



Beyond traditional demographic profile: Generation Y lifestyle typologies in Thailand

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Abstract

This study primarily aims to identify emerging lifestyle typologies of Generation Y consumers in Thailand. A total of 126 statements were developed and scrutinized using an AIOs (Activities, Interests, Opinions) approach. Survey method was employed through the use of questionnaires to collect data from 1,265 Generation Y consumers, born between 1977 and 1994, across Thailand. Based on the results of the exploratory factor analysis, six distinct lifestyle segments were discovered, namely *Hedonic-focused*, *Future-focused*, *Practical-oriented*, *Online-active*, *Tradition-focused*, and *Money-focused*. Each segment has its own outstanding characteristics. The findings expose the nuances of Generation Y consumers, which will lay the foundations for local and global businesses to target the right market and design precise marketing communication strategies to suit each unique lifestyle in Thailand.

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Introduction

Consumers are more active and sophisticated. They prefer products that not only can serve their needs and wants, but also suit their value and lifestyle (Solomon, 2020). Thus, understanding consumers plays a vital role in marketing and subsequent business as it helps describe an underlying reason why consumers pay money for different products (Schiffman & Wisenblit, 2019). To understand the complex profiles of consumers, we must look beyond traditional demographic variables.

Lifestyle, a psychographic characteristic, has been introduced and proven to have an influence on

consumption patterns and brand choice behaviors (Tangsupwattana & Liu, 2017; Wells & Tigerts, 1971, Yabin & Li, 2020). Lifestyle provides a useful and practical account of market segmentation in terms of illustrating how consumers spend their time and money (Qing et al., 2012). Many brands have also transitioned from performance-focused to lifestyle-oriented (Chernev et al., 2011).

However, few studies have quantitatively investigated lifestyle segmentation (Anantachart, 2013; Wei, 2006; Yang, 2004). In addition, most lifestyle research conducted previously based their studies on Western lifestyles (Bruwer & Buller, 2012; Divine & Lepisto, 2005; Wan et al., 2001; Wolburg & Pokrywczynski, 2001). Thus, there remains a paucity of evidence on the lifestyle analysis of Asian consumers. Due to cultural differences, Asian consumers should have different characteristics than their Western counterparts.

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With regard to consumers, Generation Y (Gen Y) or millennials is the largest population cohort with high purchasing power (Tangsupwattana & Liu, 2017), including in the Asian region (Gray et al., 2016).

Thailand's retail industry is highly competitive. Local and global brands are thriving and striving for a market share. Thailand is also the second largest e-commerce market in the ASEAN region, and the highest social media e-commerce spending country in Southeast Asia (Commonwealth of Australia, 2019; Kemp & Moey, 2019). Hence, Thailand is an appropriate choice for this study. In addition, Gen Y accounts for the majority of Thai population with around 19 million people (Electronic Transactions Development Agency [ETDA], 2018; Gray et al., 2016).

Considering the paucity of quantitative lifestyle segmentation research, marketing and business practicality, and the largest generation cohort, this paper primarily serves as a preliminary attempt and groundwork to identify lifestyle typologies of Gen Y consumers by using an AIOs (Activities, Interests, Opinions) approach. This study expands the body of knowledge regarding lifestyle research, in the Asian context, an area previously limited in study. It provides one of the first investigations into quantitatively segmenting Gen Y across Thailand which has been previously overlooked. It also leads to an increased grasp of Asian market characteristics, especially Thai market, which is helpful for global and local businesses to develop effective segmentation strategies accordingly.

Literature Review

Generation Y Cohort

Like other generation cohorts, Gen Y or millennials are born during the same period of time and share similar experiences of certain events. With these collective experiences, Gen Y consumers have different values, beliefs, and lifestyle, relative to other cohorts (Meredith & Schewe, 1994). Based on a study from Ting and colleagues (2018), those interviewed participants, who were considered as Gen Y in this study (25–44 years old), shared similar experiences of certain events, such as the financial crisis, the 911 incident, the political reformation, and the advancement of information technology.

Gen Y also grew up in the 80s and 90s during an increase in consumerism and materialism (Brosdahl & Carpenter, 2011) and are comfortable with spending money on material goods. Gen Y were therefore exposed to shopping as a lifestyle from a younger age than previous generations (Good, 2007; Grotts & Johnson, 2013).

Many Gen Y consumers, especially females, treat shopping as a form of entertainment (Liu et al., 2013). They are also less economically vulnerable (Goh & Baum, 2021), and they have the highest purchasing power of any current generation. From this, it is clear how Gen Y are the cohort that are spending the most money online (Katrina & Benedict, 2019).

Gen Y is also currently at the stage of settling into a career and building their success. They are digital natives, but more “tech dependent” than “tech savvy” (Crawford & Jackson, 2019). That is, they usually search and consume information online. They are able to select a suitable technology and learn how to use it, relative to Generation X and baby boomers.

For Thailand, this reflects through the report that Thai Gen Y has highest online media usage, and most online spending, (ETDA, 2018; Katrina & Benedict, 2019). According to Boonsiritomachai and Pitchayadejanant (2019), Thai Gen Y is more likely to adopt mobile banking when the application system works properly without any hassles and is user-friendly. Although extensive research has been carried out with Gen Y in general, only a few studies have attempted to investigate Gen Y's lifestyle (Bruwer & Buller, 2012). In addition, to the best of our knowledge, quantitative lifestyle research of Thai Gen Y consumers was limited to a small number of sampling and also limited to Bangkok, a capital city.

Lifestyle Segmentation

While traditional demographic variables explain “who” buy certain products, psychological variables deliver an idea of “why” they make those choices. Lifestyle is among the most widely used psychographics for understanding the underlying reason why consumers buy certain products or services. Lifestyle refers to the pattern of consumption concerning how consumers spend their time and money (Solomon, 2020; Wells & Tigert, 1971). In other words, lifestyle reflects how people live. Lifestyle is considered to be a good predictor for product and media consumption (Black, 2010; Lee et al., 2009; Yabin & Li, 2020).

Among the methods available for lifestyle analysis, the AIOs approach is the most widely used (Hur et al., 2010; Kahle et al., 1992). Lifestyles are measured by asking consumers about their: (1) activities (A), associated with what consumers purchase and how they allocate their time; (2) interests (I), concerned with consumers' preferences and what they focus on; and (3) opinions (O), involved with their perspectives and feelings towards an issue (Mothersbaugh et al., 2020; Solomon, 2020; Wei, 2006).

Based on the concept of lifestyle originally developed by Wells and Tigert (1971), exploring consumer lifestyle usually incorporates hundreds of statements encompassing nine topics of each facet, known as AIOs inventory. Activities include work, hobbies, social events, vacation, entertainment, club membership, community, shopping, and sports. Interests cover family, home, job, community, recreation, fashion, food, media, and achievements. Opinions look at themselves, social issues, politics, business, economics, education, products, future, and culture (Solomon, 2020).

An AIOs inventory, however, is specifically designed for each study and is modifiable to suit research objectives; either focusing on a specific product or service to explain consumption behavior, called domain specific market segmentation (Bruwer & Herbst, 2017); or focusing on broader attributes to understand a consumer's lifestyle to segment a market or develop a new product. Therefore, AIOs inventory yields a different number of lifestyle categories (Peter & Olson, 2010). In other words, there is no definite or fixed number of lifestyle typologies. Data are normally gathered from at least 500 samples. The data stem from AIOs is statistically analyzed using exploratory factor analysis (EFA) technique, cluster analysis, or cross-tabulation in order to divide consumers into different groups on the basis of similarities and differences (Mothersbaugh et al., 2020).

In contrast to “domain specific” market segmentation, research on “general” lifestyle segmentation is limited. With its flexible and detail-oriented nature, the AIOs general lifestyle approach best serves the primary purpose of this study; to describe lifestyle typologies of Thai Gen Y consumers through an EFA technique. This is where we offer new understanding, as to the best of our knowledge, no previous study has investigated such Thai Gen Y consumers' lifestyle in a quantitative manner and little is known about Asian Gen Y lifestyle. We also proposed that though Gen Y consumers are born during the same period of time and share similar experiences of certain events, they are different in terms of their activities, interests, and opinions. These differences would also define the lifestyle typologies of Gen Y in Thailand.

Methodology

Sampling

In this study, Gen Y refers to those who were born between 1977 and 1994 (Solomon, 2020). Gen Y accounts for the majority of the Thai population with around 19

million people (ETDA, 2018; Gray et al., 2016). Gen Y consumers were in the age range of 25–42 years during the time of this study. Since EFA is a large sample size method, a factor pattern developed by a large-scale factor analysis is more stable than a small sample size. Thus, the number of participants (N) to variables (p) ratio was applied (Kyriazos, 2018). The 10:1 ratio was determined to produce strong data (Hair et al., 2010). In this study, the total number of lifestyle variables (AIOs) were 126. Thus, a sample size of 1,260 participants was appropriate for the analysis. In the end, a total of 1,265 questionnaires were applicable for data analysis.

Measures

A total of 126 AIOs statements were developed from studies by Anantachart (2013) and Wells and Tigert's framework (1971). Forty-seven items measured activities, 39 items measured interests, and 40 items measured opinions. However, all statements were adjusted to suit the current situation, including online media consumption, online activities, and existing social issues.

The scale reliability was further tested and reported in Table 2. Two faculty members were asked to check content validity of these items. In addition, a pre-test through a think-aloud protocol was applied using a sample of 30 respondents from the target population to make sure that the question items were clear and easy to understand.

Data Collection and Analysis

This research employed a personal survey method using self-administered questionnaires to collect data from 465 Gen Y consumers from local communities and business areas in Bangkok, the capital city of Thailand. Personal survey was conducted across 15 districts in Bangkok's central business districts (CBD); covering the core CBD, outer CBD, new CBD, and north CBD. They were purposively selected because these areas were where Gen Y consumers gathered for work and leisure purposes.

A purposive sampling technique was also adopted to select two provinces from each of four main regions of Thailand (North, Northeast, Central, and South) on the basis of having the highest Gen Y population proportion (National Statistical Office Thailand, 2018). Then, 200 Gen Y consumers from each selected province were recruited based on the same criteria: Gen Y age range. In the end, a total of 1,265 questionnaires were completed for data analysis: 465 from Bangkok and 800 from the four main regions. The respondents' characteristics are presented in Table 1.

Table 1 Respondents' Characteristics

Gender		Age		Income (in THB)		Online Media	
Male	39.1%	25–29	41.0%	No income	3.2%	Usage per Day	
Female	60.9%	30–34	23.7%	20,000 or less	49.1%	3–6 hrs.	38.7%
		35–39	19.0%	20,001–40,000	39.1%	> 6–9 hrs.	34.4%
		40–42	16.3%	40,001–60,000	6.3%	> 9–12 hrs.	14.7%
Education		Occupation		60,001–80,000	1.0%	> 12–15 hrs.	8.1%
Not educated	0.6%	Government	21.3%	80,001 or higher	1.3%	> 15–18 hrs.	2.8%
Primary school	1.9%	Business owner	22.1%	Marital Status		> 18 hrs.	1.3%
High school	20.3%	Self-employed	16.6%	Single	61.2%		
Diploma	12.6%	Private company	27.8%	Married	34.7%		
Bachelor’s	55.0%	Housewives	2.3%	Divorced	2.4%		
Master’s	8.6%	Students	9.6%	Widowed	1.7%		
Doctorate	1.0%	Unemployed	0.3%				

Note: N = 1,265.

Table 2 Exploratory factor analysis on Gen Y lifestyle dimensions

Lifestyle Dimensions	Factor Loading	Number of Factors	Eigen values	Percent of Variance Explained	KMO	Bartlett's Test of Sphericity	df
Activities (47 items)		8			.94	26798.85	1081
The Entertainers	.31–.69	12	13.39	28.50			
The Followers	.49–.73	9	3.94	8.38			
The Communicators	.48–.79	7	2.32	4.93			
The Wanderers	.55–.81	4	2.09	4.46			
The Watchers	.47–.74	5	1.63	3.48			
The Downloaders	.44–.65	4	1.27	2.71			
The Meditators	.46–.70	3	1.18	2.51			
The Risk Takers	.50–.73	3	1.05	2.25			
Interests (38 items)		9			.89	13161.16	741
The Urbanists	.39–.69	7	8.06	20.67			
The Volunteers	.38–.78	6	2.74	7.03			
The Partygoers	.46–.76	4	2.12	5.43			
The Future Planners	.37–.67	5	1.64	4.21			
The Aesthetes	.34–.67	4	1.38	3.54			
The Journalists	.64–.67	2	1.28	3.28			
The Investors	.43–.62	4	1.20	3.09			
The Homebodies	.44–.67	3	1.13	2.90			
The Trainspotters	.55–.70	3	1.10	2.82			
Opinions (40 items)		11			.84	10824.48	780
The Exhausted	.46–.79	5	6.25	15.63			
The Reformists	.36–.73	7	2.89	7.24			
The Gentry	.40–.78	5	2.34	5.86			
The Despondents	.47–.75	3	1.65	4.13			
The Traditionalists	.43–.79	4	1.48	3.70			
The Secured	.53–.77	3	1.37	3.43			
The Spotlights	.37–.76	3	1.26	3.15			
The Rationalists	.48–.65	4	1.19	2.98			
The Adaptors	.32–.69	2	1.13	2.84			
The Uninhibited	.49–.66	2	1.13	2.83			
The money-minded	.67–.72	2	1.04	2.62			

Note: Reliability coefficients of Activities = .94, Interests = .89, Opinions = .85

Results

Exploratory factor analysis (EFA) was conducted twice to identify overall lifestyle segments. The first stage of EFA was to identify dimensions of activities (A), interests (I), and opinions (O), separately.

The results of a Kaiser-Meyer-Olkin (KMO) test were all higher than 0.5 and the result of Bartlett's Test of Sphericity was significant. Therefore, the data were suitable for further factor analysis. In addition, the extraction communalities were between .44 and .79 for the activity matrix, .43 and .63 for the interest matrix, and .36 and .68 for the opinion matrix, indicating that the extracted components represent variables well.

After checking for data suitability, the first stage of the EFA was performed. A principal component analysis (PCA), with varimax rotation and eigenvalues greater than 1.0, was performed to identify the underlying dimensions of activities (47 items), interests (39 items), and opinions (40 items). For the interest dimension, all 39 items were initially grouped into 10 subfactors. Yet, the subfactor 10 was composed of only one item (I9: I like drinking tea/coffee regularly) and its factor loading was lower than 0.30 (Burns & Grove, 1993). Thus, this subfactor was excluded, leaving 38 items in the interest dimension.

Finally, a total of 28 factors were extracted and named according to their background variables: Activities = 8 (47 items), Interests = 9 (38 items), Opinions = 11 (40 items).

Table 2 exhibits factor loadings, eigenvalues, percent of variance explained, KMO, Bartlett's Test of Sphericity for each factor, and Cronbach's alpha scores.

Next, a second EFA was performed in order to group the initial 28 factors from the previous stage (A 8, I 9, O 11) into meaningful, homogenous lifestyle segments. The same process was repeated to check data suitability for factor analysis. The EFA yielded satisfactory results in KMO, Bartlett's Test of Sphericity, and the extraction communalities (.39–.77) for lifestyle matrix.

After the PCA with varimax rotation was performed, six AIO factors were grouped with an eigenvalue higher than 1.0. The factor loading of each item was above .5 indicating that the convergent validity and discriminant validity were also good (Huang et al., 2015). However, the four items with .40 (the Spotlights), .45 (the Watchers), .46 (the Homebodies), and .49 loadings (the Trainspotters) were still acceptable. Despite having only one item, the sixth factor (*Money-focused*) was included because its eigenvalue was 1.01 with .73 loading (Burns & Grove, 1993; Hair et al., 2010). Examination of the scree plot also indicated that a six-factor solution turned out to be the best, and the model explained 59.20 percent of the total variance, as shown in Table 3.

Table 3 Exploratory factor analysis on Gen Y lifestyle segments

AIO Factors	Lifestyle Segments						Communalities
	Hedonic-focused	Future-focused	Practical-oriented	Online-active	Tradition-focused	Money-focused	
(A1) The Entertainers	.791						.771
(A8) The Risk Takers	.714						.701
(A6) The Downloaders	.673						.741
(I3) The Partygoers	.657						.674
(I1) The Urbanists	.625						.634
(O3) The Gentry	.566						.658
(O8) The Rationalists	.549						.618
(A5) The Watchers	.453						.567
(I4) The Future Planner		.741					.602
(I7) The Investors		.672					.713
(I2) The Volunteers		.583					.596
(I5) The Aesthetes		.562					.664
(O6) The Secured		.544					.634
(I9) The Trainspotters		.491					.574
(I8) The Homebodies		.456					.623
(O4) The Despondents			.666				.577
(O9) The Adaptors			.654				.469
(O2) The Reformists			.647				.478
(O1) The Exhausted			.584				.584
(O10) The Uninhibited			.574				.507
(O7) The Spotlights			.395				.480

Table 3 Continued

AIO Factors	Lifestyle Segments						Communalities
	Hedonic-focused	Future-focused	Practical-oriented	Online-active	Tradition-focused	Money-focused	
(A3) The Communicators				.777			.692
(I6) The Journalists				.596			.472
(A2) The Followers				.592			.486
(A4) The Wanderers				.589			.593
(O5) The Traditionalists					.739		.480
(A7) The Meditators					.557		.394
(O11) The Money-minded						.730	.594
Eigenvalues	8.29	2.80	1.83	1.53	1.08	1.01	
Variance Explained (%)	29.63	10.01	6.54	5.49	3.87	3.64	
Sum of Variance Explained (%) = 59.20							

Note: KMO = .91, Bartlett's Test of Sphericity = 13228.13, $df = 378$, $p = .00$.

Identification of Gen Y Lifestyle Segments

The EFA result identified the final six lifestyle segments. Each segment was given a title based on its background subfactors. A detailed profile of each lifestyle segment provides insights into their activities, interests and opinions. The six lifestyle segments, *Hedonic-focused*, *Future-focused*, *Practical-oriented*, *Online-active*, *Tradition-focused*, and *Money-focused*, are described as follows:

Segment 1: Hedonic-focused (29.63% of the variance, loaded on 8 subfactors)

Hedonic-focused are characterized by a desire for happiness, and do whatever they please to serve their own pleasures and desires. High loadings were found for this factor in terms of online entertainment-oriented activities, for example, watching TV series on streaming platforms, buying concert or movies tickets, playing online games, watching e-sports, or downloading movies. Gen Y in this segment live an urban lifestyle and their interests are geared towards partying and fashion. They prefer high-end brands and are willing to pay more as they believe that higher-priced products mean higher quality. They favor using credit cards when buying products or services and enjoy pampering themselves with shopping, dining out, café hopping, and spa treatments.

Segment 2: Future-focused (10.01% of the variance, loaded on 7 subfactors)

Gen Y in *Future-focused* segment are self-determined. They put time and effort into building their future. The first priority for them is stability; both in family and work. Consequently, their behaviors and opinions involve saving money, pursuing an active income from a second job or investment, and having life/health insurance. They

are more likely to become an entrepreneur because they think that it is more secure than being an employee. Moreover, *Future-focused* segment are more socially concerned; they like to help those less fortunate, participate in charity works, and prefer using green products. They also enjoy merit-making, home décor, healthy food, and aesthetic pieces of art.

Segment 3: Practical-oriented (6.54% of the variance, loaded on 6 subfactors)

Practical-oriented are adaptable and practical in nature. Their perspectives towards issues or problems are based on reality and learning to accept outcomes that they cannot change. They believe people should be adaptable, open-minded and willing to try new things. Therefore, they are more progressive in their views, especially with regards to topics that are based on values and traditions, such as remaining single, cohabitation before marriage, cosmetic surgery, or expressing political opinions. They believe that change can and should happen and that certain issues require immediate resolution, for example, regulations to protect the environment, improvement of the education system, better public transportation, reduced wealth inequality, and cyber bullying.

Segment 4: Online-active (5.49% of the variance, loaded on 4 subfactors)

One key characteristic of *Online-active* segment is that they are highly sociable. They love to communicate and interact with people online, including talking to their friends via Line application, texting, posting pictures and stories. They also enjoy following social media pages related to food, baking, travel, lifestyle, pets, and how-to. Their main interests are travelling; so, they like to book airline tickets, make hotel reservations, and search for travel information online.

Segment 5: Tradition-focused (3.86% of the variance, loaded on 2 subfactors)

Culture and tradition are crucial to *Tradition-focused* segment. They believe that temples are central to Thai society and that people should follow Dhamma or Buddhist doctrine, as a guideline for their daily life. They also believe in fate and superstition, and think that traditional Thai culture should be preserved. In addition, they like to read Dhamma and health-related pages online. The *Tradition-focused* place importance on both body and soul.

Segment 6: Money-focused (3.63% of the variance, loaded on 1 subfactor)

Based on the EFA result, *Money-focused* segment has only one dimension which is money. This is evidence that money is the only focal point for them. Thus, they are money-oriented in nature. Their priority in life is money and they think that money can solve any problem. To *Money-focused* segment, success means being wealthy.

Discussions

Psychographic characteristics such as lifestyle often outperform classic demographics as the former allow deeper understanding of consumer profiles, especially when they are homogeneous in respect to age. This study was descriptive in nature and employed the original AIOs approach by Wells and Tigert (1971) as a theoretical basis. The study provided empirical support for using AIOs inventory to describe consumer lifestyle. It also yielded evidence for the aforementioned assertion that lifestyle typologies can provide a complex profile of consumers beyond their demographic counterpart (Solomon, 2020). In this study, lifestyle measurements were exploratory in nature, in which six lifestyle segments were discovered. The findings can be considered successful in creating a pool of consumer information for designing marketing strategies, developing new products, and crafting advertising messages and campaigns (Mothersbaugh et al., 2020). Further details of lifestyle segmentation are discussed below.

The identified six lifestyle segments are homogenous within the segments but heterogeneous between the segments. The segments described in the finding section can be compared with those obtained in previous studies on Asian consumers.

Hedonic-focused segment seems to be a relatively new emerging one compared to previous lifestyle

segments. The closet segment is the *Westernized* segment in Chinese consumers, in terms of their preference in imported products and serving their own pleasure (Wei, 2006). Pleasure is central to *Hedonic-focused* segment; their activities and interests gear toward entertainment and emotion. They are more likely to be materialistic relative to other lifestyle segments. They are the representation of young, middle to upper middle-class urbanists.

The *Future-focused* segment places an importance on stability, focusing on family and work. This segment is a proof that family, life partner, and career are still the most important things to Asian consumers relative to the survey of Asia Lifestyles (Nury, 2002). The *Future-focused* segment are similar to the *Aspirationalists* from Ewing's (2000) study in terms of their future-oriented segment, and their interest in community work and religious events, like merit-making. However, the *Future-focused* segment are less spiritual and conservative than the *Tradition-focused* segment, simply because they hope for the best for their future and society.

Tradition-focused segment is traditional Buddhist and is more likely to continue practicing Buddhist traditions, such as merit-making and praying. Also, they do not like changes, are committed to tradition and culture, and believe in fate and superstition. These two segments highlight that, to Asian consumers, religion is a way of life, especially in countries with a strong connection to religion, for example, CLMV countries, Indonesia, Malaysia, and the Philippines.

Practical-oriented segment stands out with their adaptability and pragmatism, so they are less likely to trust advertising that is unreliable and lacking factual information. They are labelled as utilitarian consumers who are concerned about practical issues, such as the comfort and functionality of the product. This segment is similar to *Neotric-inheritors* in Malaysian Gen Y. They tend to accept whatever there is around them as they are still in their formative years (Ting et al., 2012).

The *Online-active* segment is considered to have the strongest digital presence; they live in the virtual world. This digital-oriented segment often appears in Asian lifestyles. Similar segments are the *Network Belongers* (Ewing, 2000) and the *Social Actives and Influencers* (Wei, 2006). This lifestyle typology also emerges in the Pacific arena: *Social Sophisticates* (Napoli & Ewing, 2000). The *Online-active* segment is believed to have a greater FOMO (Fear of Missing Out) attitude than other lifestyle segments.

Lastly, the *Money-focused* segment is characterized as being money-minded. This segment is similar to the

Financially Constrained segment (Wei, 2006), who are willing to sacrifice their leisure time to make more money. This shows that Gen Y is currently at the stage in their life where they have settled into a career and are focused on building their success (Levinson, 1986).

Conclusion and Recommendations

This study provides a fuller understanding of the complex profiles of Gen Y consumers through lifestyle segmentation. With a high degree of homogeneity within the segments, contrasted by a heterogeneity between the segments, each of these segments can be subsequently described by the psychographic characteristics of its members. In terms of theoretical implications, this study expands the body of knowledge regarding consumer behavior research, specifically lifestyles, in the Asian context, an area previously limited in study. Academics who are interested in segmenting lifestyle using an AIOs approach in the future can use this study as a framework, thus paving the way for further studies.

The combination of findings provides deeper understanding for practitioners in developing products and services to suit each different group of Thai Gen Y consumers, for example, matching a specific product or online content with their activities and interests. The

findings also give a clearer picture of different groups of consumers. This is beneficial for determining target markets, allowing marketers to position their brands to be better suited to their target groups, as well as formulate brand and media strategies. The following implications are specifically suggested for each lifestyle.

As summarized in Table 4, this lifestyle study suggests that the *Hedonic-focused* segment is the target market of hedonic products, such as fashion and beauty products, travel and entertainment industry, upmarket restaurants and café businesses, city-centered condominiums, and credit card companies. Comedy, drama and emotional entertainment programs can attract their attention. They are emotional consumers, so marketing communications strategies should be designed to deliver emotional benefits to their lifestyle. The key message should highlight “*Being the best*” or “*Serving your pleasure*.”

The *Future-focused* segment are always thinking ahead about their future and as such prefer brands that offer them safety and confidence. Brands that would like to communicate with them should emphasize safety and security, or the key message should convey a “*Stable future*.” Content that is informative or educational are a perfect match for them. They are also the main target of life and health insurance brands, banks with investment services, training institutions, charity organizations, and green products.

Table 4 Summary of lifestyle segments

Lifestyle Segments	Characteristics	Patterns of Consumption	Products/Services	Key Message/ Marketing Strategy
Hedonic-focused	- Hedonistic - Positive - Emotional - Urbanist	- Streaming platforms - Shopping - Café hopping - Dining out	- Online food and FMCG - Travel and entertainment - Upmarket restaurants and cafés - City-centred condominiums	- “ <i>Being the best</i> ” - “ <i>Serving your pleasure</i> ”
Future-focused	- Self-determined - Stability-oriented	- Saving money - Educational content	- Life and health insurance - Charity organisations - Green products - Healthy food	- “ <i>Stable future</i> ”
Practical-oriented	- Adaptable - Practical - Open-minded	- Social and environmental issues	- Physical store shopping - Functional products	- Reviews, Testimonials - Refutational message
Online-active	- Digital-oriented - Highly sociable	- Social media pages related to travel and lifestyle - How-to content	- Fashion and beauty - Entertainment-oriented online content	- “ <i>Don’t miss</i> ” - Content marketing - Influencer marketing
Tradition-focused	- Traditional - Religious	- Merit-making - Online Dhamma and health-related pages	- Local art and craft products - Religious paraphernalia	- Faith marketing - Localization - “ <i>Preserving tradition</i> ” - “ <i>Celebrating cultural heritage</i> ”
Money-focused	- Money-minded	- Making money	- Budget-friendly and wholesale supermarkets - Sales products	- Promotional campaign - Financial value or cost effectiveness

Since the *Practical-oriented* segment are practical and realistic in nature and more likely to focus on facts and results, advertising might not be an efficient marketing communication tool to reach this target group. Instead, they are inclined to listen to their peers (Aquino, 2012). Therefore, reviews, especially from a membership reference group, such as friends and family, or word-of-mouth communication should be used to reach this segment. Brands should also communicate with sincerity, for example, using refutational messages or providing testimonials. They are considered functional consumers so they are the primary target market for utilitarian products.

When it comes to the *Online-active* segment, online platforms should be the main channel to deliver brand messages. It is also suggested that influencer marketing should be employed as marketing communications strategy because this segment is attracted to celebrities and are the main followers of such groups. They are also the primary target market for fashion and beauty products.

For the *Tradition-focused* segment, this study raises the possibility that faith marketing and localization could be an efficient strategy for reaching this particular group. In addition, they are an assumed target market for local art and craft products, and religious paraphernalia. The key message for this lifestyle segment should gear towards preserving tradition or celebrating cultural heritage.

Lastly, to communicate with the *Money-focused* segment, brands should focus on financial benefits or monetary gain, such as sales promotions. The key message, then, should highlight financial value or cost-effectiveness. As a result, they are the main target market for budget-friendly and wholesale supermarkets. Due to price sensitivity, the *Money-focused* segment seem to have the least brand loyalty and tend to switch brands more frequently when compared to other lifestyle segments.

Although the lifestyle items were designed to encapsulate various topics of activity, interest, and opinion facets, this study is limited by a lack of information regarding the offline context in the activity facet. Future research could conduct a lifestyle study which covers both the offline and online context. Despite its flexibility and contextuality, the AIOs approach should be studied alongside with other factors affecting consumer behavior, such as value and attitude. The study also focused on a limited geographical area, so the results should be viewed as a foundation, or to complement another research. Despite a large data pool, a bigger sample size is suggested to represent Gen Y in the whole country.

Conflict of Interest

The authors declare that there is no conflict of interest.

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