

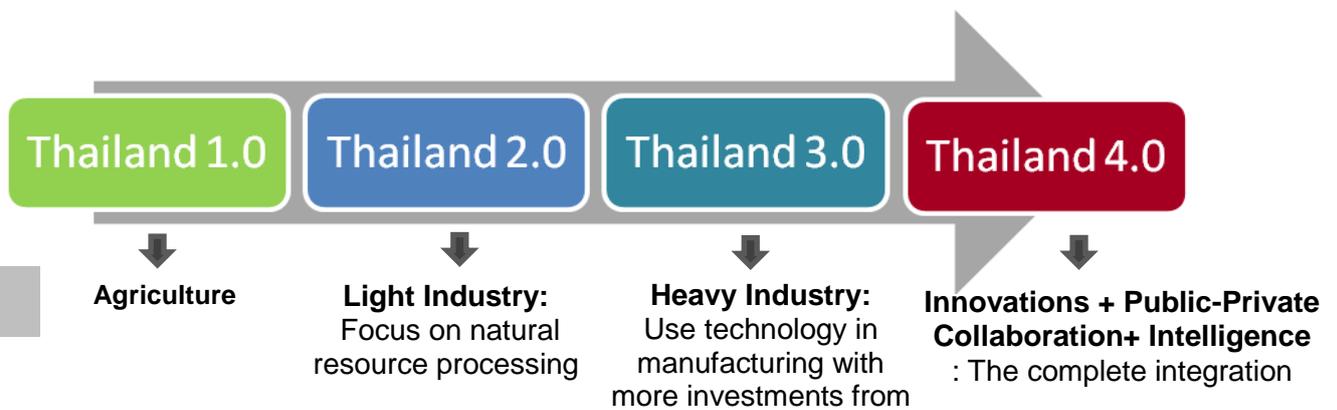
Voice of Thai consumers from **INTAGE (Thailand) Co., Ltd.**

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.

PROSUMER 4.0 VERSION

The world turns upside down when brands become consumers' target

Most Thais should be familiar by now with the term "Thailand 4.0" - a model to drive the nation towards the value-based economy



While the structure of economic development and social factors are in the transforming process, our lives are also moving faster in the 4G era. The communication devices equipped with the high speed wireless internet connection make us getting the information faster, retrieving or submitting big file or entertaining video clip easier, shopping via M-Commerce more convenient. Consumers are not merely passive consumer but have been transforming to the "Prosumers" – the future consumers.

INTAGE Thailand revealed the key result of its regional study which was jointly conducted by INTAGE Inc. and overseas INTAGE Group companies among 900 consumers in Bangkok, Ho Chi Min City and Jakarta reflecting the image of future consumers and their expectations on brands.

The 4 notable characteristics of Prosumer 4.0 Version

Today consumers less believe in brands. They are smart and well-informed. They are proactive, professional and progressive. The 4 notable characteristics of Prosumer 4.0 Version include the followings:

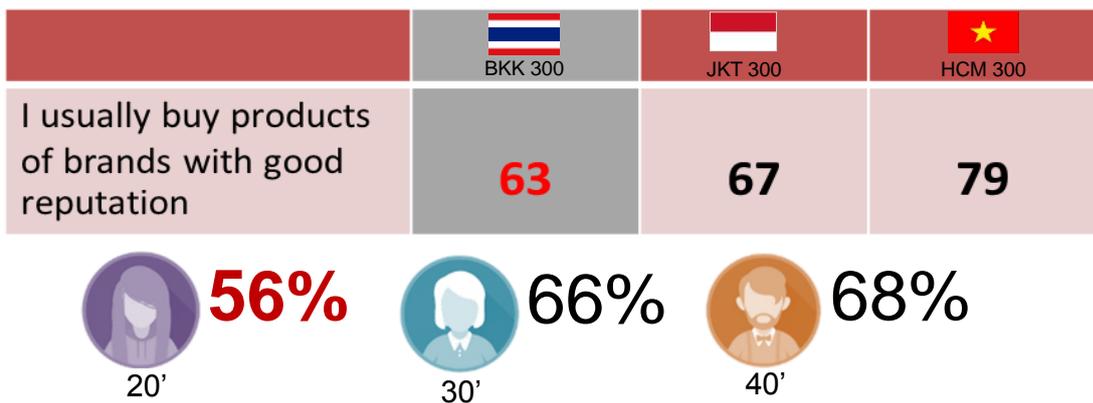
- **Proactive – They want to be the first to know the important things:** They have to stay alert and connected for the most up-to-date information so that they can lead the conversation, both online and offline. Among the 3 studied countries, Bangkokians show highest interest to be at the forefront in terms of new news update.

	 BKK 300	 JKT 300	 HCM 300
I want to find topics which become popular before anyone else	50	43	37

- **Producer – Consumers do not want to sit back and wait for new products or services, they want to be part of them.** They want to make sure that they don't miss any things in the world. Again, Bangkokians appear to be most ambitious in this regard comparing to its neighbors.

	 BKK 300	 JKT 300	 HCM 300
I always check out new services	65	53	47

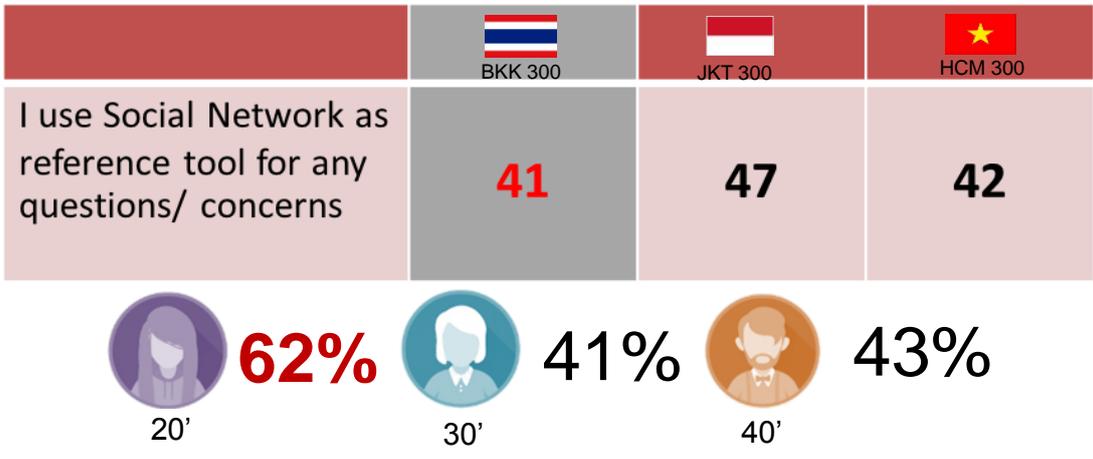
- Professional – They have to feel like a professional. They won't buy a product or service just simply because it is the brand other people have been using.** The Prosumers feel they're smart and well-informed. They won't wait for someone to tell them about anything. They believe more in themselves and people in their social networks than the brands, especially among the younger generation of Thailand.



Being the 'first' one in the market doesn't mean as much to the younger generation as it does to the older generations.

- Progressive – They often question things and have to find the answers by themselves.**

They don't easily believe in anything. They work hard on finding an answer. They search in social network and they won't quit until they get it clear, especially the consumers in their 20s.



When a brand is a target in Prosumer 4.0 era

When consumers are being ahead, they have high expectations on brands. Below are some tips that marketers must know to better serve the Prosumers. The brands must be **D A R E** to do something 'with' consumers, going beyond the idea of selling or telling something 'to' them.

D – Debranding:

They want a brand with **shared value** with them. Brands must focus more on what consumers want to build from using their brands, than just building the brands. **Identity of a brand today is not as important as what it means to consumers - how brands can make consumers feel good about themselves.**

A– Authenticity:

They want **a brand with honesty**. Brands don't have to be perfect, but they have to be authentic. Brands must do what they promise to consumers and can apologize for any mistakes they make. Just like a human being, brands can make mistake.

R – Relationship:

They want a brand that **lives with them**, not just selling them a product. Brand Vision, Mission Statement or Brand Manual don't mean anything to consumers if they can't experience it. Brands should make it easy for consumers to access and experience their touchpoints.

E – Empower Self-actualization: They want a brand that can ‘unleash’ their potentials. It's not about making other people accept them, it is more about making them feel the best of themselves in the way they 'are'.

In summary, brands have to be more humanized. Brands must make the Prosumers 4.0 Version believe and feel confident that they're a part of the brands and brands are parts of their lives too. A winning brand is a brand with the shared purpose with consumers driving them to reach the top level of their needs – the Self Actualization like what Abraham Maslow stated:

“What a man can be, he must be.

This need we call self-actualization”