

Voice of Thai consumers from **INTAGE (Thailand) Co., Ltd.**

Flash is INTAGE Thailand's regular publishing to our valued clients to inspire them with insightful information about the current issues or topics of interest in the market place.



When Consumer said "I'm not OK!!!!"

Comment

In this digital area, hot issues are easily shared unlimitedly via many means which quickly leads to both positive and negative consequences. In order to manage the 'social discussion content', brands must understand consumers' expectation.



Based on 190 samples in Greater Bangkok, **INTAGE Thailand** found that most consumers are willing to share their own opinions or suggestion after service experience. Their aims are to help other consumers aware of the service quality as well as to reflect satisfaction to the business for improvement.

Besides **expecting good and high quality of products & service, consumers also expect the brand to run business with ethic as well.**



Reason for stop using service in each industry

Reason	Category	Retail/ Wholesale
Poor quality/ under-standard product		57% (M 30-45 y/o)
Take advantage from employee/ stakeholder		35% (30-45 y/o)
Not impressive service/ aftersales-service		34% (F 18-29 y/o)
		31% (F 30-45 y/o)
Not respect disabled, elderly people		53% (46-60 y/o)

Reason	Category	Foods and beverages
Exaggerated advertisement		56% (M 46-60 y/o)
		26% (All 18-29 y/o)
Not clean		41% (F 46-60 y/o)
Too expensive product/ service price		27% (M 30-45 y/o. F 46-60 y/o)
Not respect disabled, elderly people		72% (F 46-60 y/o)

Permanently stop using

Acceptable

Stop using until improving

So-so

Reason \ Category	Transportation
Not respect disabled, elderly people	64% (F 30-45 y/o)
	49% (M 30-45 y/o)
Take advantage from employee/ stakeholder	37% (F 18-29 y/o)
Not clean	21% (F 30-45 y/o)
	19% (M 30-45 y/o)
	22% (M 46-60 y/o)
	76% (F 46-60 y/o)
	41% (18-29 y/o)
Too expensive product/ service price	31% (F 30-45 y/o)
Lack of proper security/ security equipment	34% (F 18-29 y/o)
	33% (F 30-45 y/o)
Careless execution	33% (M 30-45 y/o 46% F 30-45 y/o 38%)
Lack of good service/ Not take care customers	44% (F 30-45 y/o)
	34% (M 18-29 y/o)



Reason \ Category	Travel/Hotel
Not clean	65% (F)
Too expensive product/ service price	47% (All)
Lack of good service/ Not take care customers	47% (M/F)
	44% (F)
Places/ Facilities do not have good quality	54% (All)



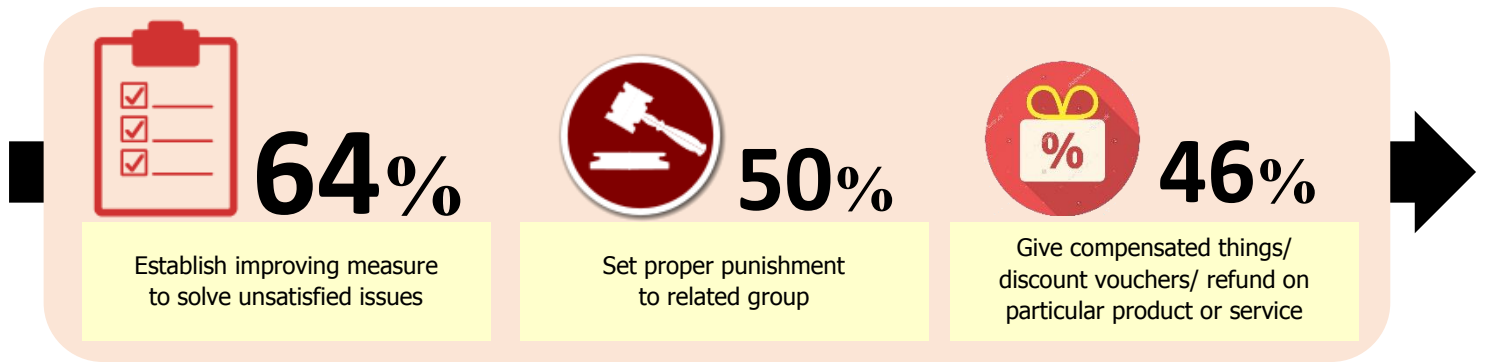
Reason \ Category	Fashion
Not impressive service/ aftersales-service	34% (AB)
	47% (All)
Exaggerated advertisement	53% (46-60y)
	55% (F 46-60y)
Too expensive product/ service price	43% (All)



Permanently stop using
 Acceptable

Stop using until improving
 So-so

The study highlights that consumers aged 18-29 years old are easier to accept the poor quality service than the older groups. On the other hand, 30-60 years old consumers take the issue more seriously and intend to stop using that service until it shows the significant improvement. Moreover, they can stop using the service permanently if those particular service do not improve to satisfy them. Below are key expectations from brands to take measures after particular problems.



Interestingly, there are difference in reactions to the problems between males and females. The latter group tends to share the situations with their social friends on Facebook and Line while males prefer to verbally talk with their friends.



The study also notes the importance of standard service quality in every touchpoint of consumers' journey. Although the younger consumers are less sensitive to the quality and standard of product & service than the adult consumers, their feedback can tremendously cause negative effect on brands' reputation. They tend to shout louder in the social media and more often. Therefore, it is essential that brands can provide a proper channel to listen to their voice.

Apart from the real-time crisis management readiness, brands must rethink about its ethic and social responsibility policy as consumers expect brands to be more caring to people especially among the 'voiceless and minority' groups. While brands must meet consumers' expectation on functional factors, they have to also think more on spiritual or 'human' factors which have becoming more important these days.

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