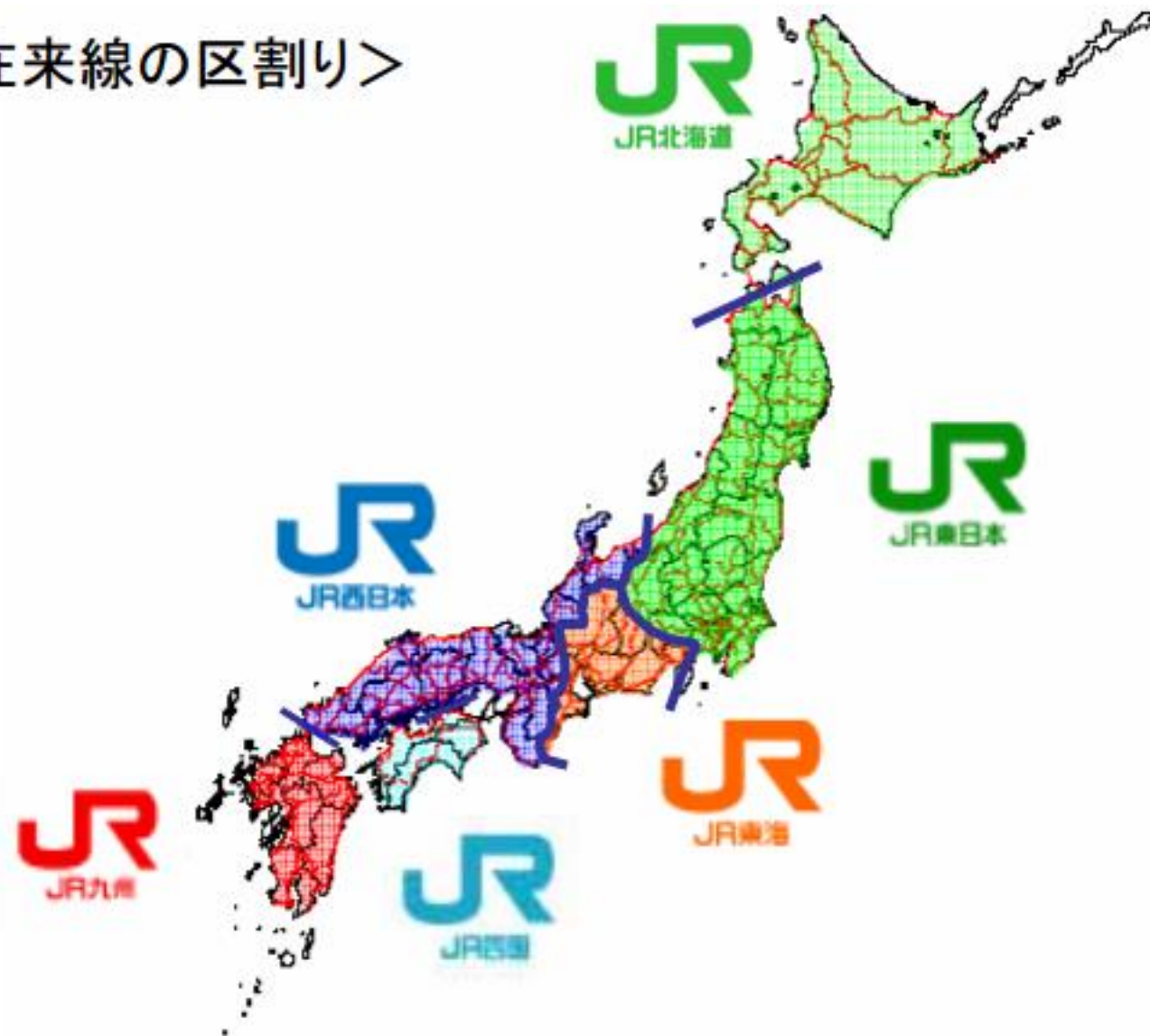


Conscious Consumption & The Future of Marketing

ผศ.ดร.กฤตินี พงษ์ธนเลิศ

คณะพาณิชยศาสตร์และการบัญชี จุฬาฯ

＜在来線の区割り＞





JR-KYUSHU

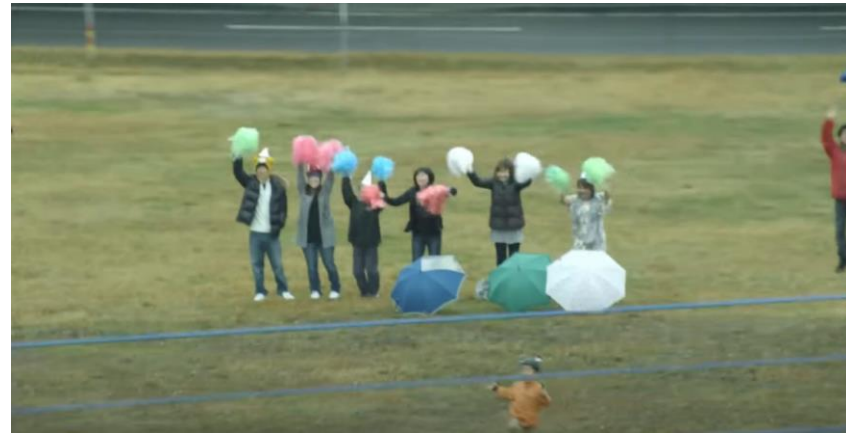


In Year 2011

3.12 九州新幹線全線開業









7 Prefectures
in Kyushu



Local food







DISCOVER KYUSHU EXPRESS 787

新たな九州一周の旅

BLACK TRAIN 36ぷらす3

AROUND THE KYUSHU SINCE 2020

KYUSHU RAILWAY COMPANY

5 Days 5 Different Routes





36 = 36th Largest island in the world

Plus 3 = Passengers + Local residents + Staffs

39 = Thank you!



DISCOVER KYUSHU EXPRESS 787

新たな九州一周の旅

BLACK TRAIN 36ぷらす3

AROUND THE KYUSHU SINCE 2020

Purpose of JR Kyushu

**Contribute to the sustainable development of Kyushu
(Kyushu region where people want to live, work, and visit)**

10th Year Anniversary of Kyushu Shinkansen

輝け!みんなの九州
プロジェクト



3月14日夜。
特別運行

どうか、みんなの願いが叶いますように。

流れ星新幹線

九州新幹線全線開業10周年

Light of Hope



売上比較 Sales

単位: 億円

		2019年度	2020年度	前年比 (YoY)
JR北海道	Hokkaido	1,672	1,119	-33.07%
JR東日本	East	29,466	17,645	-40.12%
JR東海	Tokai	18,446	8,235	-55.36%
JR西日本	West	15,082	8,981	-40.45%
JR四国	Shikoku	489	277	-43.35%
JR九州	Kyushu	4,326	2,939	-32.06%

営業利益率比較 Profit

単位: 億円

		2019年度	2020年度
JR北海道	Hokkaido	-25.48%	-71.94%
JR東日本	East	12.92%	-29.49%
JR東海	Tokai	35.57%	-22.43%
JR西日本	West	10.65%	-27.34%
JR四国	Shikoku	-24.54%	-93.50%
JR九州	Kyushu	11.42%	-7.76%

Brand Purpose

=

The reason that brand exists

Why Brand Purpose ?

On a Consumer Side





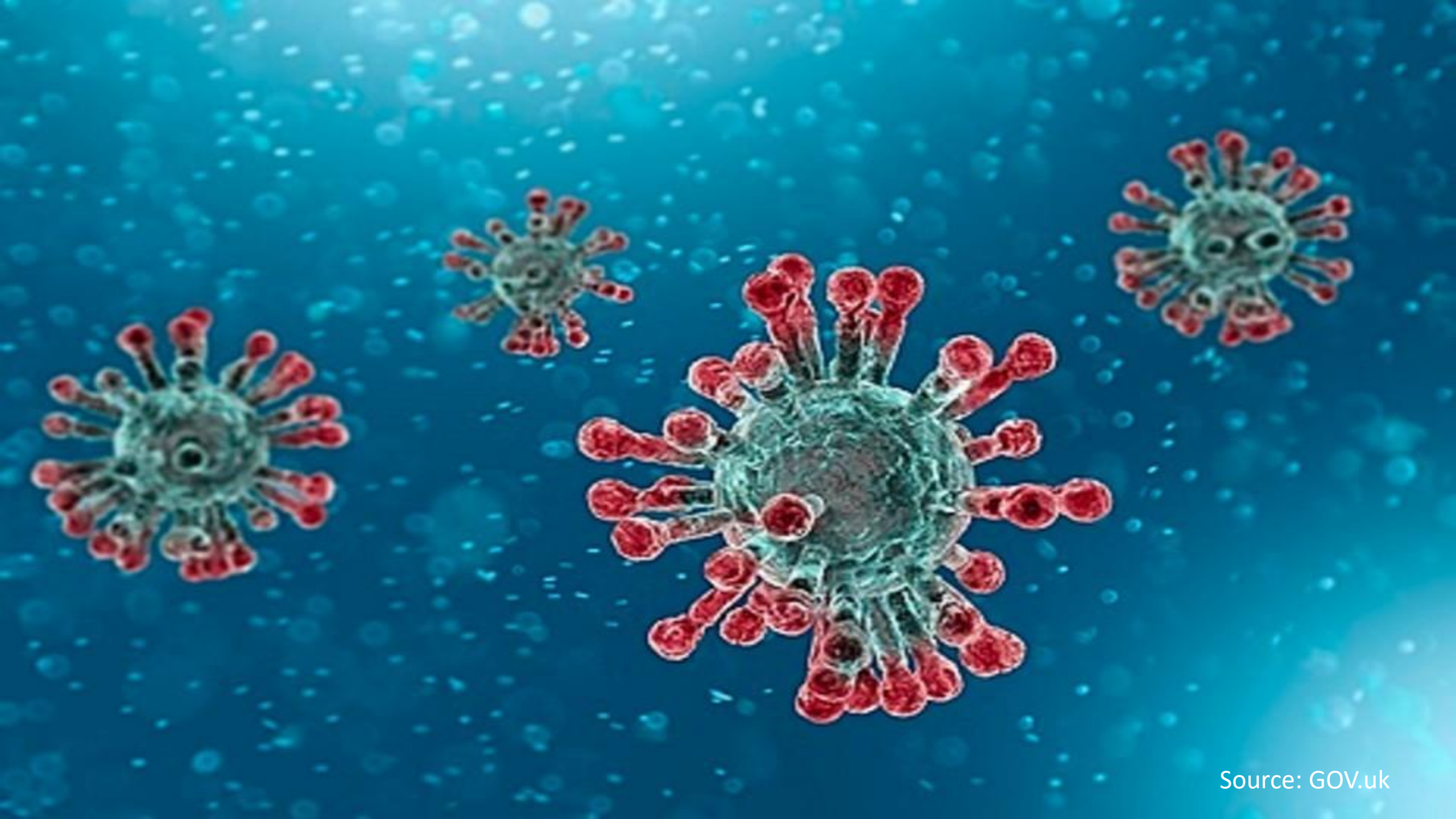
Conscious Consumers



Allbirds



On a Company Side



How ?

MUJI

無印良品

1980: เพราะอย่างนี้ ถึงราคาถูก

What is a “good” product?





Start to success

無印良品を蘇らせた男
人ではなくチームで勝て!

私の履歴書

良品計画 元会長 松井忠

廃却処分

2014 3月12日

Which direction should
MUJI go ?

What is MUJI's Place in the World?

What is our place in the world? To pursue the essential nature of objects and ideas. To look at the world through new eyes, aware of the intimate interactions between people and their surroundings. To be true to our commitment to elegant simplicity and conscientious design.

We make good products that exist for good reasons. Our products create an ideal sense of satisfaction in our customers, helping them understand the beauty of living in elegant simplicity.



Beauty of Living





無印良品

MUJI to GO

MUJI to GO

21





GACHA

MUJI powered by Sensible 4









Unique Business Model Employees' motivation



Beauty of Living in Elegant Simplicity



Some hints to explore brand purpose

- What do we enjoy about our work ?
- How can our brand help people ?
- I want consumers to become ...
- I want the society to become ...

From next Monday morning ...

- Explore reasons that our brand must exist
- Founder's spirit
- Loyalty customers
- Do consistently

RTB



Reason-to-be-loved



Conscious Consumption & The Future of Marketing

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คณะพาณิชยศาสตร์และการบัญชี จุฬาฯ