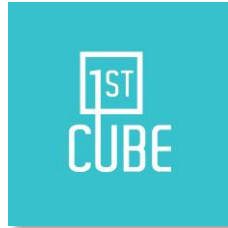# 1ST CUBE

BACKGROUND

- Lack of large reliable large consumer data across multiple categories.

- Available annual subscription from other data providers are too expensive

- Several global companies which provide syndicated data studying multiple markets using single questionnaire across the globe skips local brands and local insights.

Single Source Database

1stCube is turn-key <u>data solutions</u> with **comprehensive data profiles** of product and media consumption reflecting brand journey to consumption/ownership, as well as consumer segmentation of 13 market sections with 47 categories of product/services over 2,817 brands in Thailand.

As a "Consumer"

As a "Audience"

Respondents

- Product ownership & desire
- Hobby and leisure
- Lifestyle
- Consumer behavior
- Daily Activities
- Processing behavior
- Product & Service usage
- Awareness & likability
- TV contact
- Radio contact
- Newspaper readership
- Magazine readership
- OOH media contact
- Internet
- Transit facility
- Transportation

KEY NUMBERS

52,717,126 people
Age 12-64

2,560 sample
 nationwide

13 Market Sections
 47 Categories

2,817 brands

Bangkok
Nonthaburi
Pathum Thani
Samut Prakan

Chiang Mai

Phisanulok

Khon Kaen

Ubon Ratchathani

Kanchanaburi

Rayong

Chumphon

Songkla, Hatyai

METHODOLOGY

Survey Outline

Respondents
Male & Female, 12-64 years old

Area
Nationwide Thailand
(GBKK, North, Northeast, South, Central)

Sampling
Random Sampling

KANTAR
TGI Choices Online

Sample size
2,560 samples

Method
Face-to- Face Interview

Software
TGI Choices V7 (Licensed by Kantar Media, U.K.)
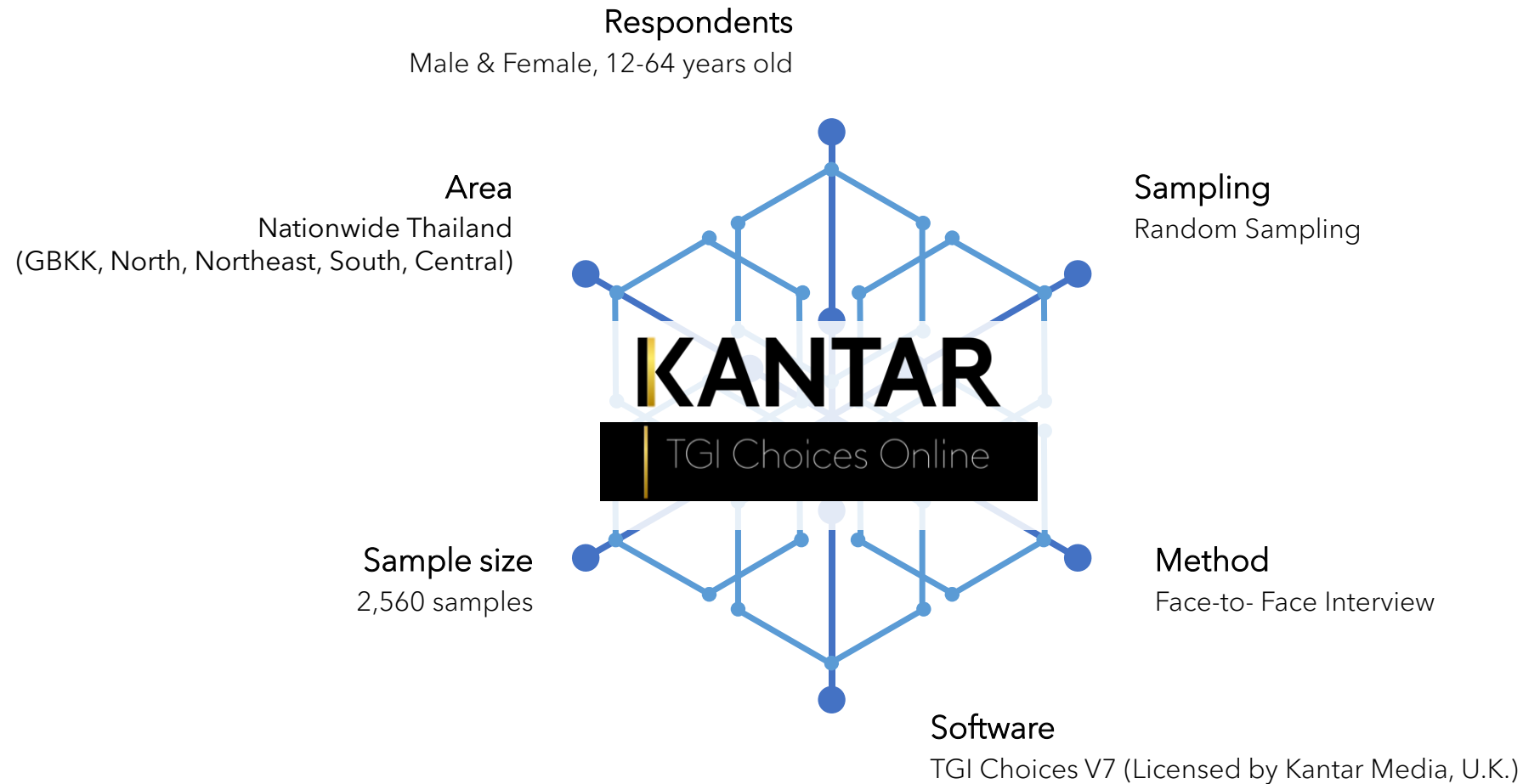
Single Source Database

Product Brands

13 Market Sections / 47 Categories / 2,817 Brands

- Brand Used Past 3 Months
- Brand Used Most Often
- Would like to continue
- Would like to recommend
- Loyalty
- Consumption Frequency
- Time & Place of Usage
- Price
- Key Factors of Purchase
- Place of Purchase
- Information Source
- Consumer Journey

Demographics

Lifestyle Statements & Attitudes

- Activity Diary
- Mealtime & Spending
- Health / Food / Sports / Fashion / Personal Grooming / Financial / Environment / Media Contacts / International / IT & Technology / Family / General / Shopping
- **Attitudes:** Brand Vs Functions/ General Vs. Personalization
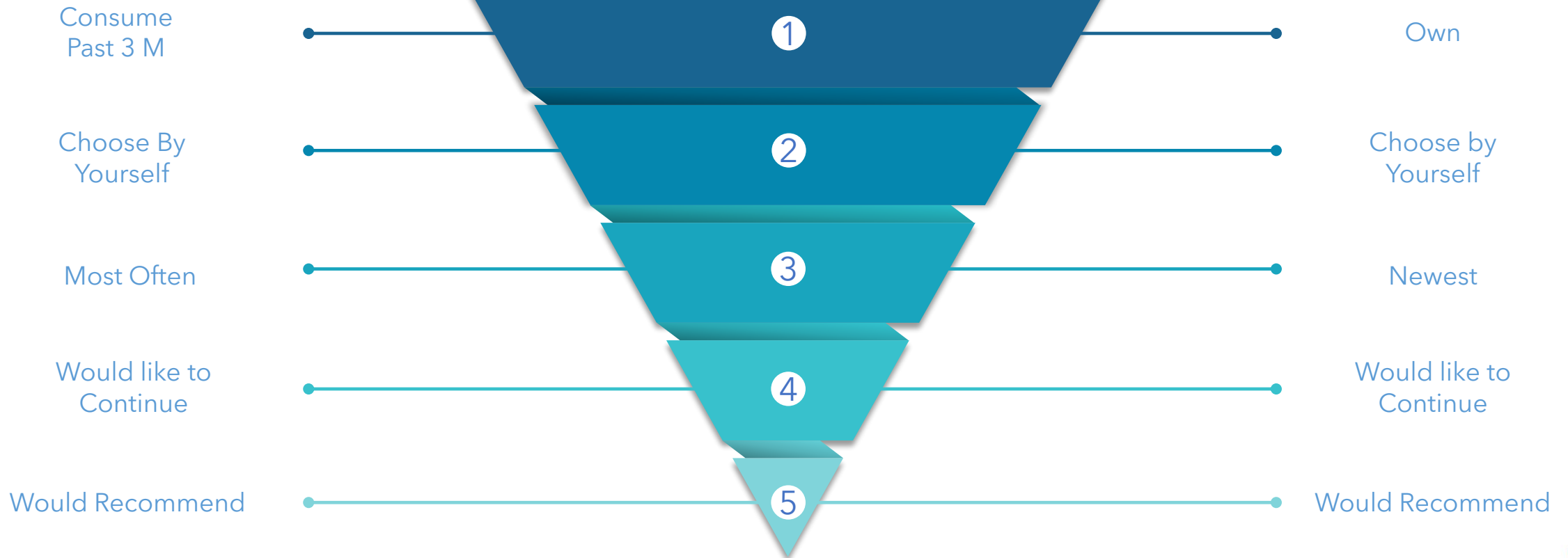
Media Contact

Media Recent Exposure

- TV
- Radio
- Newspaper (Offline/Online)
- Magazine (Offline/Online)
- OOH
- Transit
- Cinema
- Streaming Platforms
- Social Platforms

1ST CUBE

BRANDING QUESTIONS

FMCG Products

Durable Products

FMCG Products		Durable Products
Consume Past 3 M	1	Own
Choose By Yourself	2	Choose by Yourself
Most Often	3	Newest
Would like to Continue	4	Would like to Continue
Would Recommend	5	Would Recommend

MARKET SECTIONS

MARKET SECTIONS

1.FOOD

➢ **Confectionary**
- Candies
- Chewing Gum
- Biscuit/ Cracker/ Wafer/ Chocolate
- Snacks (Potato Chips/Extruded Snacks/Seaweed/Snack Ingredients from fish, squid, pork, insects)
- Dried Fruits/Processed

➢ **Instant Noodle**
- Sachet
- Cup

➢ **Instant Porridge**

➢ **RTE Foods**
- Packed/ Microwaveable Food
- Frozen Food

➢ **Cooking Condiments**
- Seasoning Product
- Cooking Oil
- MSG
- Sweetener/ Low calories sugar/Syrup
- Rice

MARKET SECTIONS

2.Non-alcoholic Drinks

- ➢ Yoghurt
- • Drinking Yogurt/ Lactic Acid Beverage
- • Tub Yogurt
- ➢ Carbonated Drinks
- • Carbonated Beverage
- ➢ Fruit Juice
- • <100%/100%Fruit Juice
- ➢ Coffee
- • Instant Coffee (incl. 3in1)
- • RTD Coffee
- • Coffee Creamer
- ➢ Tea
- • Instant Tea
- • RTD Tea
- ➢ Milk
- • Pasteurized, UHT, Soy, Corn, Almond
- • Instant Powdered Beverage
- ➢ Energy Drink
- • ED
- • Herbal ED
- ➢ Functional Drink
- • Electrolized/Vitaminized/Herbal Drinks
- ➢ Water
- • Natural
- • Mineral Water

3.Alcoholic Drinks

- ➢ Beer
- ➢ Cocktail Drinks

MARKET SECTIONS

4.Personal Care

➤ **Hair Care**
- Shampoo (incl. 3in1)
- Hair Conditioner
- Hair Treatment
- Hair Colorant

➤ **Oral Care**
- Toothbrush
- Toothpaste
- Mouthwash

➤ **Skincare**
- Facial Moisturizer
- Facial Sunscreen
- Body & Hand Lotion
- Deodorant
- Facial Foam/Cleansing
- Make-up remover
- Liquid Soap
- Facial Cream Sachet

5.Cosmetics

➤ **Cosmetics**
- Lipstick
- Powder/Liquid Foundation
- Mascara
- Eyeliner

➤ **Female Products**
- Sanitary Goods
- Underwear

MARKET SECTIONS

6.Homecare Products

➢ Laundry Detergent
- Powder
- Liquid
- Fabric Softener

➢ Dishwashing Liquid

➢ Cleaner
- Toilet Cleaner
- Floor Cleaner
- Multi-purpose Cleaner

➢ Paper
- Facial Tissues
- Wet Wipes
- Toilet Paper
- Kitchen Paper Towel

➢ Insect
- Mosquito Repellent
- Insect Repellent

7.Home Durables

➢ White Goods
- Television
- Washing Machine
- Dryer Machine
- Air Conditioner
- Refrigerator

8.Electronic Devices

➢ Digital Camera
➢ Mobile Phone
➢ Notebook
➢ Tablet Computer

MARKET SECTIONS

9.Motoring

- Car
  - Passenger Car
  - Pick-up/Utility car / Truck
  - Electric Vehicles
  - Van/Others
- Motorcycles
- Fuel
- Tyres
  - Tyres - Car
  - Tyres - Motorcycle
- Auto Car Service
- Lubricant
  - Lubricant - Car
  - Lubricant - Motorcycle

10.Financial Services

- Insurance
  - Life Insurance
  - Health Insurance
  - Car Insurance
- Banking/Finance
  - Credit Card
  - Auto Leasing/ Auto Re-finance
  - Personal Loans
  - Bank Saving Account
  - Crytocurrency

MARKET SECTIONS

11.Baby Products

➢ Milk for Children/Formula
➢ Baby Body Wash
➢ Baby Diapers
➢ Baby Detergent

12.Silver Gen Products

➢ Adult Diapers
➢ Vitamins & Supplements

13.Pet Products

➢ Pet food
• Dry/Wet
• Pet snack
➢ Pet Care
• Shampoo
• Toothpaste/toothbrush

LIFESTYLE & ATTITUDE STATEMENTS

Product Ownership

- Currently owned
- Interest to buy
- Plan to buy

Activity Diary

- Weekdays & Weekends
- Online time
- Offline time

Activity / Pastime

- Ever done over the past year
- Regular
- Wish to do

Lifestyle

- Ever done over the past year
- Regular
- Wish to do

Attitude

- Me
- Family
- Environment
- Foreignness
- IT Technology

MEDIA QUESTIONS - OFFLINE

TV
➢ Platform
➢ Consume time
➢ Type of Program
➢ Channels
  (Yesterday, Last
  week, Ever)

Newspaper
➢ Platform
➢ Consume time
➢ Regular Topics
➢ Newspapers Past
  Week

OOH
➢ Outdoor Platform
➢ Indoor Platform
➢ Instore Platform
➢ Transit Platform
➢ Other Platform

Magazines
➢ Platform
➢ Consume time
➢ Regular Topics

Movie/Cinema
➢ Platform
➢ Frequency
➢ Movie Genre
➢ Frequent Theaters
➢ Movie Program

Retails
➢ Restaurant
➢ Convenience
➢ Supermarket
➢ Hypermarket
➢ Department Stores
➢ Health&Beauty Shops

Radio
➢ Platform
➢ Consume time
➢ Regular Programs

1ST CUBE
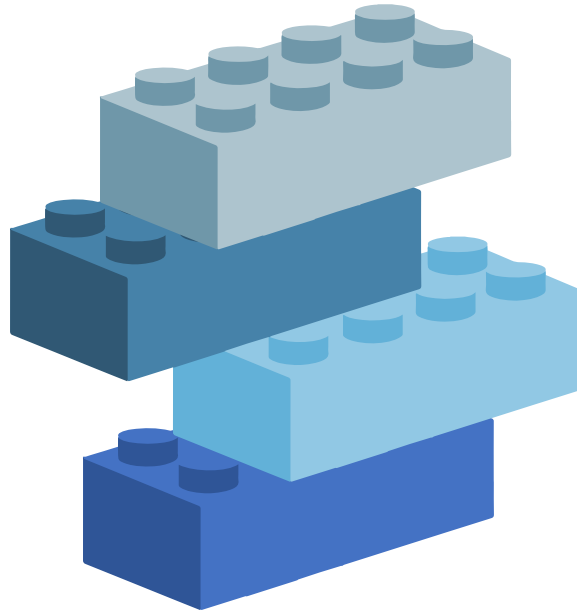
MEDIA QUESTIONS
ONLINE & CONSUMER JOURNEY

Internet Usage

- ➤ Platform
- ➤ Place
- ➤ Internet Provider
- ➤ Consume Time
- ➤ Monthly fee
- ➤ Purpose of Usage

Applications

- ➤ Platform including Entertainment Platform, Shopping, Social Network, Music Streaming, Food Delivery, Travel, Banking, E-Wallet

Website

- ➤ Search
- ➤ Shopping
- ➤ Social Network

Journey - Catch

- ➤ Offline Platform
- ➤ Online Platform (By influencer's review, Users' review, brand Post, promotion, Free Delivery)

Journey - Consider

- ➤ Offline Platform
- ➤ Online Platform (By influencer's review, Users' review, brand Post, promotion, Free Delivery)

Journey - Convert

- ➤ Offline Platform
- ➤ Online Platform (By influencer's review, Users' review, brand Post, promotion, Free Delivery)

1ST CUBE

SUITE OPTIONS

Sub-License (1 yr)
(3-5 Users)/13 Market Sections, 47 Categories.
600,000 baht

KANTAR

NEW REPORT +   New Report

Import | Graph | Quick Reports | Hide | Swap | Display Options | Sort By | Excel | Highlighting | Heat Map   RESET SAVE

REPORT VARIABLES

BASE
All Adults 18+

Columns

Rows

CHANGE REPORT PERIOD
2021R2

Trend Report

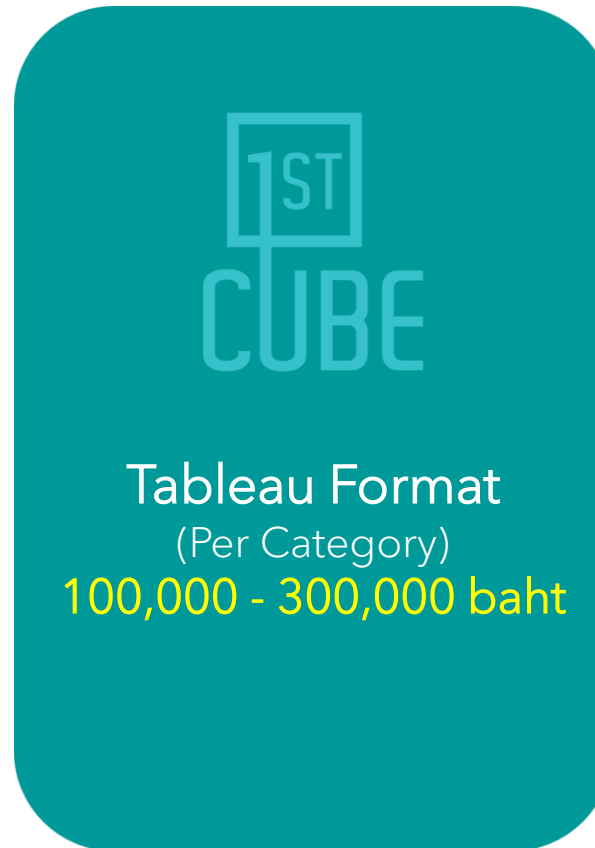| Base: All Adults 18+	Elements	TOTAL	Tech leaders	Brand enthusiasts	Routine consumers	Frivolous purchasers	Review reliants
TOTAL	Sample (000) Vert% Horz% Index	58,499 211,150 100% 100% 100	3,530 14,788 100% 7% 100	8,073 27,549 100% 13% 100	9,314 34,372 100% 16.3% 100	14,761 51,943 100% 24.6% 100	6,962 22,841 100% 10.8% 100
Because of online TV streaming I now watch more television than I used to	Sample (000) Vert% Horz% Index	13,871 42,263 20% 100% 100	1,361 4,959	1,857 5,519 20% 13.1% 100	1,743 6,007 17.5% 14.2% 87	4,704 13,073 25.2% 30.9% 126	2,334 6,885 30.1% 16.3% 151
I tend to be influenced by comments/reviews posted online by other internet users	Sample (000) Vert% Horz% Index		1,210 4,779 32.3% 11.6% 166		1,661 6,201 18% 15% 92	4,211 12,373 23.8% 30% 122	1,955 5,810 25.4% 14.1% 130
I am willing to pay premium subscription on some websites/apps to stop having ads	Sample (000) Vert% Horz% Index	9,7 31,03 14.7% 100% 100	191	1,397 4,595 16.7% 14.8% 113	1,079 3,866 11.2% 12.5% 77	3,560 9,831 18.9% 31.7% 129	1,229 3,981 17.4% 12.8% 119

CUBE

KANTAR

TGI Choices Online

TGI Choices 7

For more information about Kantar TGI Choices 7 , **Click Here**

SUITE OPTIONS

Tableau Format
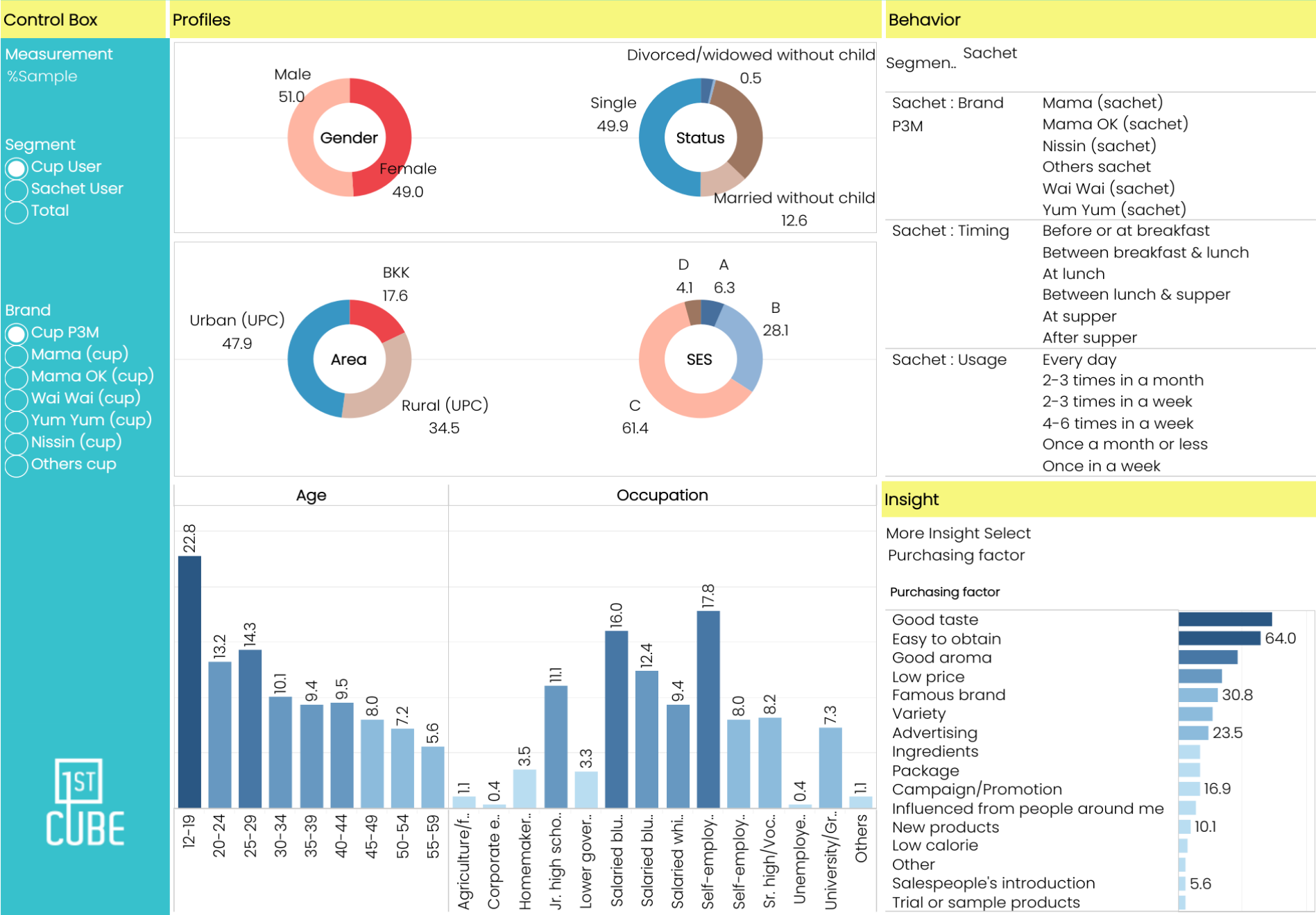(Per Category)
100,000 - 300,000 baht

INSTANT NOODLES
SUB-CATEGORY TABLEAU ACCESS

➢ Cup/Sachet

➢ Demographics and Purchase Behaviors

➢ Competitive Brand Analysis

➢ Consumer Segmentation Analysis

➢ Sub-category and Media Analysis

1ST CUBE

Profiles Dashboard

Control Box

Measurement
%Sample

Segment
- ⦿ Cup User
- ◯ Sachet User
- ◯ Total

Brand
- ⦿ Cup P3M
- ◯ Mama (cup)
- ◯ Mama OK (cup)
- ◯ Wai Wai (cup)
- ◯ Yum Yum (cup)
- ◯ Nissin (cup)
- ◯ Others cup

Profiles

Gender
- Male 51.0
- Female 49.0

Status
- Single 49.9
- Divorced/widowed without child 0.5
- Married without child 12.6

Area
- BKK 17.6
- Urban (UPC) 47.9
- Rural (UPC) 34.5

SES
- D 4.1
- A 6.3
- B 28.1
- C 61.4

Age

Age	%
12-19	22.8
20-24	13.2
25-29	14.3
30-34	10.1
35-39	9.4
40-44	9.5
45-49	8.0
50-54	7.2
55-59	5.6

Occupation

Occupation	%
Agriculture/f..	1.1
Corporate e..	0.4
Homemaker..	3.5
Jr. high scho..	11.1
Lower gover..	3.3
Salaried blu..	16.0
Salaried blu..	12.4
Salaried whi..	9.4
Self-employ..	17.8
Self-employ..	8.0
Sr. high/Voc..	8.2
Unemploye..	0.4
University/Gr..	7.3
Others	1.1

Behavior

Segmen.. Sachet

Sachet : Brand P3M	Mama (sachet)
	Mama OK (sachet)
	Nissin (sachet)
	Others sachet
	Wai Wai (sachet)
	Yum Yum (sachet)
Sachet : Timing	Before or at breakfast
	Between breakfast & lunch
	At lunch
	Between lunch & supper
	At supper
	After supper
Sachet : Usage	Every day
	2-3 times in a month
	2-3 times in a week
	4-6 times in a week
	Once a month or less
	Once in a week

Insight

More Insight Select
Purchasing factor

Purchasing factor

Factor	%
Good taste	64.0
Easy to obtain	
Good aroma	
Low price	
Famous brand	30.8
Variety	
Advertising	23.5
Ingredients	
Package	
Campaign/Promotion	16.9
Influenced from people around me	
New products	10.1
Low calorie	
Other	
Salespeople's introduction	5.6
Trial or sample products	

1ST CUBE

BrandxCluster

Cluster Dashboard

Control Box

Measurement
%Sample

Segment
- ( ) Cup
- ( ) Sachet

Cluster
- (•) A = Easy Goers
- ( ) B = Young Cupp..
- ( ) C = Urban Taste..
- ( ) D = Senior Select..
- ( ) total

1ST CUBE

Profiles

Gender
- Male 50.1
- Female 49.9

Status
- Divorced/widowed without child 0.4
- Married without child 13.9

Age Range

12-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59
20.2	11.5	14.8	10.7	10	10.9	9.5	7	5.3

Area
- BKK 16.5
- Urban (UPC) 47.6
- Rural (UPC) 35.9

SES
- D 4.5
- A 5.5
- B 28.7

Occupation

Occupation	%
Self-employed (commercial)	17.4
Salaried blue-collar (daily wa..	16
Salaried blue-collar (office sta..	13.3
Jr. high school student	11
Salaried white-collar	10.5
Self-employed (professional)	9.2
Sr. high/Vocational student	6.9
University/Graduate student	4.8
Homemaker (unemployed)	3.9
Lower government or state-en..	3.5
Others	1.5
Agriculture/fishery/forestry	1.3
Unemployed/Retired	0.5
Corporate executive/Higher g..	0.4

Behavior and Insight

Behavior

Brand P3M	
	Mama (cup)
	Mama OK (cup)
	Nissin (cup)
	Others cup
	Wai Wai (cup)
	Yum Yum (cup)
Timing	After supper (cup)
	At lunch (cup)
	At supper (cup)
	Before or at breakfast (cup
	Between breakfast & lunch
	Between lunch & supper (c
Usage	2-3 times in a month (cup)
	2-3 times in a week (cup)
	4-6 times in a week (cup)
	Every day (cup)
	Once a month or less (cup
	Once in a week (cup)

Insight

Restaurant

Restaurant	
KFC	22.1
Pizza Hut	
McDonal..	6.6
MK Suki	
The Pizza ..	
Potato C..	2.8
Shabushi	
Chester's..	1.2
Fuji	
Bar B Q Pl..	1.1
Bonchon	
Burger Ki..	1
Hachiban	
Yayoi	0.8
Black Ca..	
Sizzler	0.4

Media

Media Penetration

Media Penetration	
Internet (..	96.6
TV (all)	89.6
OOH out..	79.4
OOH gas ..	30.2
OOH ind..	25.6
Motorbik..	6.7
Bus	5.8
Radio (F..	5.8
Movies a..	5.4
Taxi	5
Song Tae..	4.9
Transpor..	1.3
Newspap..	0.9
Magazin..	0.6
Transpor..	0.4
Train	0.2
Boat	0.1
Transpor..	0.1
Transpor..	0

Persona

Lifestyle

Rank	Topic
1	I turn off lights when I leave a room
2	I spend more time on social platforms than ar
3	Social network helps me follow news and what
4	Often talk and do activities with family
5	Health is one of my priorities in the life
6	I always have to change food for each day
7	Happy with life as it is
8	I always choose healthy food for me and for m
9	Talking and meeting people is fun
10	I always believe in the recommendations from

Needs and Wants

Rank	Topic
1	I like to buy product that easy to find
2	I concern about function of products
3	I rather follow my taste when I buy product
4	I always check the information of product I will
5	I make decisions of what I will buy at shops
6	I concern about design of products
7	Enjoy shopping
8	I'm only interested in experienced brands and
9	I pay for products according to its real value n
10	I care about price more than after-sales servic

Hobby

Rank	Topic
1	Listening to music (except radio)
2	Walking
3	Playing games on mobile devices
4	Public lottery
5	Other leisure activities and hobbies
6	Shopping online
7	Shopping at malls/ markets
8	Jogging/Running
9	Cooking/Baking
10	Home decoration

SUITE OPTIONS

Report
(Brand/Consumer/Media)
(Per Category)
100,000-250,000 baht
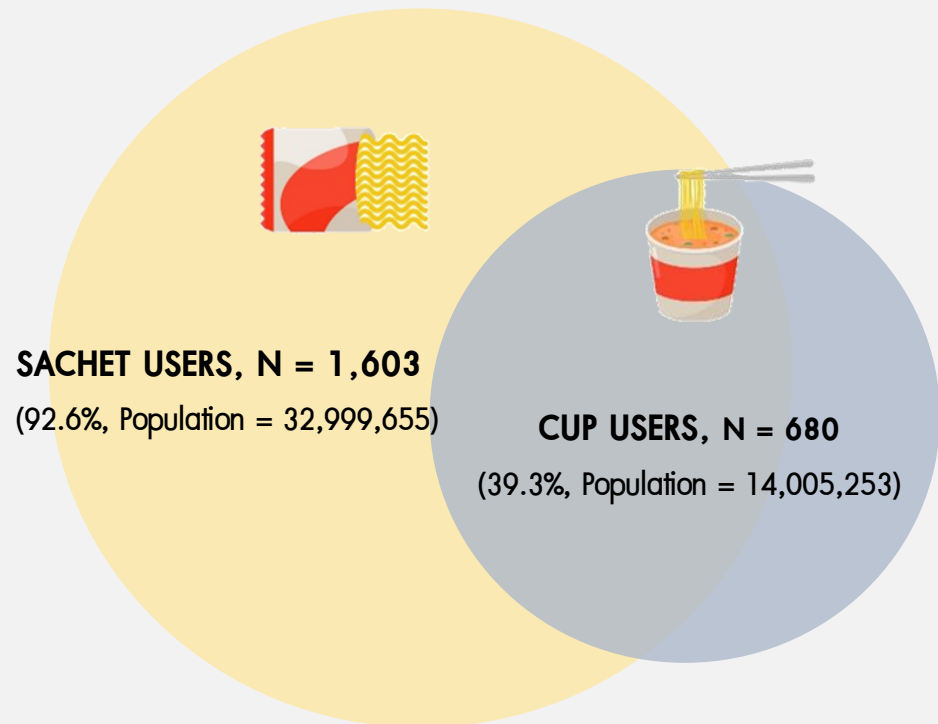
INSTANT NOODLES USERS 2023

ALL RESPONDENTS, N = 2,560

(100%, Total Population = 52,717,126)

INSTANT NOODLES USERS, N = 1,731

(CONSUME Sachet OR CUP, P3M)

(67.6%, Population = 35,636,777)

SACHET USERS, N = 1,603

(92.6%, Population = 32,999,655)

CUP USERS, N = 680

(39.3%, Population = 14,005,253)

INDUSTRY OVERVIEW : NATIONWIDE

According to 1stCUBE database in 2023, estimates 52.7 million people. 67.6% of Thai population are instant noodles users.

From packaging type, **92.6% consume noodles in Sachet whereas Cup users comprise 39.3%** of all instant noodle users.

1ST CUBE

INSTANT NOODLES IN CUP

➢ Market Overview

➢ Competitive Brand Analysis

➢ Consumer Analysis

➢ Media Analysis

COMPETITIVE BRAND PROFILE

yum Yum

16% of cup users (N = 167)

Key Competitive Brand:

XXXXX

Demographic

45.9% | 54.1%

| BKK 18.5% | Urban (UPC) **51.8%** | Rural (UPC) 29.7% |

Age range

12-19	**24.2%**
20-24	17.1%
25-29	14.3%
30-34	5.46%
35-39	15.0%
40-44	9.44%
45-49	5.56%
50-54	5.27%
55-59	3.68%

Class A	4.74%
Class B	22.1%
Class C	**70.5%**
Class D	2.65%

SES
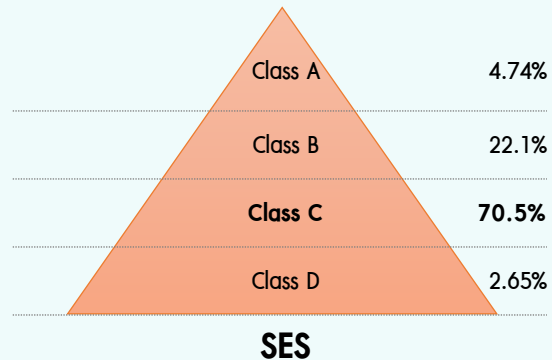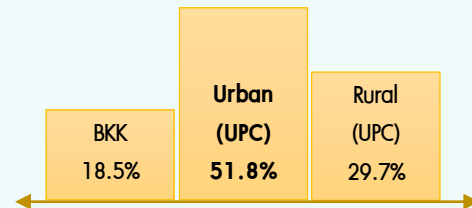
Psychographic

Usage		Timing	
Every day	0.42%	Before or at breakfast	7.65%
4-6 times in a week	3.07%	Between breakfast & lunch	14.1%
2-3 times in a week	23.8%	At lunch	52.8%
Once in a week	23.5%	Between lunch & supper	25.8%
2-3 times in a month	**25.8%**	**At supper**	**58.2%**
Once a month or less	23.4%	After supper	15.6%

Top 3 other brands as consumption in past 3 months

| Mama 68.2% | Wai Wai 41.5% | Nissin 11.5% |

Purchasing factor		Purchasing Channel	
Good taste	**71.8%**	**Convenience shop**	**86.3%**
Easy to obtain	**59.9%**	**Grocery shop**	**70.9%**
Good aroma	46.9%	Hypermarket	35.8%
Famous brand	32.4%	Supermarket/Department Store	25.0%
Low price	32.0%	Wet market/fleamarket	7.79%

Information route

TV	POP/Ad in the store	Friends/relatives' recommendation	Billboard/Street signs	SNS
55.7%	45.4%	33.4%	26.7%	21.7%

CUBE

CLUSTER ANALYSIS OVERVIEW

CUP USERS, N = 1,064

(39.3%, Population = 12,185,000)

CLUSTER

10.2% Urban Tasters

5.5% Senior Selects

17.4% Young Cuppers
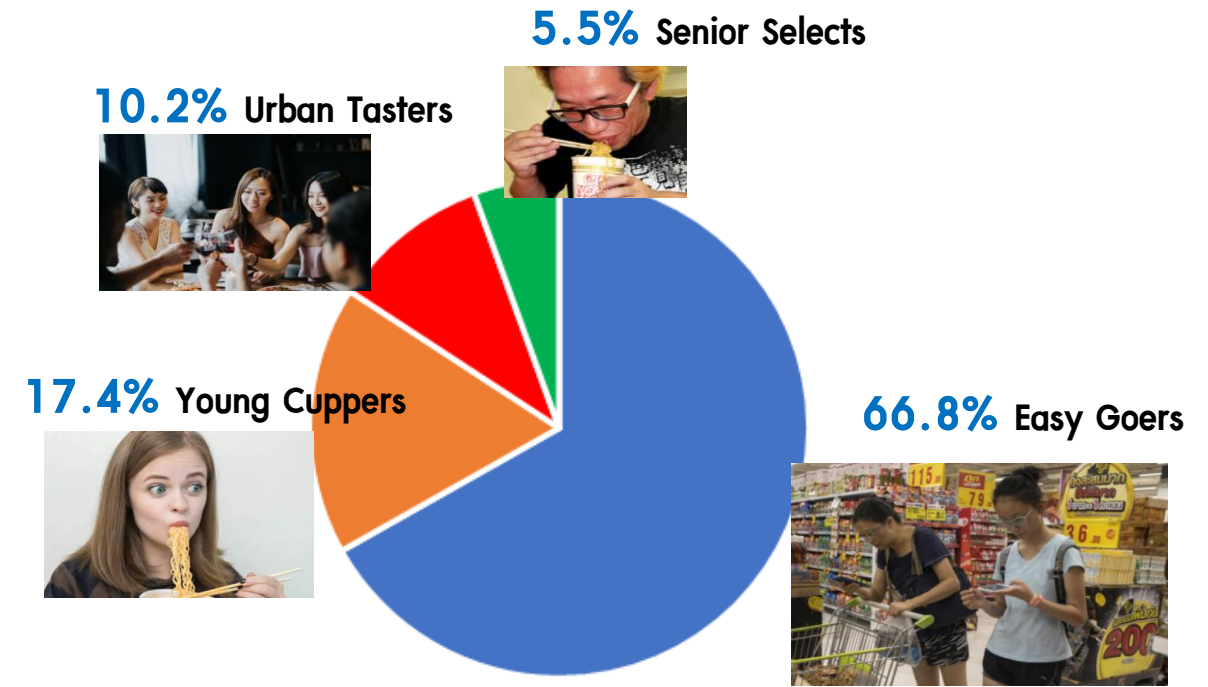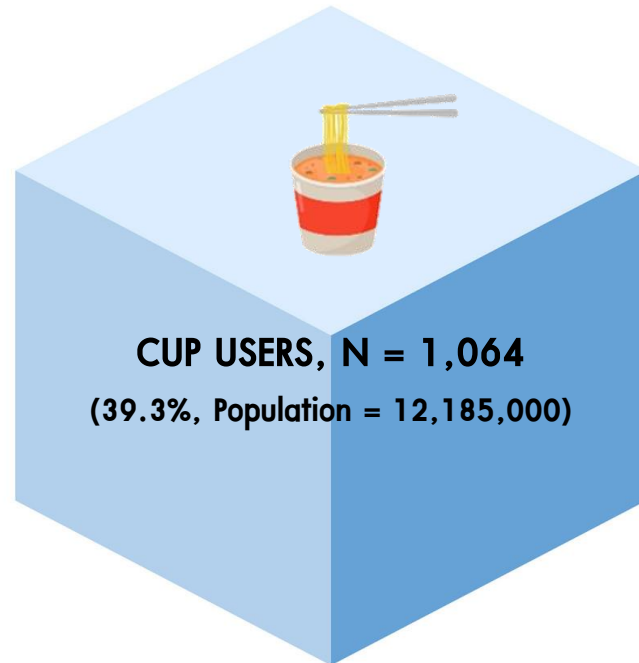
66.8% Easy Goers

4 CLUSTER GROUP of CUP USERS	N	Population
○ Easy Goers	711	8,486,000
○ Young Cuppers	185	1,942,000
○ Urban Tasters	109	1,114,000
○ Senior Selects	59	644,000

CLUSTER ANALYSIS OVERVIEW : Demographic

66.8% Easy Goers (N = 711)

Male and female are quite equally represented in this group, although male is slightly higher than female. The majority of age group is seen in between 12-19 years old. The other age group is seen in this cluster is between 25-29 years old. Most people in the former age range are University/Graduate student, while the latter are Salaried blue-collar (daily wage-workers)
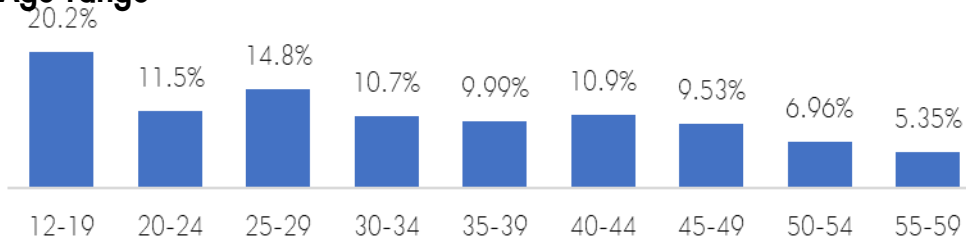
Key Words

Functions

Convenience

Gender

Female 49.9%   Male 50.1%

SES

A	B	C	D
5.50%	28.7%	61.3%	4.53%

Age range

12-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59
20.2%	11.5%	14.8%	10.7%	9.99%	10.9%	9.53%	6.96%	5.35%

Occupation

• **University/Graduate student**	**18.8%**
• **Salaried blue-collar (daily wage-workers)**	**16.1%**
• Sr. high/Vocational student	15.4%
• Jr. high school student	15.3%
• Salaried blue-collar (office staffs/operation level)	10.9%
• Self-employed (commercial)	9.77%
• Salaried white-collar	6.96%
• Self-employed (professional)	3.25%
• Lower government or state-enterprise officer	1.30%
• Homemaker (unemployed)	1.00%
• Agriculture/fishery/forestry	0.41%
• Corporate executive/Higher government or state-enterprise officer	0.41%

CLUSTER ANALYSIS OVERVIEW : Psychographic

Remark: Index Base = 100
Index>100 = Perform above average (special, uniqueness, potential, etc.)
Index<100 = Perform below the group average (negative)

66.8% *Easy Goers (N = 711)*

Profile:
- The majority of instant noodle cup users who eat as meal substitute skew towards, SES B,C. They eat 2-3 times a month. They value product attributes and convenience location of product availability.

Key Words

Functions
Convenience

Needs & Wants:
- I concern about function of products
- I'm only interested in experienced brands & hesitate to buy unexperienced brands
- I make decisions of what I will buy at shops
- Like to buy product that easy to find
- I always hesitate online shopping

Purchase Factors:
- Influenced by people   Index = 120
- New Product   Index = 114
- Variety   Index = 110
- Low Price   Index = 109
- Salespeople's Introduction   Index = 107

CONSUMPTION BEHAVIOR (what, when, how many) : MEAL SUBSITUTE
- Lunch (58.9%), Supper (56.7%), and Between Lunch and Supper (22.7%)

BRAND CHOICE:

Mama OK (108), Wai Wai (105)

Lifestyle & Interest:
- Prefer to spend leisure time with my family more than friends
- Often talk and do activities with family
- TV is important in my life
- I refer to TV ads for my shopping
- I always think carefully when spending money

Information Route:
- TV   59.8%
- POP/Ad in the store   40.7%
- SNS   30.4%
- Friends/relatives' recommendation 28.6%
- Billboard/Street Sign   15.5%

Channels:
- Convenience shop   86.1%
- Grocery shop   75.2%
- Hypermarket   38.9%
- Supermarket/Department Store   26.7%
- Wet/Flea Market   11.4%

CUBE

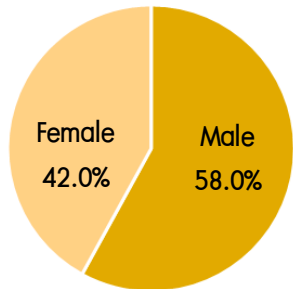## CLUSTER ANALYSIS OVERVIEW : Demographic

17.4% *Young Cuppers (N = 185)*

Male proportion is slightly higher than female proportion in this group. The majority of age group is between 12-19 years old. The age group between 20-24 years old also constitutes the second higher proportion. These groups therefore comprise University/Graduate student as well as Salaried blue-collar (daily wage-workers)
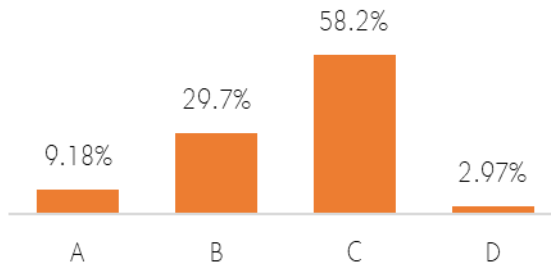
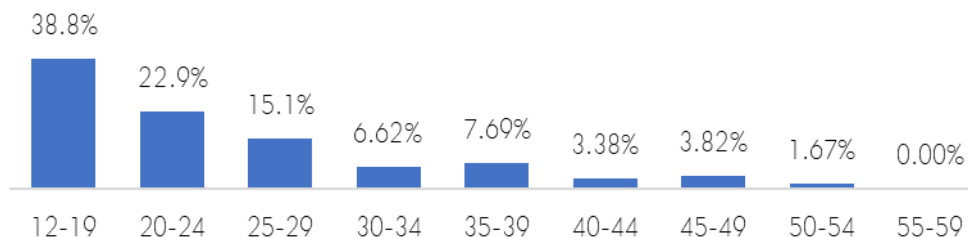**Key Words**

QUALITY

SOCIAL

Gender

Female 42.0%
Male 58.0%

SES

58.2%
29.7%
9.18%
2.97%

A B C D

Occupation

• **University/Graduate student**	**18.8%**
• **Salaried blue-collar (daily wage-workers)**	**16.1%**
• Sr. high/Vocational student	15.4%
• Jr. high school student	15.3%
• Salaried blue-collar (office staffs/operation level)	10.9%
• Self-employed (commercial)	9.77%
• Salaried white-collar	6.96%
• Self-employed (professional)	3.25%
• Lower government or state-enterprise officer	1.30%
• Homemaker (unemployed)	1.00%
• Agriculture/fishery/forestry	0.41%
• Corporate executive/Higher government or state-enterprise officer	0.41%
• Unemployed/Retired	18.8%

Age range

38.8%
22.9%
15.1%
6.62%
7.69%
3.38%
3.82%
1.67%
0.00%

12-19 20-24 25-29 30-34 35-39 40-44 45-49 50-54 55-59

1ST CUBE

CLUSTER ANALYSIS OVERVIEW : Psychographic

Remark: Index Base = 100
Index>100 = Perform above average (special, uniqueness, potential, etc.)
Index<100 = Perform below the group average (negative)

17.4% Young Cuppers (N = 185)

Profile:
- Skew towards Young and Single Bangkokian and Urbanized under 30, SES ABC, who are well-versed with foreign imported brands, thus value quality over quantity.

Key Words

QUALITY
SOCIAL

Needs & Wants:
- I prefer buying foreign brands
- I'm always attracted by discount or promotion campaign
- I will pay for better manufacture names if it's expensive
- I always check the information of product I will buy before I shop
- I'm interested in new products and always what to try a new brands

Purchase Factors:
- Good Taste — Index = 115
- Good Aroma — Index = 106
- Easy to Obtain — Index = 98
- Low Price — Index = 87
- Famous Brand — Index = 82

CONSUMPTION BEHAVIOR (what, when, how many) : STOMACH FILLING
- Eat at lunch and supper and between meals before supper **26.6% 2-3 times in a week / 34.9% eat once in a month

BRAND CHOICE:
Mama (98), Nissin (94)

Lifestyle & Interest:
- Interested in media and latest technology
- Mobile is an important part in my life
- I always follow the news or updated trend from bloggers
- I usually pay for products and service by mobile app or online payment
- I like to have fun, new, adventurous things in my life

Information Route:
- POP/Ads in Store — 43.2%
- SNS — 29.5%
- TV — 28.6%
- Friends/relatives' Recommendation — 22.0%
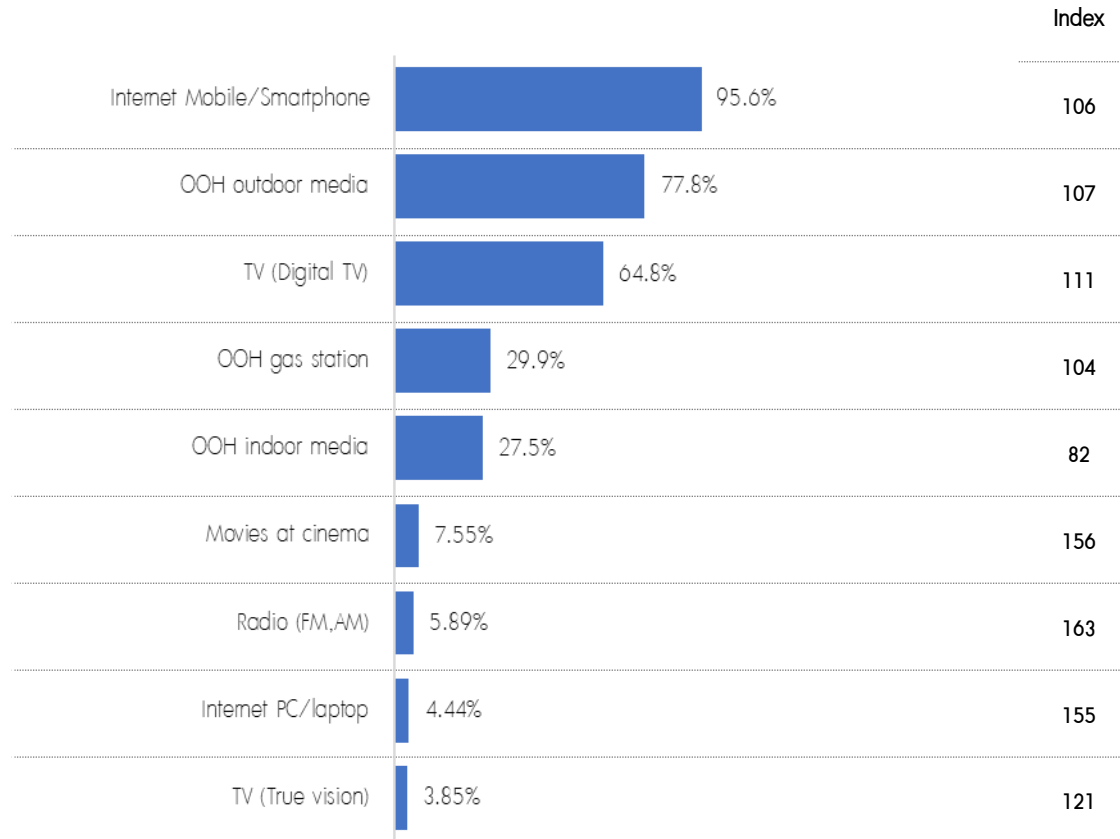- Internet ad. — 15.5%

Channels:
- Convenience shop — 91.0%
- Grocery shop — 69.8%
- Supermarket/Department Store — 19.2%
- Hypermarket — 18.4%
- Wet/Flea Market — 11.3%

MEDIA PENETRATION

Remark: Index Base = 100

Index>100 = Perform above average (special, uniqueness, potential, etc.)

Index<100 = Perform below the group average (negative)

Media	%	Index
Internet Mobile/Smartphone	95.6%	106
OOH outdoor media	77.8%	107
TV (Digital TV)	64.8%	111
OOH gas station	29.9%	104
OOH indoor media	27.5%	82
Movies at cinema	7.55%	156
Radio (FM,AM)	5.89%	163
Internet PC/laptop	4.44%	155
TV (True vision)	3.85%	121

Internet Mobile/Smartphone most effectively reaches Instant Noodle cup users at 95.6%, whereas OOH outdoor media at 77.8%, TV (Digital TV) at 64.8%, then OOH gas station at 29.9% and OOH indoor media at 27.5% respectively.

For the potential communication channels based on index indicators, Cup type users are likely to consume Radio (163), Movies at cinema (156), Internet PC/laptop (155) and TV (True vision) (121) in the near future.
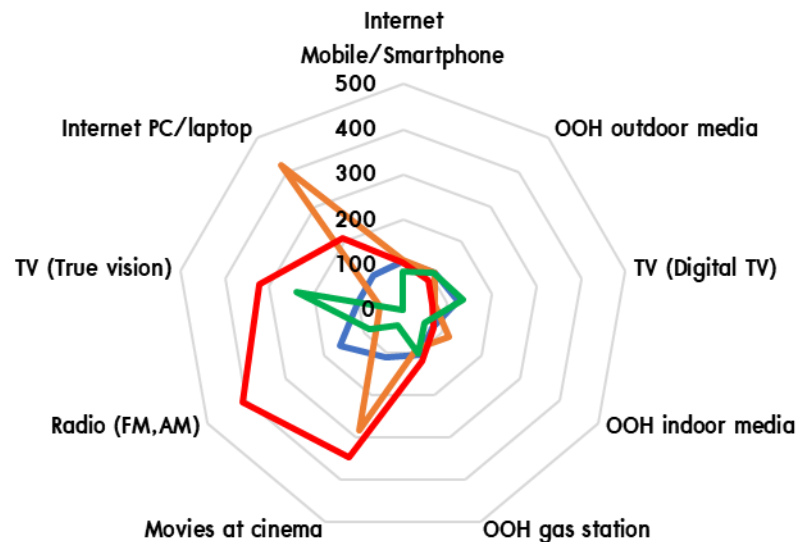
Remark: Index Base = 100
Index>100 = Perform above average (special, uniqueness, potential, etc.)
Index<100 = Perform below the group average (negative)

CLUSTER GROUP : MEDIA PENETRATION APPROACH

Media penetration chart below shows the potential and uniqueness of each segmentation group.
Each group below shows the potential / special of media consumption platform as following:
Easy Goers : Radio (FM,AM) (160), TV (Digital TV) (125) and Movies at cinema (111)
Young Cuppers : Movies at cinema (283), OOH indoor media (119) and Internet
Mobile/Smartphone & Internet Mobile/Smartphone (111)
Urban Tasters : Movies at cinema (346), TV (True vision) (323) and Internet PC/laptop (208)
Senior Selects : TV (True vision) (238), TV (Digital TV) (135) and OOH outdoor media (107)

MEDIA	Easy Goers	Young Cuppers	Urban Tasters	Senior Selects
○ Internet Mobile/Smartphone	107	111	106	85
○ OOH outdoor media	109	109	87	107
○ TV (Digital TV)	125	71	66	135
○ OOH indoor media	76	119	77	54
○ OOH gas station	105	91	121	102
○ Movies at cinema	111	283	346	35
○ Radio (FM,AM)	160	64	408	84
○ TV (True vision)	102	52	323	238
○ Internet PC/laptop	100	418	208	0

Easy Goers — Young Cuppers — Urban Testers — Senior Selects

Remark: Index Base = 100

Index>100 (not over 400) = Perform above average (special, uniqueness, potential, etc.)

Index<100 = Perform below the group average (negative)

Top 10 MEDIA CONTACT INDEX ANALYSIS

"Billboard / Street signs" is the most potential media for Mama & Yum Yum with the highest index score, whereas "Radio" is the most potential media for Wai Wai.

MAMA

		Index
TV	55.8%	151
POP/Ad in the store	40.9%	161
SNS	30.0%	167
Friends/relatives'	29.5%	161
Internet Ad	19.8%	168
Billboard/Street signs	15.1%	187
Salespeoples'	12.2%	161
Mobile application	6.54%	118
Companies' official website	1.09%	143
Radio	0.78%	165

YumYum

		Index
TV	55.7%	150
POP/Ad in the store	45.4%	179
Friends/relatives'	33.4%	182
Billboard/Street signs	26.7%	330
SNS	21.7%	121
Salespeoples'	15.1%	199
Internet Ad	12.7%	108
Mobile application	7.11%	128
Newspaper	2.82%	894
Radio	1.49%	315

WAI WAI

		Index
TV	61.1%	165
SNS	35.9%	200
Friends/relatives'	35.4%	193
POP/Ad in the store	35.0%	138
Internet Ad	25.9%	220
Billboard/Street signs	19.1%	235
Salespeoples'	13.9%	184
Mobile application	6.23%	112
Companies' official website	1.35%	176
Radio	1.24%	262

1ST CUBE

Remark: Index Base = 100

Index>100 (not over 400) = Perform above average (special, uniqueness, potential, etc.)

Index<100 = Perform below the group average (negative)

MEDIA CONTACT INDEX ANALYSIS

Media	Total		Mama		Yum Yum		Wai Wai	
	Vert%	Index	Vert%	Index	Vert%	Index	Vert%	Index
○ **TV**	37.0%	100	55.8%	151	55.7%	150	61.1%	165
○ **POP/Ad in the store**	25.4%	100	40.9%	161	45.4%	179	35.0%	138
○ **Friends/relatives' recommendation**	18.3%	100	29.5%	161	33.4%	182	35.4%	193
○ **SNS**	18.0%	100	30.0%	167	21.7%	121	35.9%	200
○ **Internet Ad**	11.8%	100	19.8%	168	12.7%	108	25.9%	220
○ **Billboard/Street signs**	8.11%	100	15.1%	187	26.7%	330	19.1%	235
○ **Salespeoples' recommendation**	7.58%	100	12.2%	161	15.1%	199	13.9%	184
○ **Mobile application**	5.55%	100	6.54%	118	7.11%	128	6.23%	112
○ **Transportation Ad (excl. BTS/MRT)**	0.85%	100	0.76%	90	1.35%	159	0.70%	83
○ **Companies' official website**	0.76%	100	1.09%	143	0.42%	55	1.35%	176
○ **Radio**	0.47%	100	0.78%	165	1.49%	315	1.24%	262
○ **Newspaper**	0.32%	100	0.37%	118	2.82%	894	0.60%	190
○ **BTS/MRT Ad**	0.26%	100	0.26%	101	0.00%	0	0.52%	204
○ **Magazine**	0.09%	100	0.00%	0	0.64%	740	0.32%	365

1ST CUBE

Remark: Index Base = 100
Index>100 (not over 400) = Perform above average (special, uniqueness, potential, etc.)
Index<100 = Perform below the group average (negative)

Top 10 MEDIA CONTACT INDEX ANALYSIS

"Internet ad" is the most potential media for Mama., whereas "Companies' official website" is the most potential media for Yum Yum & "Radio" is the most potential media for Wai Wai.

MAMA

		Index
TV	57.6%	155
POP/Ad in the store	38.8%	153
Friends/relatives'	27.7%	151
SNS	27.6%	153
Internet Ad	18.8%	160
Billboard/Street signs	12.5%	154
Salespeoples'	11.2%	148
Mobile application	7.80%	141
Companies' official website	1.20%	157
Transportation Ad (excl. BTS/MRT)	1.13%	134

YumYum

		Index
TV	59.5%	161
POP/Ad in the store	43.1%	170
Friends/relatives'	33.3%	182
SNS	29.6%	165
Billboard/Street signs	18.7%	231
Internet Ad	17.5%	149
Mobile application	11.1%	200
Salespeoples'	9.82%	130
Companies' official website	2.11%	276
Radio	1.24%	263

WAI WAI

		Index
TV	60.5%	163
POP/Ad in the store	41.3%	163
Friends/relatives'	36.6%	200
SNS	34.4%	192
Internet Ad	21.6%	183
Billboard/Street signs	16.6%	204
Salespeoples'	14.6%	193
Mobile application	8.66%	156
Radio	1.14%	242
Companies' official website	1.12%	147

Source : 1stCUBE TH 2023, base on 12-64 yrs. Nationwide >> 2,560 samples (Total population = 52,717,126)

1ST CUBE

Remark: Index Base = 100

Index>100 (not over 400) = Perform above average (special, uniqueness, potential, etc.)

Index<100 = Perform below the group average (negative)

MEDIA CONTACT INDEX ANALYSIS

Media	Total		Mama		Yum Yum		Wai Wai	
	Vert%	Index	Vert%	Index	Vert%	Index	Vert%	Index
○ **TV**	37.0%	100	57.6%	155	59.5%	161	60.5%	163
○ **POP/Ad in the store**	25.4%	100	38.8%	153	43.1%	170	41.3%	163
○ **Friends/relatives' recommendation**	18.3%	100	27.7%	151	33.3%	182	36.6%	200
○ **SNS**	18.0%	100	27.6%	153	29.6%	165	34.4%	192
○ **Internet Ad**	11.8%	100	18.8%	160	17.5%	149	21.6%	183
○ **Billboard/Street signs**	8.11%	100	12.5%	154	18.7%	231	16.6%	204
○ **Salespeoples' recommendation**	7.58%	100	11.2%	148	9.82%	130	14.6%	193
○ **Mobile application**	5.55%	100	7.80%	141	11.1%	200	8.66%	156
○ **Transportation Ad (excl. BTS/MRT)**	0.85%	100	1.13%	134	0.59%	69	1.05%	123
○ **Companies' official website**	0.76%	100	1.20%	157	2.11%	276	1.12%	147
○ **Radio**	0.47%	100	0.59%	124	1.24%	263	1.14%	242
○ **Newspaper**	0.32%	100	0.36%	115	1.09%	346	0.39%	123
○ **BTS/MRT Ad**	0.26%	100	0.35%	138	0.33%	130	0.44%	173
○ **Magazine**	0.09%	100	0.13%	147	0.44%	512	0.23%	271

1ST CUBE

Thank You

Data First Co.,Ltd.

Contact Person : Apinya S.

Email : apinya@datafirst.co.th

Phone : 094-962-3946

Data First | 1ST CUBE | nested | HolistiCA | PaSearch