

***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.*

Does Age Matter In Offline and Online Media?

It's an undeniable fact that we now live in a people-centric era. This is the age where consumers "play God" and are able to define the marketing format upon which the marketer makes strategy decisions that best attract consumers to look, to like and most importantly, to buy.

In the past, the channels of communication to consumers were limited. At that time all that was available were a few free TV channels and a few newspaper titles. So marketers had to fight for space in those channels in order to advertise or promote their brand. This fierce competition caused the cost of marketing activities to rise sharply.

Currently, however, there are a wide variety of channels for consumers to choose from—for instance, online channels.

Such online channels are an important part of the equation for marketers when planning their PR initiatives. Using several media allows them to cover their precise target market without spending a vast sum of money buying expensive media; it also helps avoid the risk of whether that media will adequately reach their specific target or not.

In the past consumers gained data and information through such media as television, newspapers, magazines, radio and billboards (offline media). But now consumers have a greater variety of channels from which to gather information, for instance LINE, Facebook, Instagram, Twitter and many other applications (online media).

The ways of consuming information is also changing. This change is transforming the lifestyle of a certain group of consumers from that of the past. For example, teens grow up with the Internet and use online media as part of their daily lifestyle. Therefore online media is one of the main channels that can reach this group of consumers.



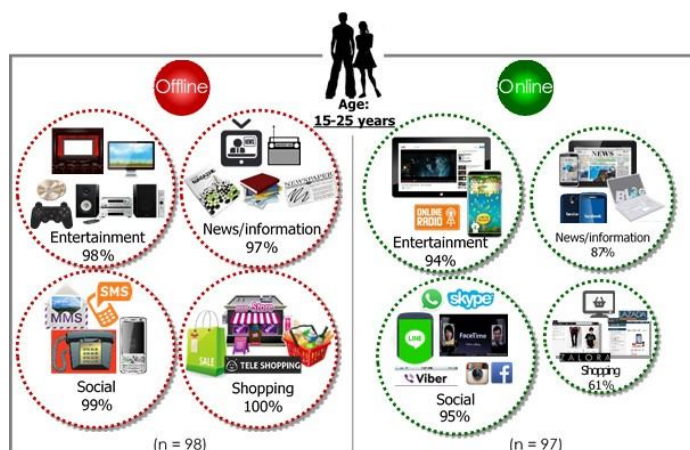
Nevertheless, offline media still plays an important role especially among adults who grew up with TV and newspapers; they still choose to receive information from these channels.

This preference poses a problem for marketers when deciding whether the direction for advertisements among teen and adult target segments should be the same, or different.

All these factors lead to the question of **whether offline media is ineffective among teens, and whether adults can learn to use online media more.**

INTAGE (Thailand) Co., Ltd. has done a quantitative survey among 170 samples living in Greater Bangkok, aged 15-25 years (teens) and 41-55 years (adults), with monthly household income of 25,000 Baht. The results of this research yielded the following interesting takeaways.

Age 15-25: Online media is coming/ the message in offline media has to be cool!



The research shows that online media is another world for consumers aged 15-25. This group of consumers can fully utilize the benefit of the Internet to an optimum level.

Almost all consumers aged 15-25 use online media such as LINE, Facebook, Twitter and Instagram to chat with their acquaintances and others.

Among consumers aged 15-25 years, patterns of obtaining information are different from the past. This group spends most of its time in the online world watching news, documentaries, soap operas, movies, listening to music, or playing games. Yet, some offline media still play an important role among this young age group—for example, a certain magazine that conveys a message they are interested in.

For shopping and spending, traditional channels (mom-and-pop stores, convenience stores, supermarkets, superstores etc.) are still the main channel for consumers aged 15-25.

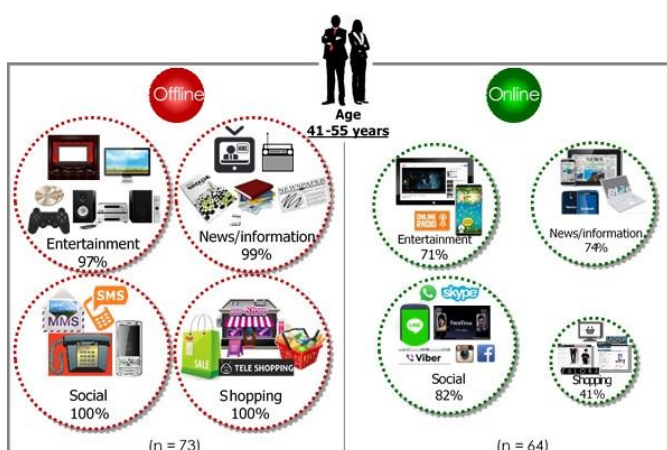
But among (First Jobbers) aged 23-25, telephone shopping (catalog shopping), which offers convenience, suits the lifestyle of this group of consumers better.

Even though the ratio of online shopping among consumers aged 15-25 is not very high when compared with other online activities, it is still higher than among consumers aged 41-55. The study reveals that the 15-25 year-old segment purchases a variety of products via this channel, such as fashion products and cosmetics. We believe that these teens share information in online media, using this channel to persuade and create credibility for the product, and even use it to sell product. Most importantly, the products that sell in this channel tend to offer some kind of special deal, like a price discount or tax-free promotion.

Age 41-55: getting ready for the change!

The study reveals that it's not just teens who are using the Internet; 82% of consumers aged 41-55 use the Internet to interact with their acquaintances.

Particularly among adults aged 46-55 ('Mature' group), whose technology usage is influenced by the people around them, the tendency is to use social media (especially LINE, FaceTime and Skype) to stay close to their friends, family and relatives at all times.



Consumers aged 41-55 ('Established' group), who grew up during the period of flourishing technological development, are more predisposed and open to accepting the latest technology by themselves. Although though their expertise in this area may not be equivalent to that of teens, they are ready to learn new things and accept swift change.

Nevertheless, offline media is still the key way to reach adults aged 41-55, as those adults are more familiar with such traditional channels (TV, radio, newspapers). However, this does not mean that online media has no influence among this group. They are willing to get at least some of their news and information via YouTube, TV Thailand** and program XBMC**.



Moreover, consumers aged 41-45 do online shopping (Lazada, Ensogo). The figures are interesting: the study reveals that 40% of this age group have purchased electrical appliances and 21% have purchased cosmetics through online channels (which is about half of what they purchased via offline channels) during the past two months.

** TV Thailand: an application used to watch online TV via mobile phone. For those who miss a TV program or like to watch re-runs.

Program XBMC: a program to watch worldwide programming or free movies from the Internet. It is like a personal home theater without using a DVD player.

Source: <http://pantip.com/topic/30480189>

<http://software.thaiware.com/9760-XBMC-Download.html>

<http://software.thaiware.com/1771-TV-Thailand-App.html>

"Merging of Offline and Online Media"

This research study reveals that the digital world is part of the life of consumers aged 15-25, and where they get information and socialize. Nevertheless, offline media—if it conveys an interesting message that fits with their lifestyle and tastes—still plays an important role in their daily life.



The behavior of consumers aged 41-55 is changing dramatically; it's obvious that online media has come to play a major role (socializing, information-gathering, entertainment) in their daily life.



Marketers need a strategy that incorporates these two media (Offline to Online Marketing) appropriately in order to create the ideal content to attract the interest of consumers and reach the right target. Lifestyle is no longer age-related.

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