

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

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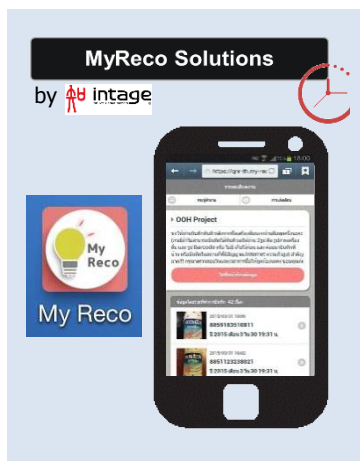
*Flash* is INTAGE Thailand's regular publishing to our valued clients to inspire them with insightful information about the current issues or topics of interest in the market place.

## Thai "Urbanista": A perfect harmony between traditional ways and modern style

Urban residents ("Urbanista") form a body of consumers that are always the focus of marketers. But interest in this group arises not only because of their interesting dynamics (and active lifestyle), but also because the Urbanista can influence the perceptions and acceptance of various products and trends by consumers who live in remote areas outside the major urban centers.



Lately we hear increasingly about the phenomenon called "Mobinization" (a combination of "Mobile Life" and "Urbanization"), which is reflected in the lifestyles of Urbanista, who spend much of their time out of home, busily engaged in a variety of activities, and who approach daily life with a somewhat impatient hurriedness. With the arrival of the Mobinization lifestyle has also come a new hypothesis: that the "same old things" that have been widely accepted among the population of consumers to date will not be appreciated by the consumers of today.

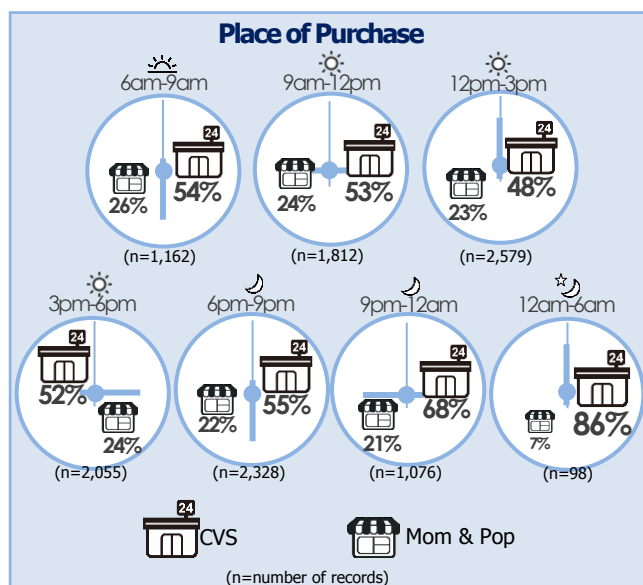


INTAGE (Thailand) Co., Ltd. has conducted real-time smartphone-based research via the company's newest tool, **MyReco Solutions**. This tool collects records of the lifestyle and spending habits of 300 participants, both male and female, aged 15-50 and living in GBKK. Participants were asked to record all beverages they purchased and consumed out of home for 4 weeks. Some parts of the study's results serve to test the hypothesis on Urbanista mentioned above.

## **Traditional Mom & Pop shops still play a role**

During the past 10 years, the continuous expansion and varied pricing strategies of retailers attracted the interest and purchasing power of urban consumers. But this trend also negatively impacted the business of traditional, small-grocery Mom & Pop shops in city areas, many of which have closed down. 5 years on, we are now in the era of convenience stores. Looking at their nationwide branch expansion and breadth of product categories targeted to serve the daily needs of consumers, many analysts predicted that the business of Mom & Pop shops would once again be directly affected.

However, this study's results show that, although convenience stores are the top channel for beverage purchase, Mom & Pop shops still score as the second choice. On average, 1/5 of beverage purchases take place at grocery shops. The only time that Mom & Pop shops show slow sales is between the hours of 12:00 a.m. and 6:00 a.m., when most such shops are still closed. In this way, the assumption that Mom & Pop shops are vanishing has been shown to be inaccurate.

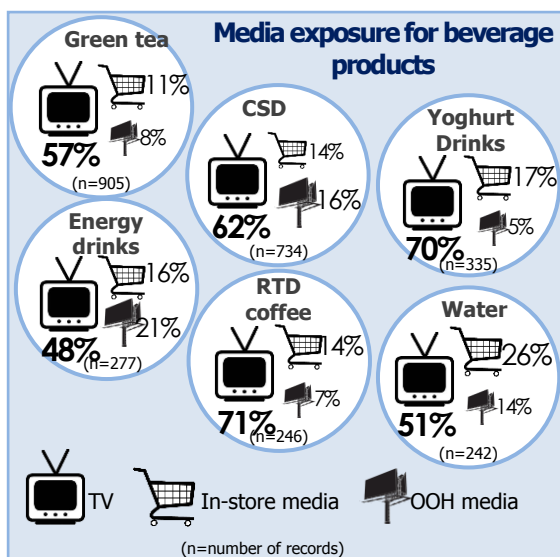


## **Offline media is still 'in'**

The Office of the National Broadcasting and Telecommunications Commission (NBTC) released a report on the number of mobile phone users in 2015. In the 1st quarter of 2015, there were 98.9 million mobile phone numbers, a figure that represents 1.5 times the population of Thailand. The report shows that approximately 45% of the total were 3G or 4G users and about 30% of all handsets were smartphones. The rapid growth of smartphones has triggered an expansion of online services. Even outside the cities the continuous development of 3G and 4G in rural areas has also caused the phenomenon known as "Phubbing" to spread throughout the nation.

The growth of online services has stimulated marketers to focus on online communication and sales activities, including both traditional approaches (such as banner ads or visual- or information-centric web design) and new approaches (including fan pages, viral marketing, YouTube videos, and e-commerce). Consequently, this focus has led to another assumption: that offline communication will soon lose its importance.

\* Source: Information and Telecommunication Research Center, NBTC  
[http://www2.nbtc.go.th/TTID/mobile\\_market/subscribers/](http://www2.nbtc.go.th/TTID/mobile_market/subscribers/)



However, the results from the same study indicate that consumers are still exposed to both offline and online media. Besides TV, a considerable number of consumers are exposed to in-store media as well as out-of-home media. This finding suggests that offline media still have sufficient reach to consumers—but that different media simply play different roles.

The Urbanista lifestyle is a global trend; these consumers demand both here-and-now experience ('I want it now') and freedom of choice. The task of marketers is to gain deep understanding into this target group of 'Nowsumers', for whom different timing, places and 'needstates' influence their decisions on product choice, where to purchase and what media to consume.

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