



Thailand Marketing Research Society
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ThaiView survey reveals Thai people expect the new elected government will bring about many changes for the good, but they do not have confidence in solving social problems, especially those in the south and involving corruption. They continue to be prudent in spending.

The ThaiView report, which is based on a TMRS research survey carried out after the 2008 general election, reveals that Thai people expect that the newly elected government will be able to bring about political stability, economic stability, educational and environmental stability, with the exception of some social issues that may be difficult to improve. Despite this positive outlook, most continue to be careful in their spending as was the case in the previous year.

Ms. Viriya Vorakittikun, President of the TMRS, discloses that the survey on “Attitude and Lifestyle Among Thai People After the General Election” shows that Thai people in general are careful in their spending and place importance on saving. The survey also indicates that Thais expect that the newly elected government should be able to fully exercise their administrative authority despite facing a severe economic crisis stemming from the USA’s sub prime problem, Baht revaluation, and rapidly rising oil price, which affects product price increase. 32.5% of respondents believe that the Thai economic situation will be better, as opposed to 27% before the election. There are 45.7% who think it will remain the same, and 22.1% have lower confidence in the economic situation.

With regards to **trading confidence**, 37.4% feel it will be more active, and 11% think it will be worse. On the **ability to create confidence among foreign investor towards Thailand**, 36.5% think it will be better, while 13% worse. There is a negative trend concerning the **confidence in price control, energy price control, and Baht value** among the respondents.

Furthermore, 38.7% of the respondents believe that the new government will promote environmental improvement, especially relating to the global warming. The survey also shows 45.8% believing that the education and labour condition will be better. On the other hand, Thai people are concerned about certain social issues, where they have not seen any positive signs towards solving the issues including southern unrest (85.8%), corruption (84.7%), unity in society (78.4%), and 72.7% each for drugs and crime.

The survey further reveals that 60.4% of Thai people are confident in the security of their income, while 39.6% are not very confident, especially those with lower income. However 68.3% feel that this is not the right time to spend on non necessity goods, as opposed to 6.5% who believe that this is the time to do so. About a quarter of the respondents (25.2%) are indecisive towards the issue. It must be noted that the minority who want to spend on non-necessity items are mainly from among the young people 15-24 years. Items such as computers, cell phones and digital cameras are among the higher mentions, while gold, properties (land and house), and vehicles are among lower mentioned group. Affluent Thais show interest in investment including gold, bonds, etc.

In terms of technological advancement, digital media via mobile phone and computers is playing an ever increasing role in consumers' lives. The latest ThaiView survey reveals that digital media via mobile phones, due to its portability and interactivity, is able to reach individuals quite well. As many as 55% have used value-added services from mobile phone, most being SMS (40%). This indicates that these VAS's are able to reach about 10 million consumers quickly and economically. Other VAS's used include calling melodies (29%) and ring tones (25%). Another interesting finding is that digital media is now playing an important role alongside traditional media. The survey discovers that internet users, apart from searching information (95%) and sending/receiving emails (83%), also read news from newspaper websites (74%), listen to on-line radio (42%), watch on-line TV (30%), and make blogs (24%).

Miss Viriya concluded that the overall market shows higher competition along with wider varieties of information channels / formats. The growth of the IT market has rendered Digital Media an important channel, but still limited to a few activities. This presents an opportunity for marketers. Marketing research has shown an increasing role in analysis and decision making for business executives, particularly in large corporate organizations, which previously had not placed much emphasis on conducting Market Research. The shift reflects the vision of the corporate executives who see the necessity in using research as a tool to measure the business climate, to evaluate their strengths, to find ways to improve corporate performance, and to improve relationships with customers.

About ThaiView

ThaiView is the regular opinion survey of Bangkok people, carried out by TMRS with the purpose to find out the satisfaction trend towards life quality, short-term spending trend, including social and economic trends in Thailand.

The 1st quarter ThaiView 2008 has been specially prepared for release in the Changes For the Future 5 seminar which is being organized by the 5 professional associations including Direct Selling Association, Thailand Marketing Association, Public Relations of Thailand, Business Advertisers of Thailand and TMRS, with the objective to measure the consumers' feelings and confidence under the newly elected government, including spending trends and communication. The survey has been carried out among a random sample of 1,323 True, DTAC and AIS mobile phone users. The survey was carried out during 16-27 February 2008.

About TMRS

TMRS is run by organizations related to marketing and business research in Thailand, with the objective of promoting and supporting the marketing research industry, improving quality control and protecting and promoting the interests of the marketing research profession and those who use marketing research services. Those who are interested can become members, either at a company or individual level by contacting Khun Urisa Srithammarat at 02-440-0140 (-59) ext. 4742 or at tmrs@truemail.co.th. Please visit our website at www.tmrs.or.th.