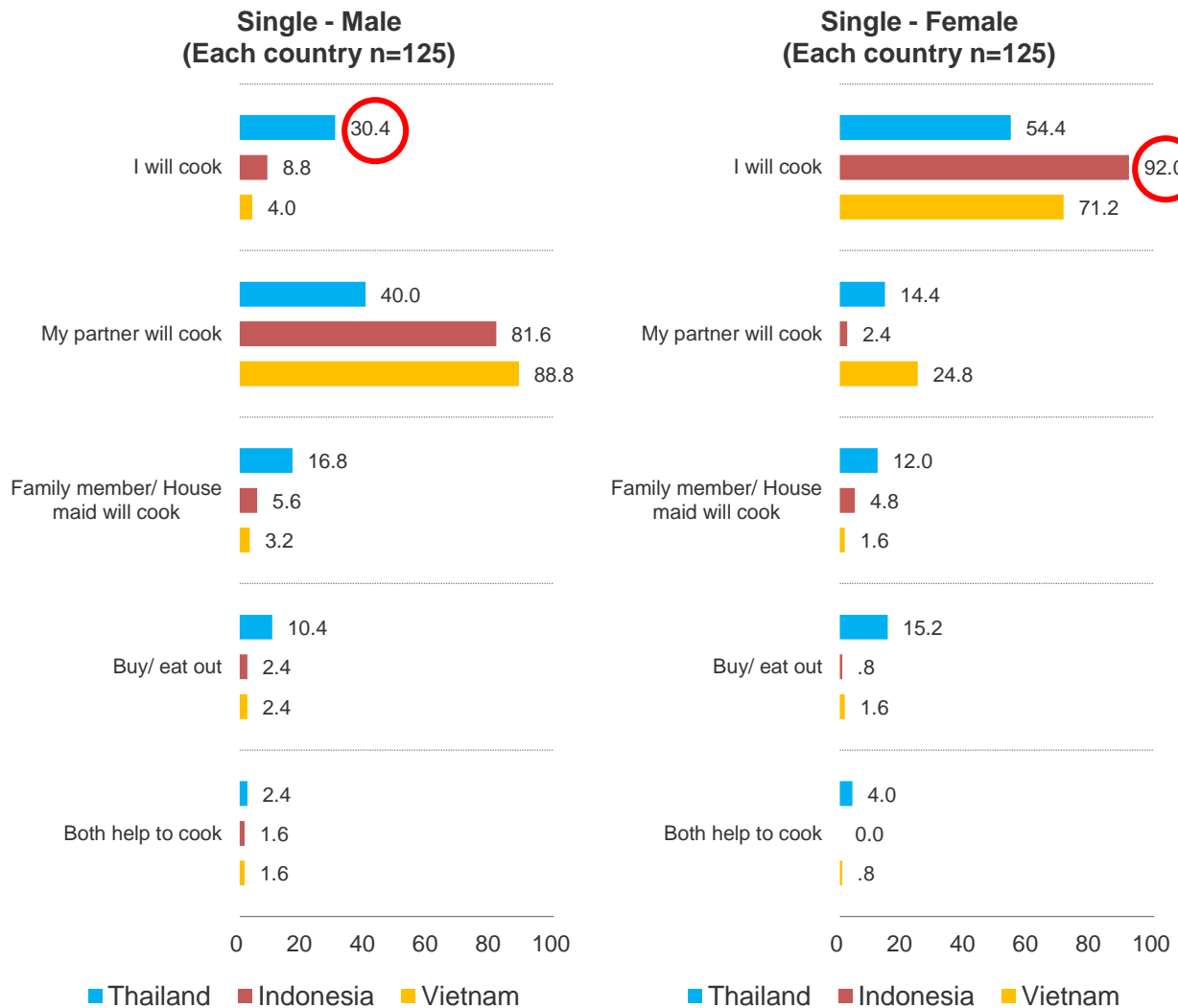
**Married - Female
(Each country n=125)**



(Unit: %)

Please tell us after you got married, who do you expected to be the main cooker for the family?
 [SA] (n=750 Single only)

Thai single males (30.4%) are expected to be the main cooker, while 92% of single Indonesian females planned to be the main cooker

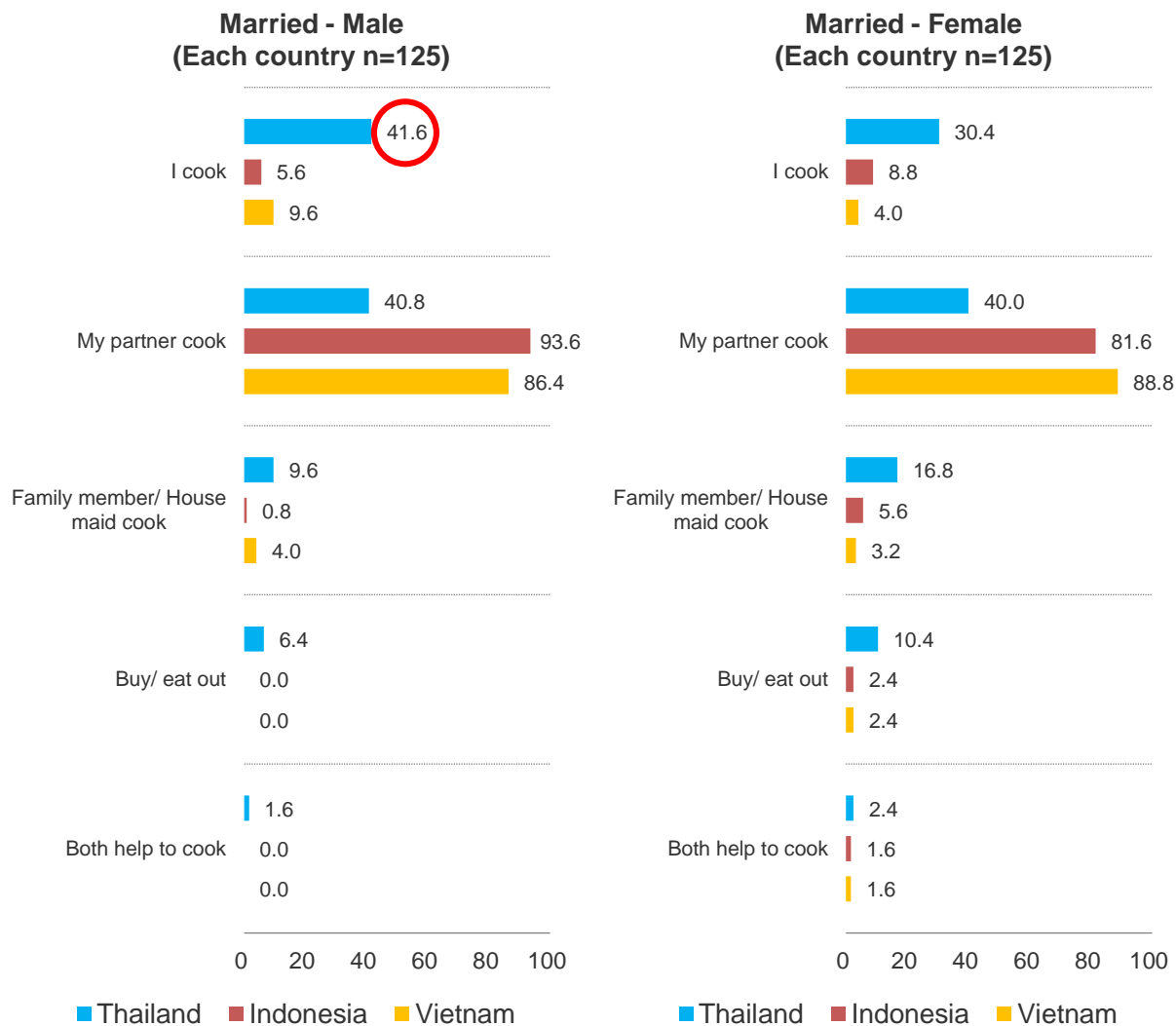


(Unit: %)

Please tell us who cook for your family after you get married? [SA]

(n=750 Married only)

Thai married male (41.6%) are the main cooker at home, and leave a big gap from Indonesian male (5.6%) and Vietnam (9.6%)

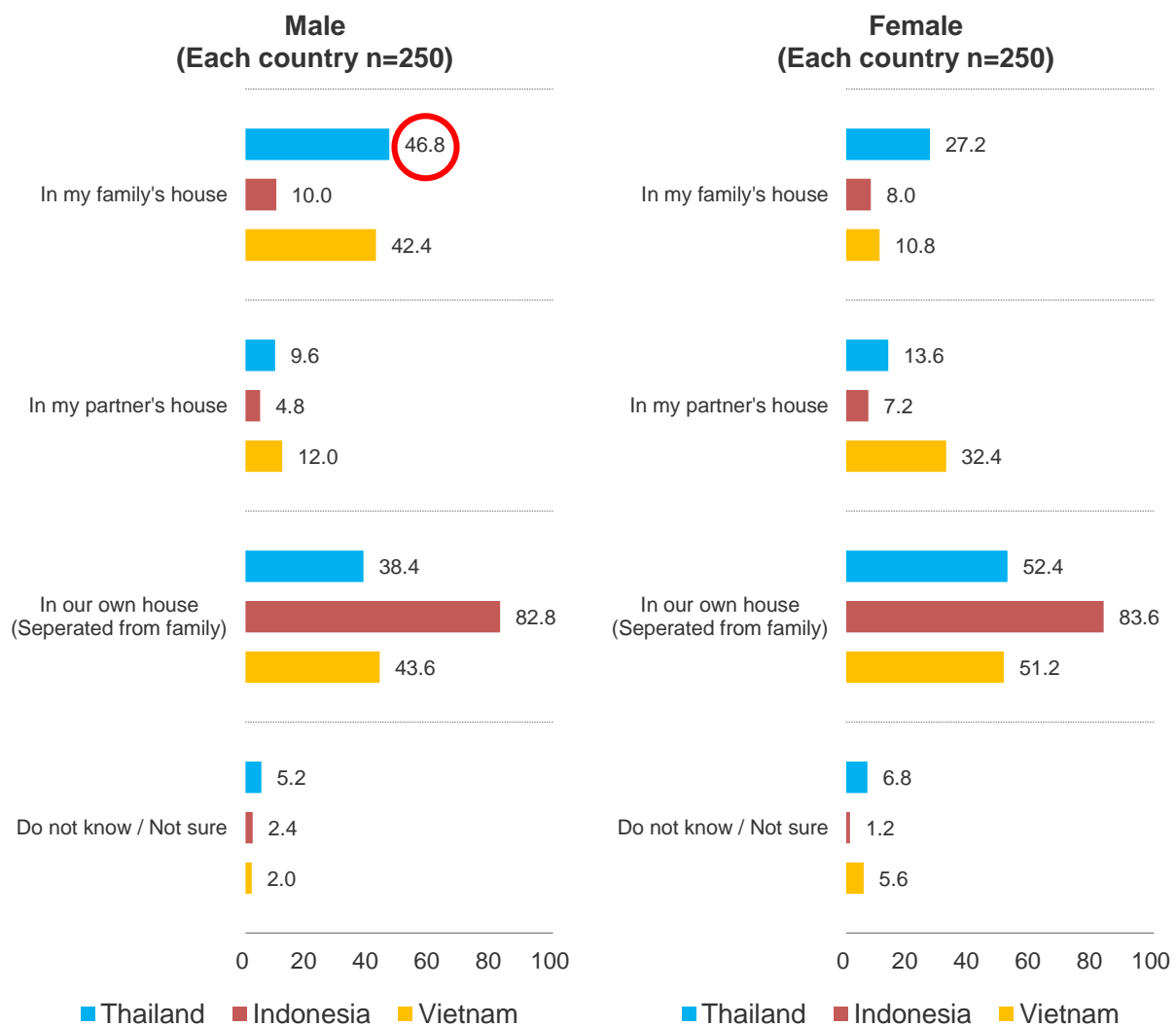


(Unit: %)

Please tell us where do you plan to live after you got married? [SA]

(n=1,500)

After getting married, Thai males (46.8%) want his wife to move in his family, while most of females prefer to live separately in their own house

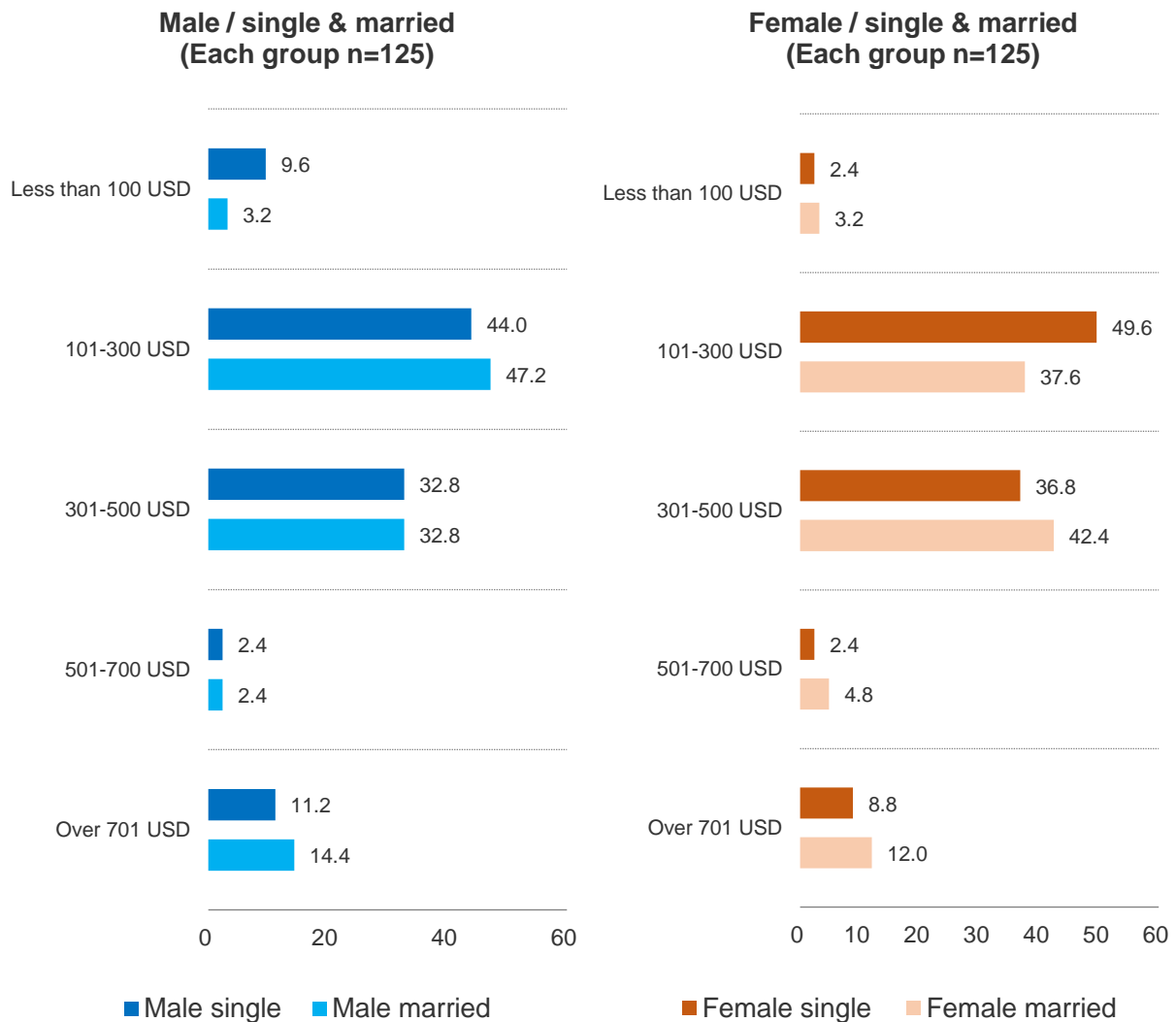


(Unit: %)

Please tell us how much will be your monthly expenditure (after married within 3 years)? [FA]
 (n=1,500)

Vietnamese respondents are expected to spend between \$101-300 per month and there are no big different between groups

Comparing between **Vietnamese** respondent

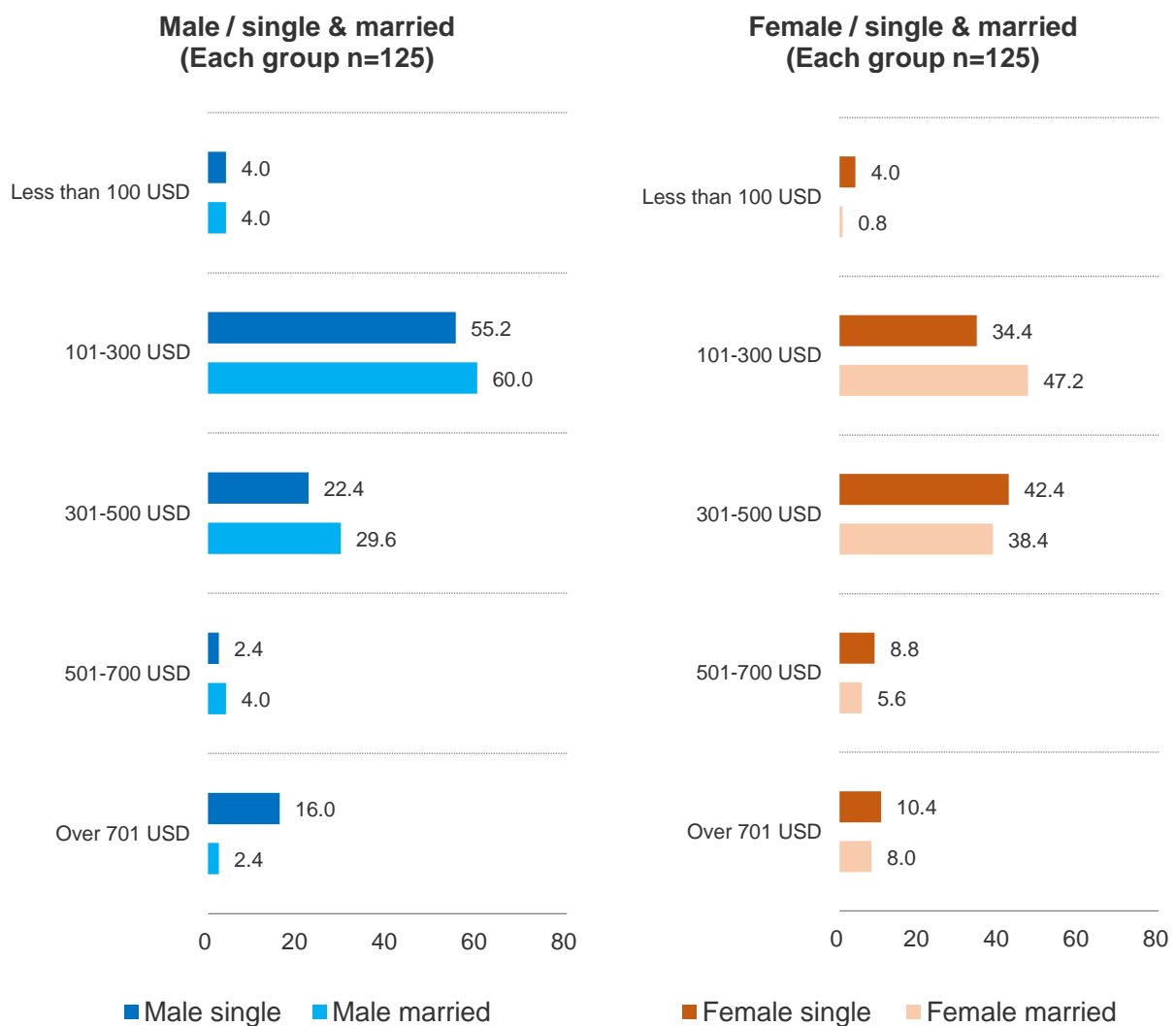


(Unit: %)

Please tell us how much will be your monthly expenditure (after married within 3 years)? [FA]
(n=1,500)

Most of Indonesian male are expected to spend \$101-300 per month, while female are expected to spend \$101-500 per month

Comparing between **Indonesian** respondent

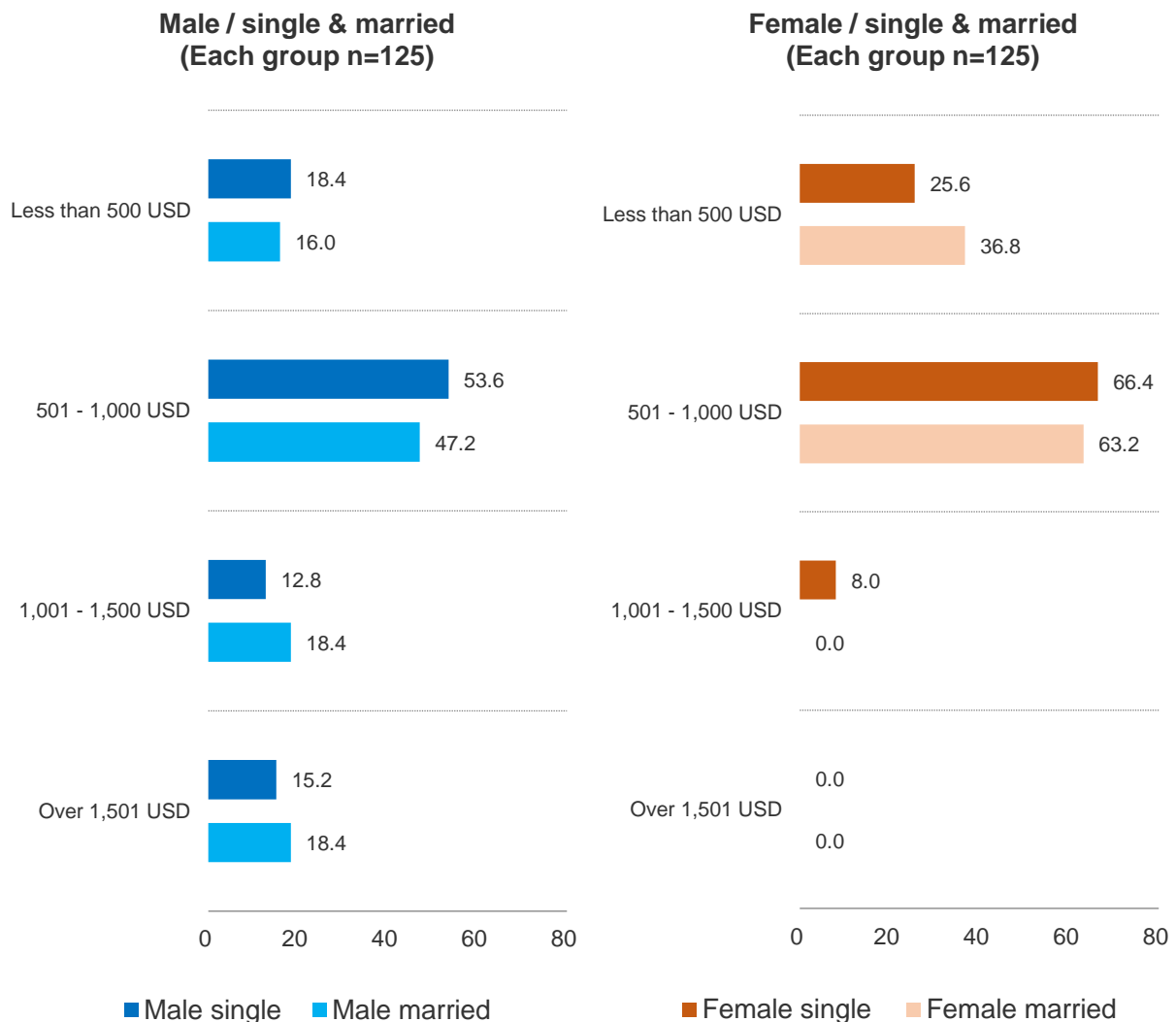


(Unit: %)

Please tell us how much will be your monthly expenditure (after married within 3 years)? [FA]
 (n=1,500)

The expected average Thai expenditure after getting married within 3 years is in the range of \$501-1,000 and there are no significant difference between both group

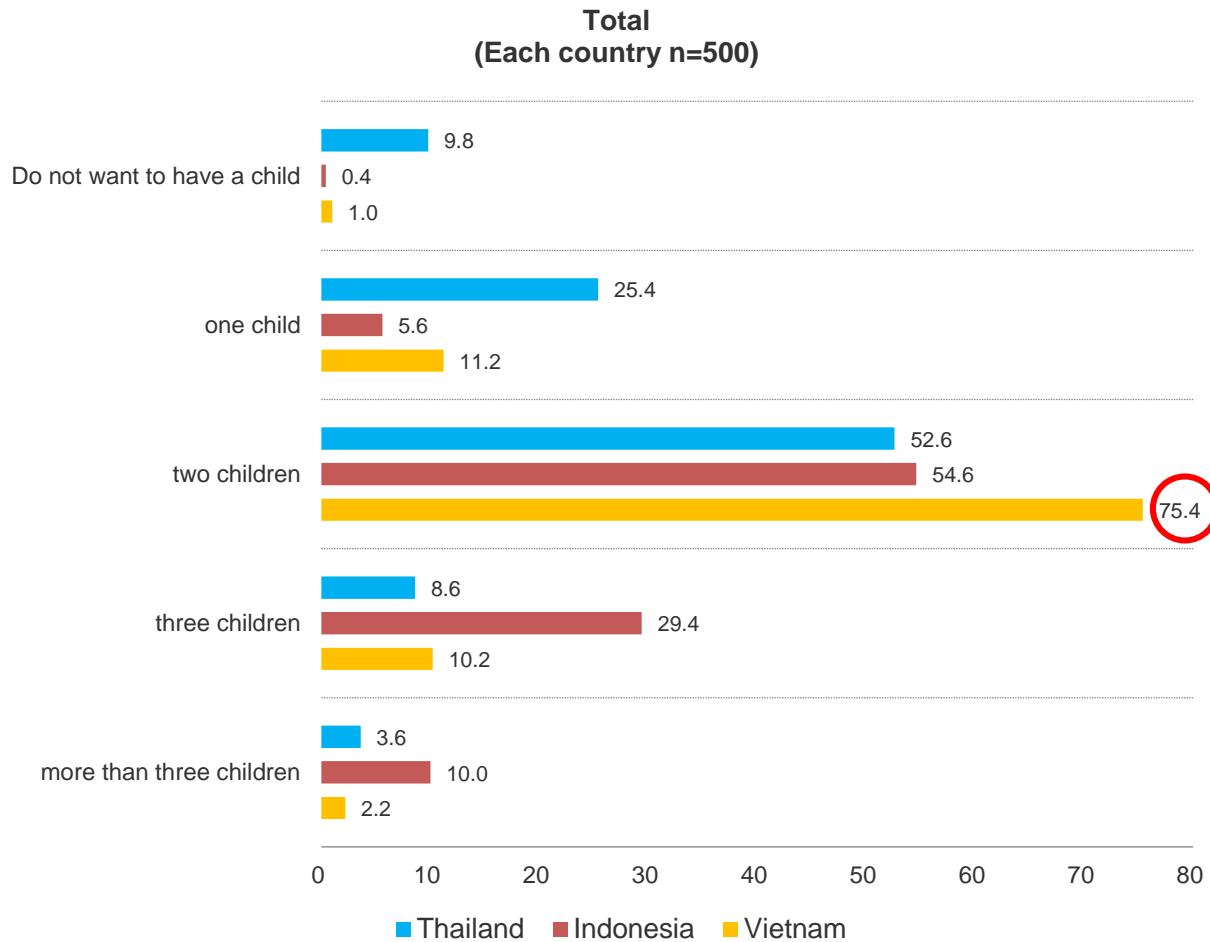
Comparing between Thailand respondent



(Unit: %)

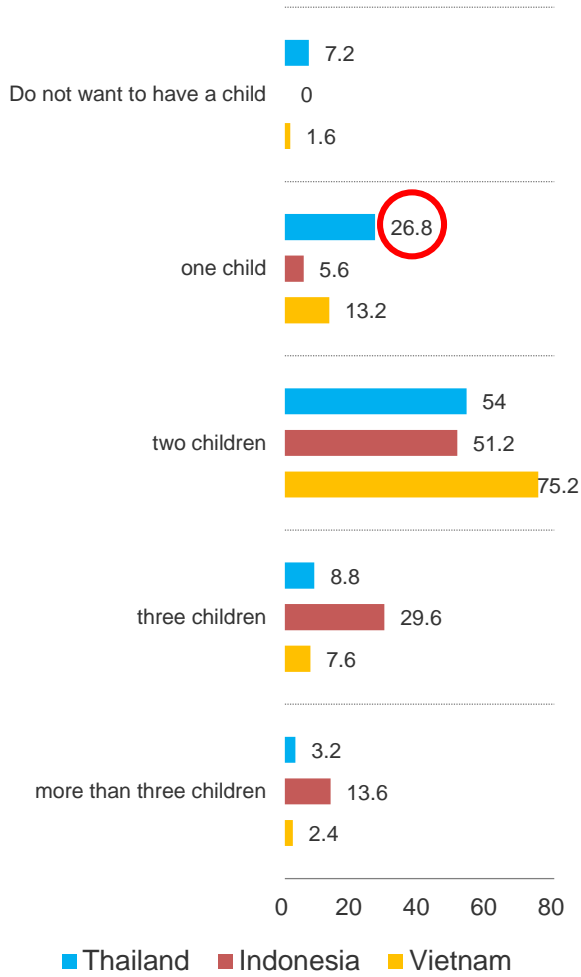
Please tell us how many kids do you want to have? [SA]
(n=1,500)

Vietnamese respondents want to have two children (75.4%), follow by Indonesian (54.6%) and Thai (52.6%)

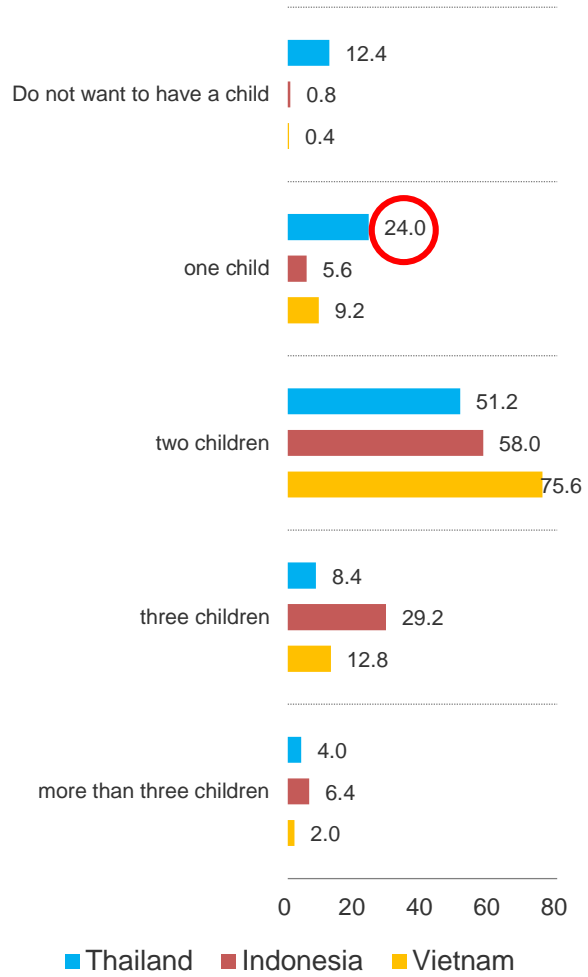


(Unit: %)

Male
(Each country n=250)



Female
(Each country n=250)

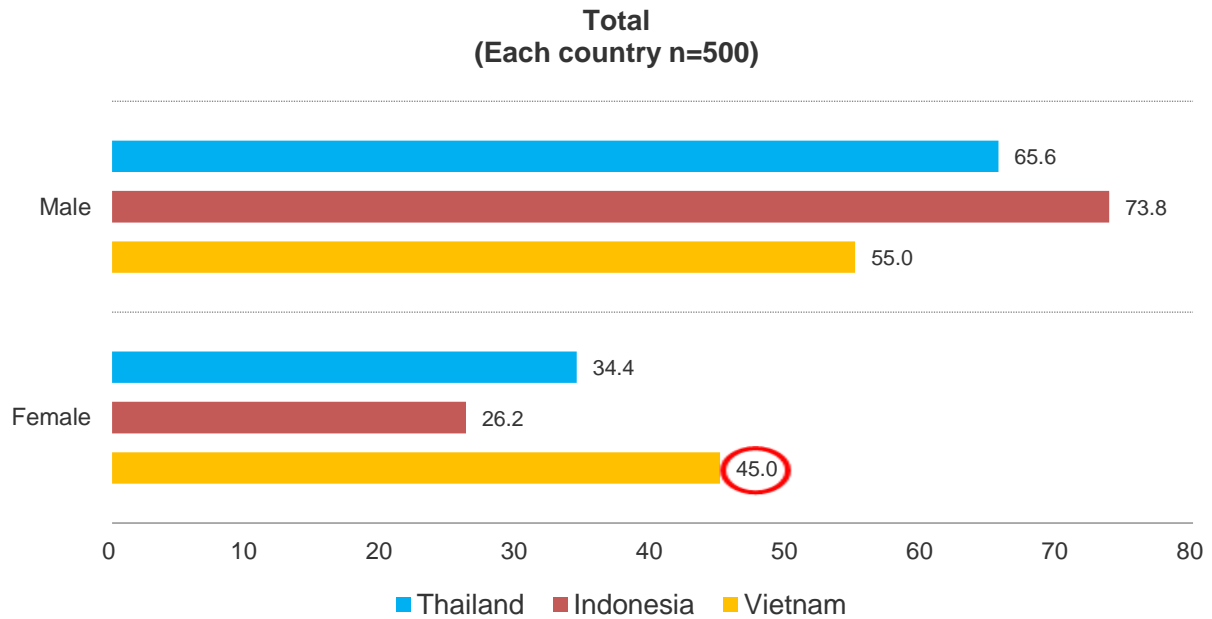


(Unit: %)

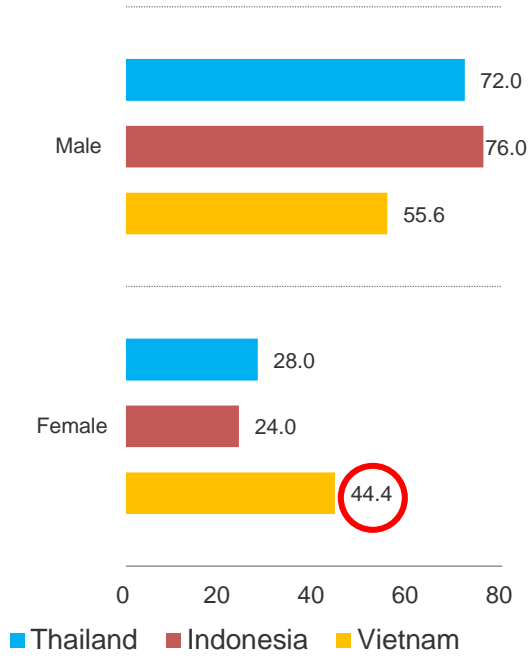
Please tell us which gender do you prefer for your first child? [SA]

(n=1,500)

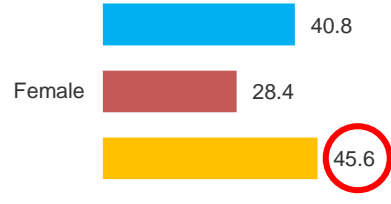
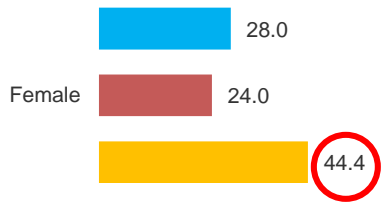
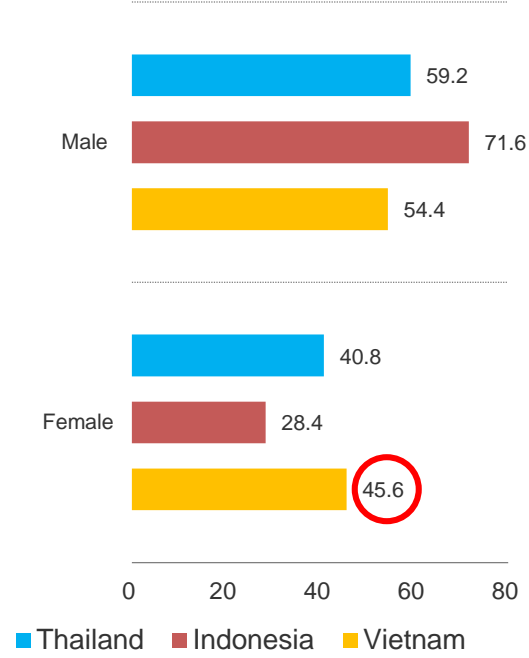
More than half of every countries' respondents want their first child to be a boy



Male
(Each country n=250)



Female
(Each country n=250)

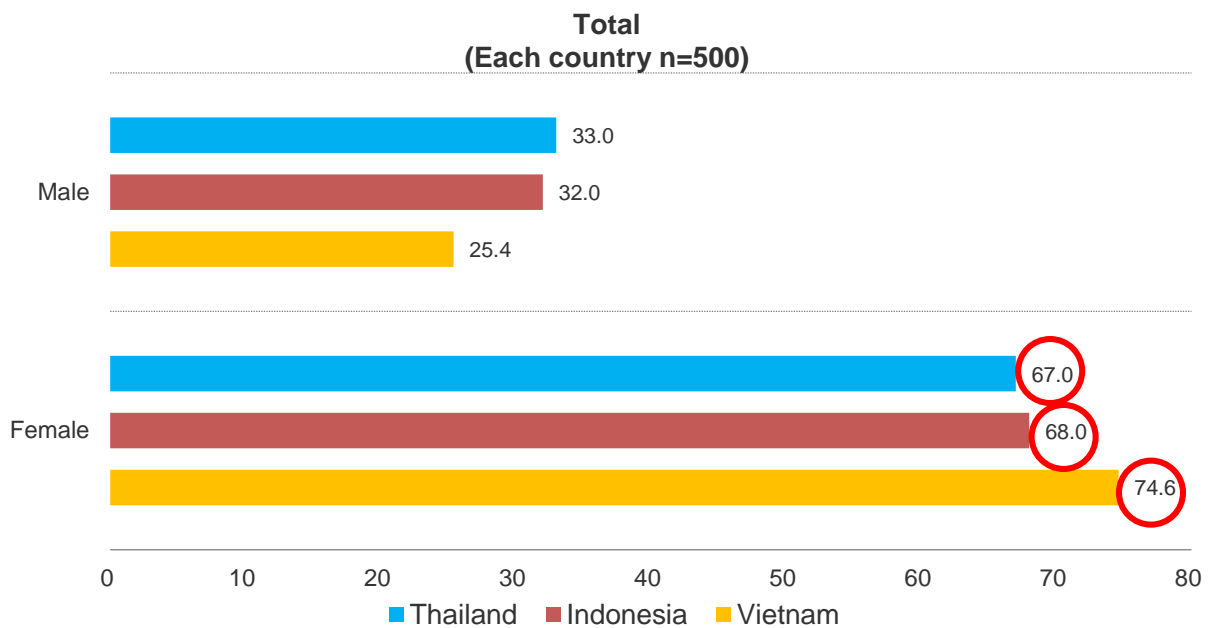


(Unit: %)

Please tell us who will control the money in your household? [SA]

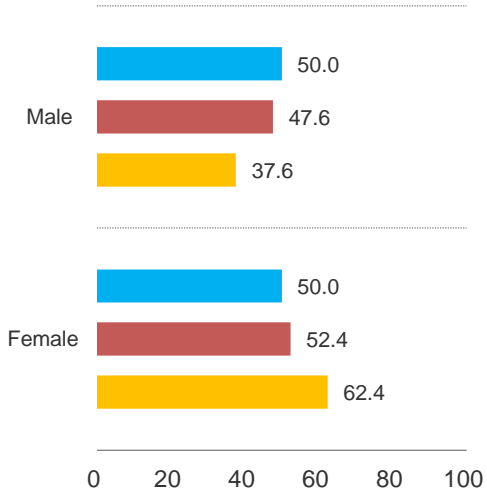
(n=1,500)

Money controller in the household still in charge by female and there are no significant different between three countries; Thailand (67.0%), Indonesia (68.0%) and Vietnam (74.6%)



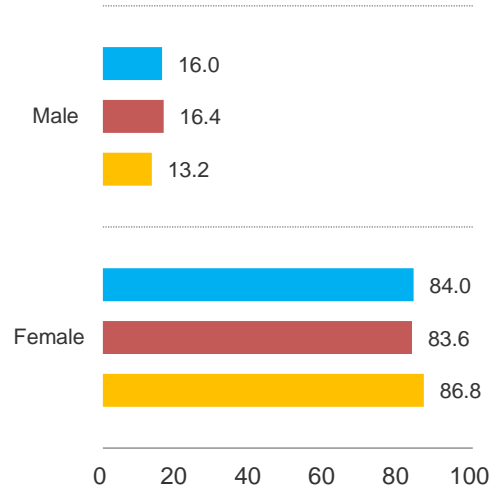
(Unit: %)

Male
(Each country n=250)



■ Thailand ■ Indonesia ■ Vietnam

Female
(Each country n=250)



■ Thailand ■ Indonesia ■ Vietnam

(Unit: %)

[About W&S Co., Ltd. (Thailand)]

W&S Co., Ltd. is a digital marketing provider in Southeast Asia under the parent company W&S Holding, Inc. in Japan. Currently it has three offices cover three countries in Vietnam, Indonesia, and Thailand, with the largest panelists in Southeast Asia; 370,000 members. Our core businesses are

- 1) Market research business (both qualitative and quantitative research)
- 2) Digital marketing business

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