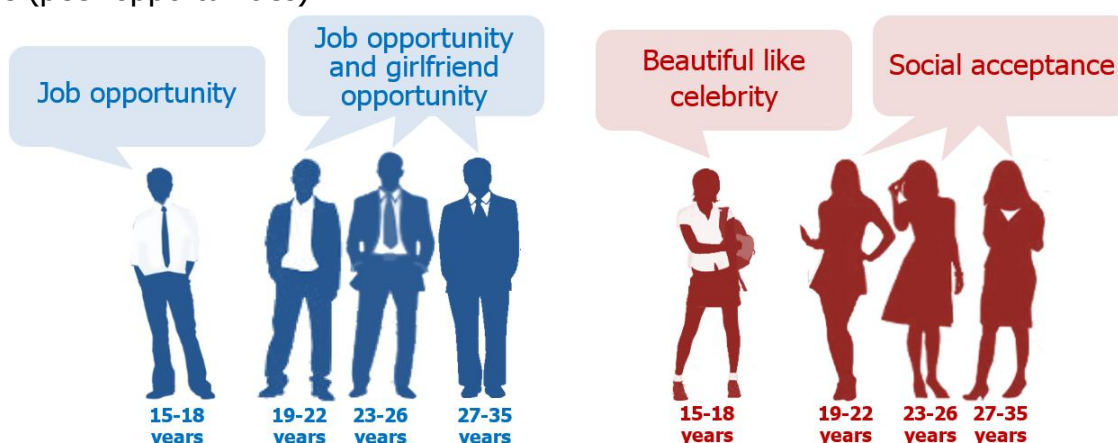


Flash is INTAGE Thailand's regular publishing to our valued clients to inspire them with insightful information about the current issues or topics of interest in the market place.

Theory of being in the SPOTLIGHT: "Beautiful, Handsome...Fabulous"!

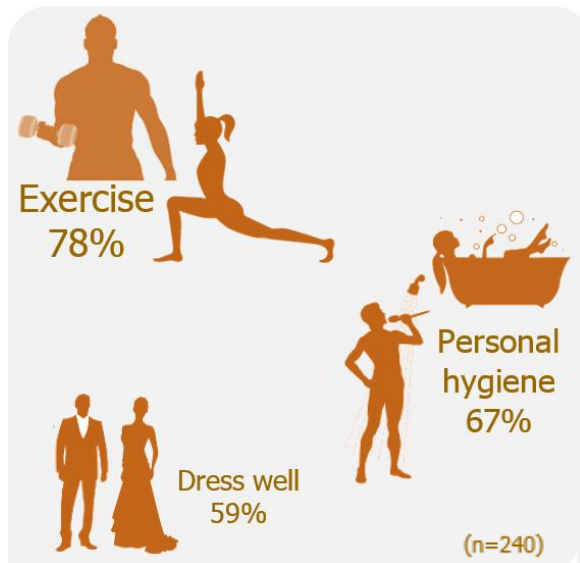
Men and women have a somewhat different perspective on what it means to be "good looking." Men define good looking as being healthy while women see having good body shape and healthy skin as a sign of beauty. Furthermore, when we look deeply into perspectives based on gender and age, we can see that the trigger that makes both men and women strive to be good looking are surprisingly varied.

INTAGE (Thailand) Co., Ltd. conducted study among men and women in 4 different sample age groups: 15-18 year-olds, 19-22 year-olds, 23-26 year-olds, and 27-35 year-olds who live in Bangkok. The total sample size for this study was 240 respondents. Results reveal that both genders in every age group want to be good looking in order to increase their self-confidence and to not appear tired or aged. Noteworthy findings include the fact that most men think that being good looking can enhance their job opportunities and attract the opposite gender while most women think that it can enhance social acceptance (peer opportunities).



One interesting result comes from female aged 15-18. They not only wish to be accepted by people around them (peer opportunities) but they are also influenced by their favorite idols/celebrities thus looking after themselves in order to look more like those stars. Consequently, what this group normally does is to stay in good shape, whiten their skin, endeavor to have a V-shaped face and/or a prominent nose, and have supermodel legs. The research shows that idols/celebrities are the most influential factor that impacts this young group.

What do “good looking” people do to take care of themselves?

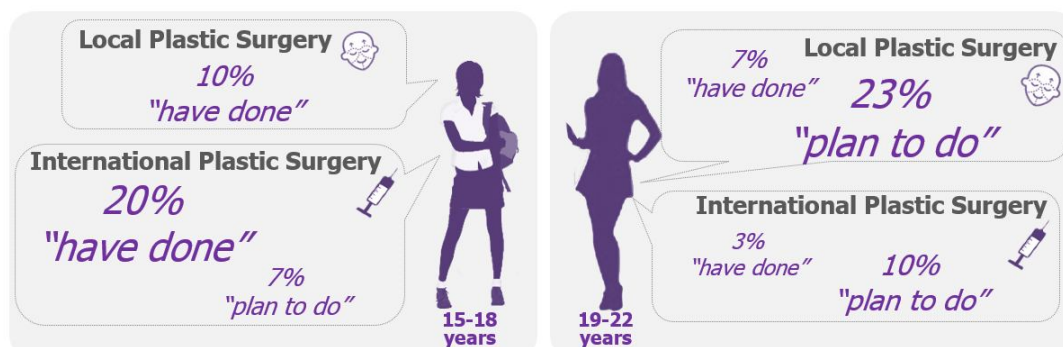


The ways of maintaining beauty in each gender and age group are somewhat similar in terms of external care. Most prefer to exercise, pay attention to personal hygiene, and put focus on how to dress. These actions enhance external appearance. On the other hand, when it comes to internal care, there are differences between age groups and gender: The age groups from First-jobbers to 35-year-old women put more emphasis on personal hygiene and skin nourishing products, while men choose to exercise the most.



“Plastic surgery” is a shortcut to glamor for today’s women...

In addition to conventional ways of enhancing one’s beauty, many people also consider spending money on plastic surgery. It was assumed that plastic surgery was a trend among the First-jobber group and older, since they have increased spending power.



However, this study revealed that **the highest numbers of females who have undergone a plastic surgery procedure are high school students and university students.** This finding stands despite the fact that the physical growth of this group is still not complete, they still have a fresh and bright skin complexion and are still naturally young. The interesting question is: what makes this group of females turn to plastic surgery at this very young age? According to this study, the answer appears to lie in the desire of this group for a quick change in their appearance in order to look outstanding. They strive to stand out from the crowd, and to create an eye-magnet effect on people around them. Their true aim is to create opportunities for themselves; for instance, finding their way into the entertainment industry by receiving an invitation from a popular modeling agency.

The insights outlined above can help marketers decide which marketing strategies should be applied in their product and service rollout in order to effectively respond to consumers' needs in different age groups and genders. Furthermore, marketers can take note that the potential for growth in the beauty market begins with high-school aged consumers. This target group is still in the growing stage and appears to maintain a continual demand for beauty along the journey from youth to adult. A brand that can win the hearts of this young group at an early age will have a higher chance to grow with these consumers along the way.



In summary, this research reveals to us that **perception is more important than fact.** It clearly shows that the influence of communications can impact the formation of perceptions and build value among teenage groups. The look and appearance of their favorite idol becomes their definition of "beautiful" or "handsome" which they feel can open up to them better opportunities in their lives.

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