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## CONSUMER PAPARAZZI : WHEN MARKETERS HAVE TO FIGHT WITH ONLINE SELLERS, WHO WINS?



There is a saying that Thai people read book Eight lines a day. It is a sarcastic statement that Thai people rarely consume anything that is meaningful. The average time spent reading books was 66 minutes or 1 hour per day from statistics in 2015. Even though in 2018 it increased to 80 minutes per day, it is still not comparable to the time Thai consumers spent on Social Media 3 hours 11 minutes per day, and watch Online Streaming or Video On Demand 3 hours 44 minutes per day, ranking as the fourth highest time spent online in the world. Not only that... Thai people have reached the world top rankings in posting most on social media! It is a very important to rethink and question 'what happened' to Thai society? Thai people don't read books but read stories online, read drama news more than informative news. It makes Thai society getting more dramatic every day. Essential news is unpopular, but scandal becomes viral.

**“Thai people read stories online, read drama news more than informative news. It makes Thai society getting more dramatic every day.”**



Reading  
books  
80 minutes  
per day

Social Media  
3 hours  
11 minutes  
per day

Online  
Streaming  
3 hours  
44 minutes  
per day

4th highest  
of the world  
spending  
time online

1st ranking  
of the world  
posting  
most on  
social media



## SALES BEGIN TO SHIFT FROM THE HANDS OF MARKETERS TO LOCAL SELLERS WHO POSSESS VARIOUS TECHNIQUES FOR SELLING THINGS ONLINE

When Thai people are obsessed with being on social media, looking at pictures, watching videos, sales begin to shift from the hands of marketers to local sellers who possess various techniques for selling things online. Online content is not strictly controlled by law. Regardless of any proper social context, some seller even play naked to gain attention. This puts marketers at a competitive disadvantage and difficult to manage because online sellers can use any strategy to gain lot of views. While marketers can't deal with it due to the appropriateness of the advertising content, brand image, and many limitations with regard to business ethics.

Most importantly, online sales are no longer limited to display formats like shelf in department stores. Where offline marketers still have to rely on having shoppers standing and choosing products in front of dry shelves online seller can set the atmosphere and mood to make shopper want to buy more efficiently. For example, if you sell straw hats. It's not a hat sitting on a dry shelf. shopper can't imagine how to use it.! But online sellers who have advanced sales skill will wear that straw hat with X-rated swimsuit , sit on a cozy beach and spill a little breasts to get views (which, of course, marketers have no right to do that).

**“Research has found that the brain processes images 80% faster than letters. Selling with images enable shoppers to visualise themselves with the product is the most effective way to sell.”**



## BACK TO THE QUESTION, WHO WILL WIN?



To make shoppers picturize themselves using that hat stylishly, and Instagram-worthy. When shoppers are able to imagine it, the chances of making a sale are very high.

Research has found that the brain processes images 80% faster than letters. Selling with images enable shoppers to visualize themselves with the product is the most effective way to sell.

Back to the question, who will win? Its no right or wrong answer. But if you want to win the heart of consumers, the new generation is looking for **a social enterprise or a business that has income from producing or distributing products/services with the goal of solving problems, developing communities, society or the environment. More than just making a profit!**

Uncontrollable content online encourages Thai people to be more dramatic. But, it will reach the tipping point. that scare off many consumers so much that they do not want Thai society, their children to fall to its lowest point and feel threatened by toxic content. Consumers will eventually decline to support products that are toxic to them if marketers see this trend and start paying attention to the positive social context. Not only will products be sold sustainably, but society and the country will be better as well. let's be ahead of the game and move good society forward!.

**“Enviro Thailand’s study showed that if you want to win the heart of consumers, the new generation is looking for Social Enterprise.”**

