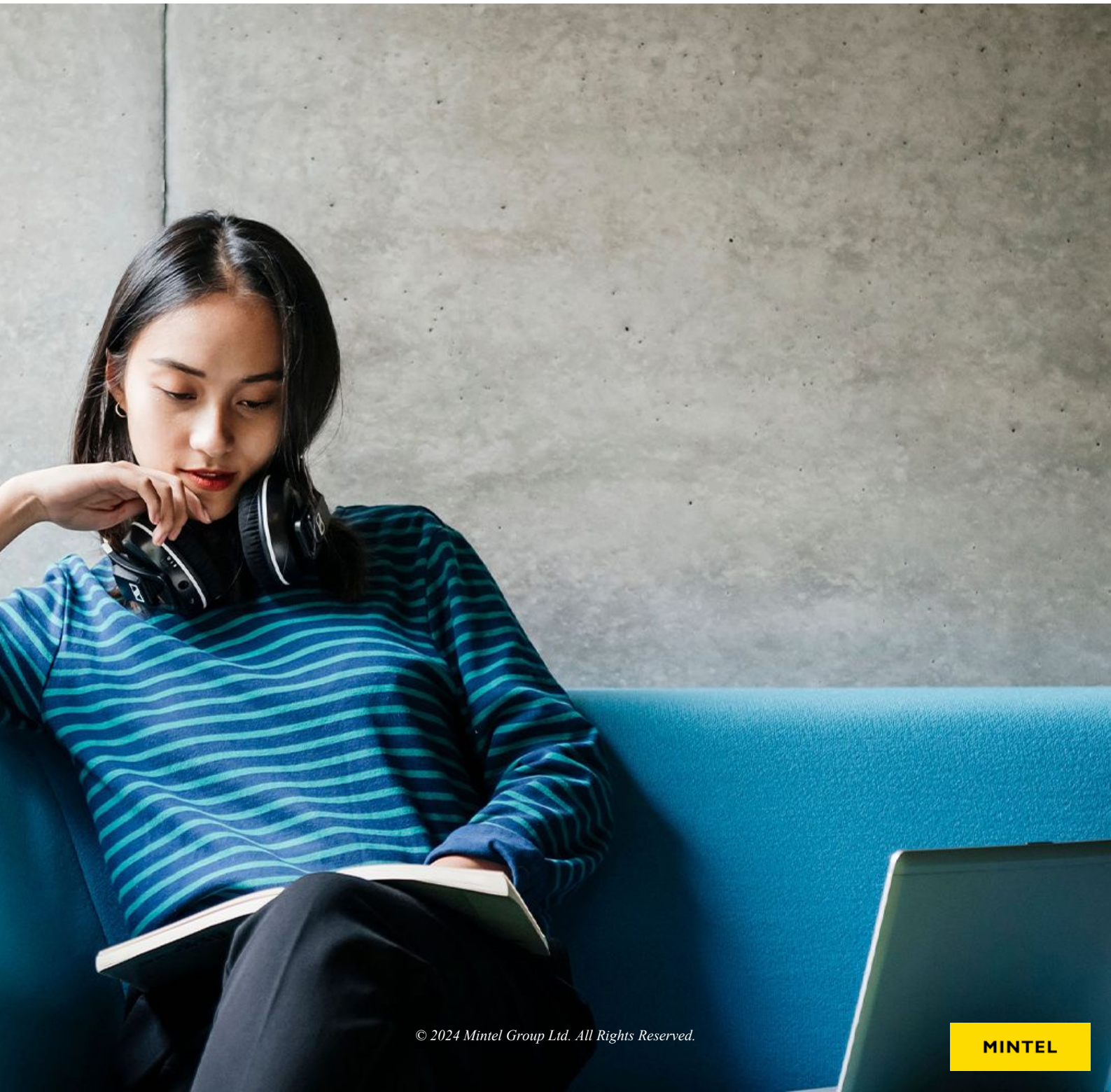


# DIGITAL LIFESTYLES – THAI CONSUMER – 2022

Go beyond standard safety measures to protect consumer data; create ads with simple/humorous content and use new technology to keep consumers engaged.



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# Digital Lifestyles – Thai Consumer – 2022

## This report looks at the following areas:

- Social media statistics: differences in social media use across generations
- COVID-19's impact on Thai consumers' digital lifestyles
- Influences of digital technology on changing consumer behaviours
- Digital security: what consumers want from brands
- The impact of technology on consumer financial behaviours
- Key trends around the digital age: what consumers want and why and how brands respond
- Opportunities for brands to protect consumers' personal data from misuse on digital platforms, advertise their products/services and drive customer engagement



Go beyond standard safety measures to protect consumer data; create ads with simple/humorous content and use new technology to keep consumers engaged.

## Overview

Thailand ranks **third** in the world in terms of electronic payment transaction adoption, with **55%** of consumers making purchases using e-wallets, **47%** paying bills online and **38%** using financial management apps.

Thais also spend **half** of their day online, with **YouTube** and **Facebook** being the most popular social platforms among all generations. **Gen Zs** spend more than 3 hours daily on TikTok, and **Millennials** shop from Facebook live streams the most. While mothers and fathers equally play games, mothers shop online, browse Instagram and use TikTok to unwind.

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Not only is there a rise in digital presence, both in terms of finance and social media usage, but there is also a growth in interest in new technologies such as facial recognition (69%), digital tokens (66%) and virtual worlds (54%).

Digital lifestyles are also growing faster as a result of the pandemic, in which consumers are under lockdown and resort to the online world for entertainment and daily necessities (eg study/work, make purchases and connect with others). However, an increase in digital presence is also associated with online frauds, scams and data breaches, with 40% of consumers urging brands to protect their data. Regulation of internet security will hence be critical following the pandemic. To be a differentiator, brands can go beyond simply implementing a data protection plan.

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# Report Content



## EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

### Key issues covered in this Report

- Overview
- Impact of COVID-19 on digital lifestyles
- Go beyond implementing a data protection plan
  - Graph 1: consumers who want brands to reassure them that their data is secure, by age, 2022
- Target the right audience on social media
  - Graph 2: agreed statement regarding online advertising and activities, 2022
- Introduce digital technology in various industries
  - Graph 3: consumers who agree that brands should promote the advantages of using digital devices, by gender, 2022

### Mintel predicts

- The outlook for digital lifestyles
- The marketing mix

## KEY TRENDS

- What you need to know

### The online payment industry is soaring

- Digital payments skyrocketed during the pandemic
- The government helps promote digital infrastructure development
- E-payment methods available in Thailand
- Go further: be more than just a payment app!

### This interact heavily with brands online

- This are the most engaged internet users globally
- Interaction with brands via social media
- Create appealing advertisements
- Keep consumers up to date on product promotions using social channels

### Ensure privacy and data protection

- Online scams are everywhere
- Data breaches lead to improved online security

- Initiate data protection programmes
- Fine companies that exploit consumers online

### CONSUMER INSIGHTS

- What you need to know

#### Acceleration of digital financial services and investment

- E-payment is replacing cash usage
  - Graph 4: consumers who use e-wallet to make purchases, by age, 2022
- Digital payment adoption dominated by female consumers
  - Graph 5: digital financial activities, by gender, 2022
- Millennials are drawn to online investment
  - Graph 6: consumers who trade online, by age, 2022
- Online financial activities are more popular among urban residents
  - Graph 7: digital financial activities, by area, 2022
- Provide digital literacy training for consumers, especially those in rural areas
- Reliance on money planning apps to manage their finances
  - Graph 8: consumers who use money management apps, by monthly household income, 2022
- Consumers expect to earn money online
  - Graph 9: consumers' ways to earn income online, by gender, 2022

#### Different generations & life stages spend time on various social platforms

- YouTube and Facebook are most visited by Thai consumers
  - Graph 10: time consumers spent on each online platform, 2,000 internet users aged 18+, 2022
- Gen Zs prefer TikTok for its funny and entertaining content
  - Graph 11: time consumers spent on TikTok, by generation, 2022
- Millennials are most likely to purchase products from Facebook live streams
  - Graph 12: livestream activities, by generation, 2022
- Parents of children aged 8-12 heavily (and differently) use social media
  - Graph 13: time spent online by parents who have kids (of any ages), by age of their kids, 2022
- Mothers are active users of Instagram, TikTok and online shopping sites
- Fathers and mothers equally play online games
- Communicate with Baby Boomers with text messages
  - Graph 14: number of hours Baby Boomers spend on instant messaging apps per day, 2022

#### Heightened interest in technological products

- Consumers are fascinated by cutting-edge technology
  - Graph 15: technologies consumers are interested in, 2022
- Millennials look forward to facial recognition

- Graph 16: consumers who are interested in facial recognition, by age, 2022
- Young working adults are interested in cryptocurrency and NFTs
  - Graph 17: consumers who are aware of and are interested in cryptocurrency and NFTs, by age, 2022
- Market wearables and voice assistance devices to women
  - Graph 18: technologies consumers are interested in, by gender, 2022
- Consumers are interested in but don't know much about the virtual world
- Make sure to not leave consumers behind
  - Graph 19: consumers who think a feature that allows them to create a character online is appealing, by gender, 2022
- Keep consumers updated on the latest digital technology trends
  - Graph 20: consumers who think it is important for them to stay updated on the latest digital technology trends, by age, 2022
- Autonomous vehicles draw in consumers' attention
  - Graph 21: consumers who are interested in autonomous vehicles, by age, 2022

## MARKET APPLICATIONS

- Opportunities: key focus areas

### **Regulate online safety, and go beyond that**

- Provide a safer environment for online consumers
- Anonymise consumers' data
- Reward shoppers who agree to share their shopping data
- Initiate interest in internet safety and security in young consumers
- Collaborate with legal teams to guarantee user privacy
- Have consumers verify their profiles before usage
- Offer precautionous solutions to safeguard consumers' data
- Provide fake-news education

### **Leverage social media for everyone**

- Identify the audience and choose a suitable platform
- Segmentation: different social platforms for different generations
- Forge life-long connections with Gen Z via TikTok
- Creatively tell stories with facts to attract all generations
- Challenge outdated social stereotypes
- Introduce pets to social media services
- Be more inclusive and foster a sense of belonging
- Use micro-influencer marketing for specific audiences

### **Explore digital lifestyles in different realms**

- Encourage family togetherness in the metaverse

## Digital Lifestyles – Thai Consumer – 2022

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- Purchase virtually but get the delivery physically
- Venture into new territories with an immersive world
- Use facial recognition for self-payment, with masks on
- Experiment with NFTs
- Make medical delivery easier with drones
- Allow consumers to digitally test products before purchasing
- Apply virtual reality in various businesses
- Provide healthcare remotely using telecommunications technology
- Implement QR code on tombstones for loved-ones

### APPENDIX

- Consumer research methodology



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In each report, we're analysing new product innovations, the competitive landscape, as well as consumer behaviours across Thailand. Our local analysts, supported by our team of global experts then translate it into what it means for you.

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Identify future opportunities by understanding what Thai consumers want and why

02

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