

# An Analysis of the Younger Phenomenon of the Housekeeping Industry in the New Era

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**Abstract:** *With the development of society, people's demand for housekeeping services is also rising. Young people have gradually become the main group in the consumer market, and the diversity of their consumption characteristics and consumer behavior are also highlighted, which has largely promoted the "young" trend of market service demand, while traditional housekeeping has been unable to meet the service demand of contemporary young consumer groups. Therefore, the problem of "rejuvenation" in the domestic service industry needs to be solved urgently. This article will analyze the problem of the rejuvenation of the domestic service industry from four aspects: the phenomenon, the reason, the strategy and the significance.*

**Keywords:** *Domestic service; Be younger; Traditional industries; Promotion strategy*

## 1. Introduction

As an important tertiary industry, the domestic service industry is closely related to the people's sense of gain, happiness and security. On the one hand, the rapid development of domestic service industry has exposed the problems of unprofessional employees, nonstandard industry development and low public satisfaction. On the other hand, many new opportunities and development prospects have emerged in the domestic industry. Therefore, under the general trend of gradual rejuvenation, how to take advantage of the situation and promote itself to a new height is a question worthy of in-depth analysis and research.

## 2. Overview of the current phenomenon of the rejuvenation of the domestic service industry

### 2.1. Overall trend of the industry

At present, with the rapid development of science and technology and the continuous improvement of economy, the combination of the Internet and traditional industries has become more popular, and the domestic service industry has been moving towards intelligence and specialization. At the same time, the young domestic service model of "Internet and life services" has emerged as the times require. Higher level family services have gradually evolved into necessities for ordinary families. According to the current situation of China's domestic service industry, its market potential is huge, The younger trend of the industry is also becoming clear.

### 2.2. Younger industry demand

As the process of family miniaturization and population aging in China is accelerating and the implementation of the two-child policy and three-child policy, a large number of potential domestic service needs are created by the market. According to the relevant data, the market size of China's domestic service industry has increased to 1014.9 billion yuan in 2021, entering the trillion-level market. According to the data of China's domestic service consumer population in 2022, the current demand for domestic service is relatively large among young people. At present, the young group has gradually become the main group in the consumer market, and some of the group will choose to live a high-quality life at home. A variety of new situations of their consumption characteristics have emerged. In addition, the diversified consumption behavior has greatly driven the "young" trend of market service demand. Therefore, in recent years, the domestic industry has also been innovating and optimizing to meet the demand trend, and is approaching to the young.

### ***2.3. Younger industry practitioners***

The data shows that by 2021, the number of domestic workers in China has reached 37.6 million. In recent years, China is accelerating the promotion of new urbanization and the division of labor in society has been refined. The consumption level of Chinese people has been significantly improved. China's domestic industry has also undergone new changes without exception, and the stereotype that the domestic industry is the "full-time work of middle-aged women" has been gradually removed from the public's think tank. Looking at the current social market, many professional, highly educated and knowledgeable young practitioners are constantly pouring into the market. This phenomenon of lightening higher education over the years is obviously on the upward trend, and the industry is constantly "involved". To some extent, this is the result of market segmentation, and at the same time, it conforms to the needs of consumption upgrading. The public's outdated vision is no longer adapted to the new reality needs, and young needs and young ideas are constantly pouring into the market. From the current trend, more young people will incorporate this industry into their employment choices, which is an inevitable result of the development of the times. <sup>[1]</sup>

## **3. Analysis of the reasons for the current rejuvenation of the domestic service industry**

### ***3.1. Market demands more and more domestic services***

Because people's consumption concept and consumption level have been significantly improved in recent years, the diversification of users' needs has emerged, and consumers' various needs for the domestic industry have become diversified. The domestic industry has become increasingly closely integrated with new technologies and new models, and has gradually developed into a new business form in today's society. After continuous iteration and upgrading, a number of new types of work in the industry have emerged, such as pet door-to-door service, sorting and storage, mother and baby care, etc. The quality of people's lives has been upgraded. In the face of the deepening market segmentation of China's domestic work industry, and the more refined segmentation of domestic work, users' willingness to pay may be imperceptibly strengthened.

### ***3.2. The recognition of the industry has been increasing***

#### ***3.2.1. National policy support***

On July 2, 2021, the State Council issued the Opinions on Promoting the Quality Improvement and Capacity Expansion of the Housekeeping Service Industry, proposing to take relevant supporting measures and issue opinions on improving the quality of domestic workers. Many colleges and universities across the country have responded to the policy by opening relevant majors in the domestic industry and providing corresponding training and education for relevant talents, so as to help the quality improvement and capacity expansion of the professional team in the industry and inject a lot of high-quality fresh blood into the industry.

#### ***3.2.2. Increased social recognition***

In recent years, with the improvement of various factors such as the status and salary of the service providers, the domestic service industry is also gradually redefined by the society. Its employees tend to be younger as a whole. Users can get enough value from the industry. Therefore, the domestic service industry is also increasingly respected and valued by the society. In addition, the public demands more and more on the specialization of domestic service, which also promotes the "segmentation" of domestic talents. With the reversal of prejudice and material incentives, more and more young people with high academic qualifications will enter the domestic service industry.

#### ***3.2.3. Change of employment concept***

Among the young domestic workers, the proportion of graduates is not small. On the one hand, the domestic industry can indeed bring considerable income. On the other hand, the employment concept of most young people has changed. In recent years, we can always hear news reports that the graduates of a certain university belong to the field. In the old concept, the talents with higher education seem to be preferred to engage in scientific research Medical and other "decent" jobs are the same, while domestic work is often not favored by young people in the past. However, in terms of the current social situation, many talents have changed their ideas, and the concept of career choice has been constantly adapted to the society. Understanding that serving others can also achieve their own logic, and the

concept of employment freedom has been gradually established. Contemporary young people pursue personalized needs and independent choices. The development of new formats and new models conforms to the evolution trend of young people's employment mentality. [2]

#### **4. The promotion strategy for the continuous rejuvenation of the domestic service industry in the new era**

##### ***4.1. Relying on the Internet to promote the youth of channels***

In the new media era, users are not only the target of enterprise marketing activities, but also the communicators of network media. Young people have a high use rate of social media, so the importance of relying on new media advertising on social media platforms such as WeChat, Tiktok, micro blog and little red book are highlighted. As a traditional industry, the previous business model of housekeeping was too single. It basically depended on the offline store to make an appointment for housekeeping aunt's door-to-door service, or the introduction of relatives and friends around. Therefore, users learned that the channel of the housekeeping industry was single and could not keep up with the current trend of the times.

According to the Statistical Report on the Development of Internet in China, as of June 2022, the number of Internet users in China was 1.051 billion, and the Internet penetration rate reached 74.4%. The Internet infrastructure has been fully covered and the number of users has increased steadily. At the same time, Internet applications continue to develop, with the most obvious growth of short video. The Report shows that as of June 2022, the number of short video users in China has increased the most significantly, reaching 962 million, up 28.05 million from December 2021, accounting for 91.5% of the total number of Internet users. In the context of the continuous development of Internet technology, the younger development of the domestic service industry has become more vigorous and vigorous. As an indispensable social platform for young people, WeChat can build a private domain traffic pool based on the platform, create a official account, open a video account, etc. It can integrate publicity, marketing, after-sales, and create its brand image through daily publicity such as official account daily tweet updates, video releases, so that more young people can enjoy the domestic service online and further understand the current situation of the domestic industry, Break the inherent understanding of the traditional housekeeping industry. There is also a wave of "housekeeping cashier" in the short video platforms. Because of their professional nature, the bloggers of the major platforms have a lot of cosmetics, skin care products, clothes and shoes, accessories and bags at home, and because of their busy work, they have no time to take care of them. Hiring professional "housekeeping cashier" makes their homes look new. Such short video content is not only high in traffic, but also eye-catching. More importantly, users of all platforms will have a new understanding of the "young" housekeeping industry.

##### ***4.2. Inject new vitality and promote the younger service***

Most of the traditional domestic service industry is based on the intermediary system and adopts the business mode of "no matter what you introduce". This business mode is easy to cause unsolved after-sale problems of employers, or no mediation of contradictions arising in the process of providing services for them, which runs counter to the current trend of young people paying attention to the experience of consumption. This also further explains that if the traditional housekeeping industry wants to transform and upgrade, it needs to constantly carry out institutional innovation, adapt to the development needs of modern housekeeping services, promote the young development of the entire housekeeping industry, and make it glow with new vitality.

From the perspective of the current situation of domestic domestic domestic service industry, the personnel engaged in the domestic service industry are mainly women from rural areas. Although the number of domestic service practitioners is large, the professional quality of the practitioners is mixed, and there are problems such as low educational level, lack of technical skills, poor learning awareness, weak awareness of rights protection, and difficult training, which seriously affect the development of domestic service industry. Statistics show that China's domestic talent gap has reached 30 million. In the case of a large talent gap and shortcomings in the quality of the existing personnel, there is an urgent need for a group of new professionals to rush into the domestic service industry market. The key to the "rejuvenation" development of the domestic economics industry is talent. At present, the talent source of the domestic economics industry is mainly graduates of domestic economics and related

majors and social practitioners. Therefore, improve the enrollment rate of college graduates in the domestic economics industry, strengthen the training of social practitioners, and improve their professional level. In addition, we need to innovate and cultivate ideas, improve the modern service level of domestic service practitioners, and keep their service level up with the development of society. At present, there are a large number of young people who have a large demand for domestic service, and the young people have gradually become the main force of the consumer market at present, and some of these people will choose to live at home and experience high-quality life. The "domestic cashier", which has become popular in various network platforms recently, is one of the outstanding manifestations of the rejuvenation of the domestic service industry, and the entry of young professionals into the domestic service market will inevitably inject new vitality into it, So as to further promote its service to be younger and better adapt to the development of the domestic market.

## **5. The significance of the rejuvenation of the housekeeping industry in the new era**

The trend of homemaking industry's youth is becoming more and more obvious. The youth of users drives the adaptation of the industry. This change will not only bring many challenges to the homemaking industry market, but also become a new opportunity for it to meet the market in the post-epidemic era and the digital intelligence era.

### ***5.1. Meaning to the industry itself***

Young people have always symbolized the most mainstream value system in the world, because they are young and full of curiosity. They have their own views, own ideas and know what they want. The rise of an industry can never be separated from the blood support of a group of young people.

#### ***5.1.1. Lead the domestic economics industry into the public view of new media***

In the past, most enterprises in the domestic service industry, including leading enterprises, lacked a certain awareness of publicity and were unwilling to invest too much advertising budget into Internet publicity, resulting in the domestic service has been out of the public's view of new media, and only a few consumers with strong demand would actively seek such services. However, with the participation of young people, both as consumers and practitioners, with their high Internet participation and extensive social circle, can make great contributions to the promotion of the domestic industry.

#### ***5.1.2. Promote the digital and intelligent transformation of the industry***

With the advent of the era of digital intelligence, the intellectualization of furniture, the use of mobile phones, the intelligent Internet of Things, and so on, all reflect the continuous improvement of the living standard of our people, which also puts forward more requirements for the improvement of the service level of the domestic industry.<sup>[3]</sup> Most of the traditional domestic service practitioners have not received systematic and professional training. They have a low understanding of digital intelligence, and the service efficiency has stagnated, which will lead to the phenomenon that they will be phased out under the increasing demand of consumers. Nowadays, more and more young people are flocking to the domestic service industry, which fills this gap to some extent. Under the good domestic education background, the professional level of young people can be guaranteed. At the same time, young people are also consumers, and the communication efficiency between the service parties has also been further improved. Therefore, the younger performance of the housekeeping industry will inevitably promote the transformation of the industry to digital intelligence.

### ***5.2. Social significance***

#### ***5.2.1. Alleviated the problem of "employment difficulty" of college students***

In the past, the traditional housekeeping industry was in a single form, with cleaning, babysitting and moving as the main tasks. Most of them were manual labor. The average age of the employees was also high, and the overall number was small. With the industry segmentation in recent years, more than 22 categories of positions have been divided in the domestic industry and are still being subdivided. Each position has corresponding professional knowledge and skills. At present, many colleges and universities have responded to the national call and started to offer home-related majors to provide professional guidance for college students. According to statistics, more than ten colleges and universities, including Jilin Agricultural University, Tianjin Normal University and Changji University, have opened home economics majors. Nowadays, college students generally face the problem of

"difficult employment". The number of college students with employment needs is far greater than the number of jobs that the society can provide, and the employment form is very severe. Therefore, the younger development of the housekeeping industry will undoubtedly open up a large number of jobs for college students.

### ***5.2.2. The society will gradually attach importance to the housekeeping industry***

With the increasing recognition of the domestic service industry by the society, the domestic service industry attracts talents with high knowledge in various fields to promote the quality and capacity expansion within the industry. At the same time, the state has issued policies to "improve the quality" and "expand the capacity" of the domestic service industry, and provide professional training for relevant talents. The domestic service industry is also gradually standardized and specialized with the joint efforts of the whole society. At the beginning of 2021, Guangzhou and Hangzhou launched a new round of incentive policies to encourage workers, especially college graduates, to enter the domestic service field for employment through the way of enjoying points settlement and providing employment subsidies.

### ***5.3. It helps to break the prejudice of the past society against the domestic service industry***

At present, the society's understanding of the housekeeping industry is still generally lagging behind. Most people think that housekeeping service is cooking and doing some simple cleaning, which is no different from being a nanny. In fact, domestic service and nanny are two different concepts. The Ministry of Labor and Social Security of the People's Republic of China has special regulations on the employment of domestic service personnel, and has formulated a strict rating system to test the knowledge and skills of domestic service personnel. For employees, if they want to do a good job in domestic service, they also need to pass the "five tests" of mentality, quality, frustration, hardship and comprehensive quality. Therefore, today's domestic service personnel are no longer engaged in simple physical labor, but in a comprehensive work of collective and mental strength.

In order to change the general cognition that has been formed in the society, it needs a group with strong self-consciousness and can lead the trend. Young people play this role very well. They have flexible thinking, understand flexibility and can rationally distinguish different concepts. Therefore, the influx of young people is bound to inject new vitality into the domestic service industry and establish a new image. In addition, with the development of society, the people's pursuit of high-quality life will become more and more intense. As one of the representatives of high-quality services, domestic service will gradually become a part of the general daily consumption of the public.

## **6. Conclusions**

According to the analysis of the phenomenon, causes, measures and significance of the rejuvenation of the domestic service industry, it is not difficult to see that the "rejuvenation" of becoming a monk has become the general trend of the domestic service industry at present. The young industry has new vitality and vitality, and as a traditional service industry, the housekeeping industry should also keep up with the trend of the times, and with the help of the "youth" trend, promote the innovation, improvement and new vitality of the entire industry. At the same time, with the support of national policies, practitioners and consumers in the domestic service industry should also be confident in the "renewal" of the traditional industry. Moreover, the relevant departments use credit supervision to comprehensively promote the standardization and standardization of the domestic service industry, so that the level and quality of domestic service can better meet the needs of the people, meet the expectations of the people, and promote the construction of a more clear and orderly domestic service ecosystem.

## **Acknowledgements**

This paper is the research result of "WUYO Housekeeping" supported by the National Undergraduate Training Program on Innovation and Entrepreneurship (Grant number: 202013290002x).

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