

# TMRS Insight Study 2016



*Consumers are less patient, they seek for authentic & meaningful brands.*

# Generations Definition



## The Yuppies

*The name refers to a noticeable increase in the birth rate in the post-war*

### Baby Boomers

(52-70 yrs.)



## MTV Generation

*The "X" refers to an unknown variable or to a desire not to be defined*

### Gen X

(36-51 yrs.)



## Gen Why, the dot.com Gen

*They are children of BB who raise their child as coaches, not parent*

### Gen Y

(26-35 yrs.)



## iGenerations

*"Technology is not an instrument but a part of life"*

### Gen Z

(<26 yrs.)

← **Micro-generation** →

18-29 who accounts for 21% of population



**2016 TMRS  
Special Insight Survey**

*Who:* 1,000 M/F 15-60 yrs.

*When:* May 2016

*How:* Self-completed  
mobile questionnaire  
via Marketbuzz panel

# The final remark



# More creative but less patient

“I am creative, but not patient”

I WILL NOT  
BE RESTRICTED.

	18-29	30-45	46-60
Think differently, creative	35	21	11
Is patient	2	7	12



# Job is just a job

Your current job is...	18-29	30-45	46-60
A career	34	48	63
A stepping stone to another job or career	26	27	14
Just a job to get money	40	26	22

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# High pay is part of the success

## Being a good citizen while having a work-life balance

Goals in Life	18-29	30-45	46-60
Being a good citizen	50	54	56
Being successful in a high-paying career	<b>45</b>	35	30
Having lots of free time	44	54	51
Owing a house	40	36	36
Having successful marriage	33	38	34



# Being self-employed is one Goal in Life

impossible

Important Goal in Life	18-29	30-45	46-60
Being entrepreneur	30	24	9

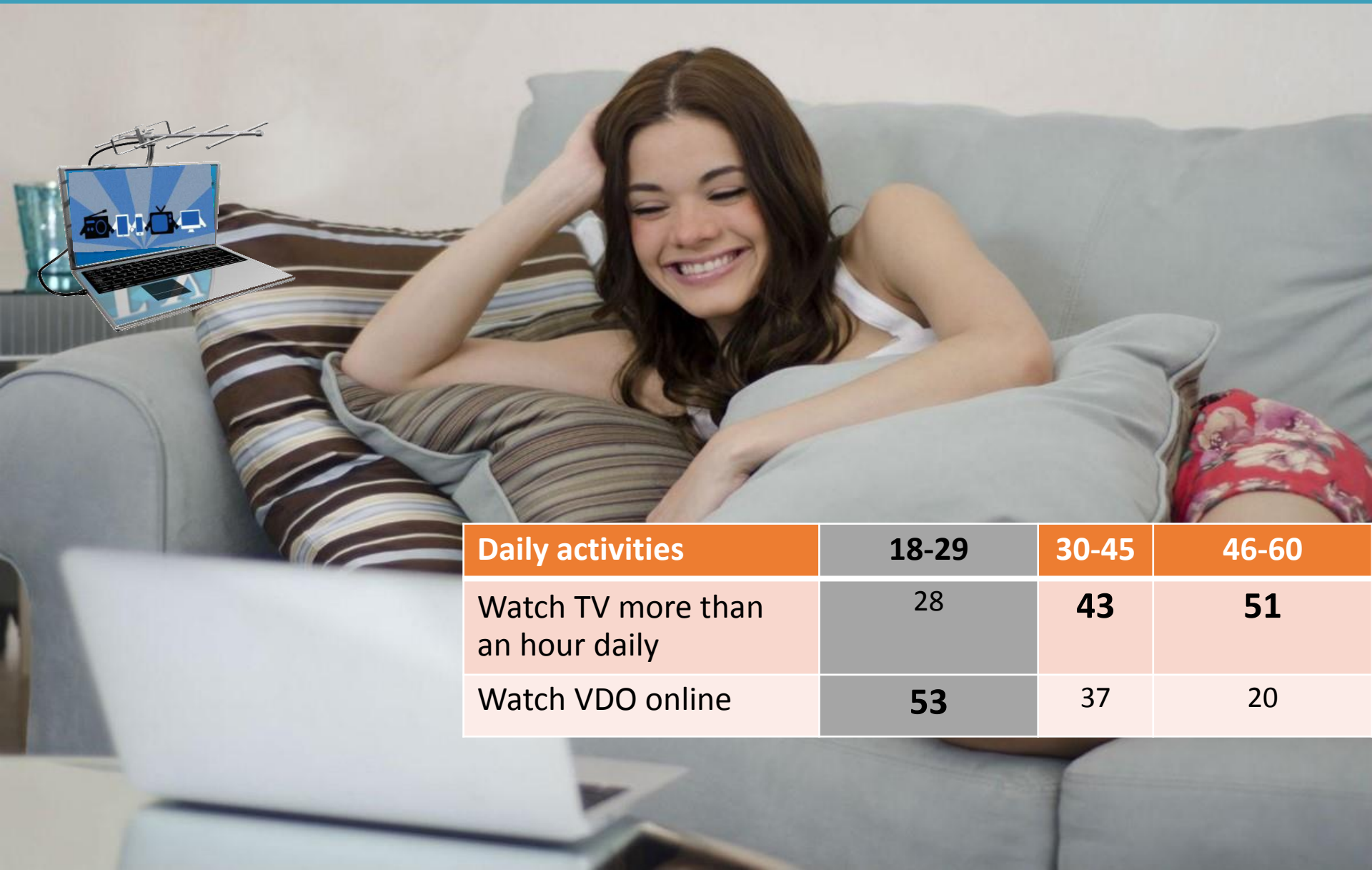


# To inform, to be informed & to INFLUENCE

Daily activities	18-29	30-45	46-60
Provides comment about brands	10	5	2



# Digital is part of a life, not an instrument



Daily activities	18-29	30-45	46-60
Watch TV more than an hour daily	28	43	51
Watch VDO online	53	37	20

# Online channel grows significantly

## ตลาดรวม百貨ชนิดครั้งแรกปี 2559

สื่อ	ปี 2559	ปี 2558	%
ทีวีออนไลน์	21,683	24,429	-11.24
เคเบิลทีวี/ทีวีดาวเทียม	2,044	2,418	-15.47
ทีวีดิจิทัล	7,823	8,674	-9.81
วิทยุ	2,191	2,129	2.91
หนังสือพิมพ์	4,079	4,926	-17.19
นิตยสาร	1,267	1,756	-27.85
โรงภาพยนตร์	2,128	1,837	15.84
สื่อในบ้าน (Outdoor)	2,042	1,735	17.69
ทรานสิต	2,043	1,704	19.89
สื่ออินเทอร์เน็ต	172	420	-59.05
อินเทอร์เน็ต	680	412	65.05
รวม	46,151	50,441	-8.50



Source: Thansettakit, June 2016

Source: Bangkok Post, May 2016



# The final remark



Consumers are **less patient**, they search for **better solutions** for self & society.

They are independent, bold, liberal, ambitious and seeking for **'purpose'**.

Always **ON + connected**. Their voice matter, **they own the brands**, not marketers

They live in **IoT era**. Mobile is part of life, not just a device.



# Thank you

