

i-dac

digital
flash

gearing up
“electric”

Vol.

9

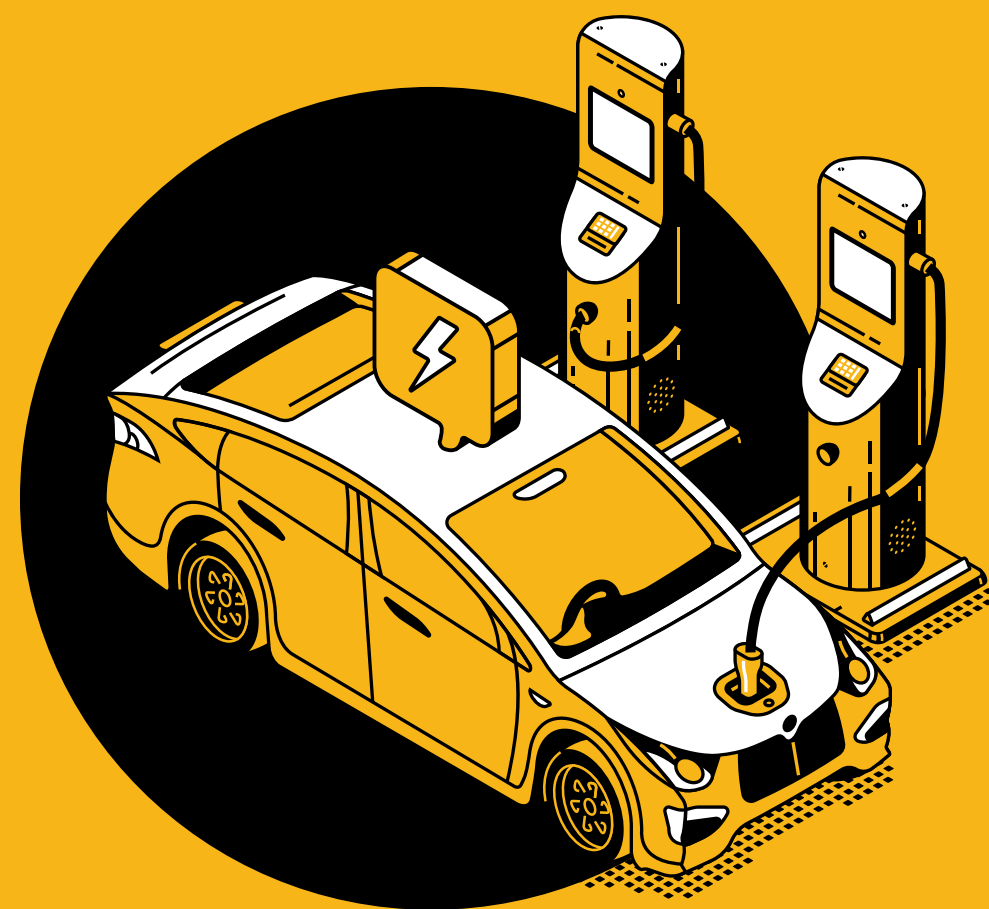


2022
A P R I L



i-dac
BANGKOK

MI
GROUP



Electric Vehicle (EV) has started to gain momentum in the Thai market, yet the underlying barriers to market entry usually arise with new automotive technology. In this special edition of i-dac Digital Flash, **i-dac (Bangkok) and MI Group** have done a joint analysis to explore and understand who our EV prospects are, what they are expecting out of this brand new automotive technology, and what can we do to ease the EV-related concerns they may have. We are also looking at the way to seize the EV opportunity among **‘alternative fuel’** car consumers. We hope that the findings will provide automotive marketers with a fruitful thought-starter to gear up **‘electric’** into the fast lane!

O U R P O V



Having had the opportunity to work with automotive brands in Thailand over the past decade, I've seen the continuous evolution of both automotive technologies and Thai car consumers. Electric vehicle solutions have recently entered the Thai market and automotive marketers need to catch up with how Thais respond to this latest innovation. Today's Thai car consumers have become more open to using 'alternative fuel' or electric cars as well as caring more for the environment, especially among those who live in highly congested cities like Bangkok. Whenever there's new arrival of any technology, it is usual for consumers to have concerns, especially for those in the high-involvement product category where it can become underlying barriers for EV brands to enter the market. During the mass transition of the electric vehicle, it's essential that brands identify who the early EV adopters are and further develop your marketing strategies to move them into the fast lane!.



SUCHADA SUPAKAN,
HEAD OF DIGITAL STRATEGIC PLANNING
& LEAD AUTHOR OF I-DAC DIGITAL FLASH,
I-DAC (BANGKOK)



The automotive segment is one of the top advertising spenders and this has continued to grow year on year. The arrival of alternative energy has injected new excitement into the automotive industry. The launch of new brands and models of their electric vehicle in 2021 received strong interest and response from the market, seeing growing potential customers. In addition, the multiple government measures such as reductions in import tax, reduction of excise taxes, and other support mechanisms to support the EV usage will stimulate the market for electric cars making prices more competitive. But what is holding interested customers back from buying? With the lack of confidence in the development of charging points in various public places, consumers still see this being in the early stage and not yet meeting the market demand. Currently, many sectors are coming together to develop infrastructure for the growing needs. The first brands to market in BEV (Battery Electric Vehicles) are at an advantage and are seen as market leaders with customers having better brand recall than those that came after.

In this study, you'll find interesting data to help understand EV adopters, from their key purchase triggers to points of connections across the different stages in their paths to purchase. Brands should take time to understand and approach the EV car prospects to gain leadership in the new market.



WARIN TINPRAPA,
CHIEF STRATEGY OFFICER, MI GROUP

HOW WE DID THIS



Hakuhodo Asia Car Survey 2021

This is the primary source of data we used to analyze and reveal the findings of our EV prospects.
(Base: Car consumers in Thailand; Population 681,072)



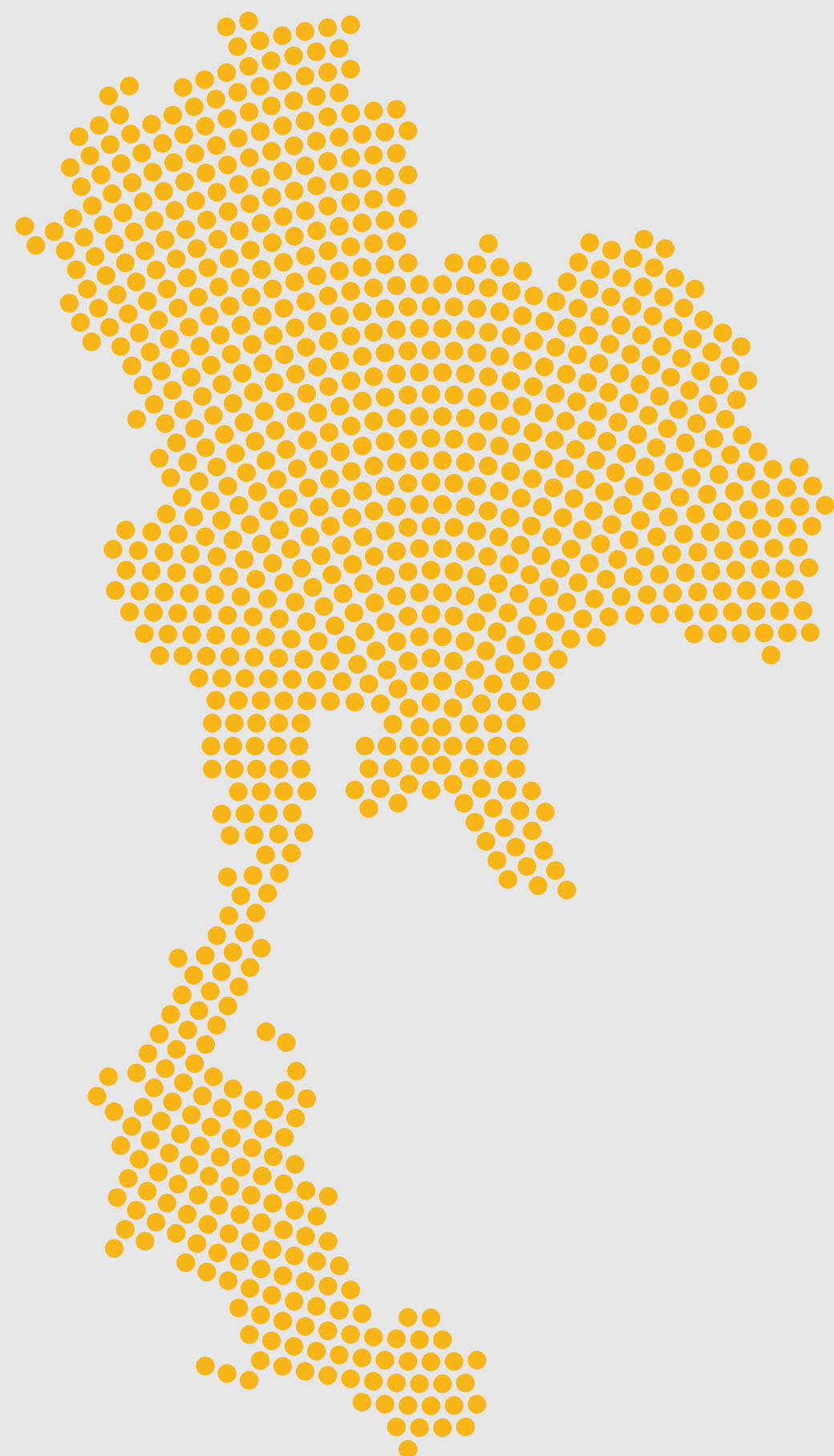
Consumer Dialogue

In-depth conversations with current and prospective EV, plug-in hybrid, and hybrid car users to explore their perception of 'alternative fuel' cars.



Industry data

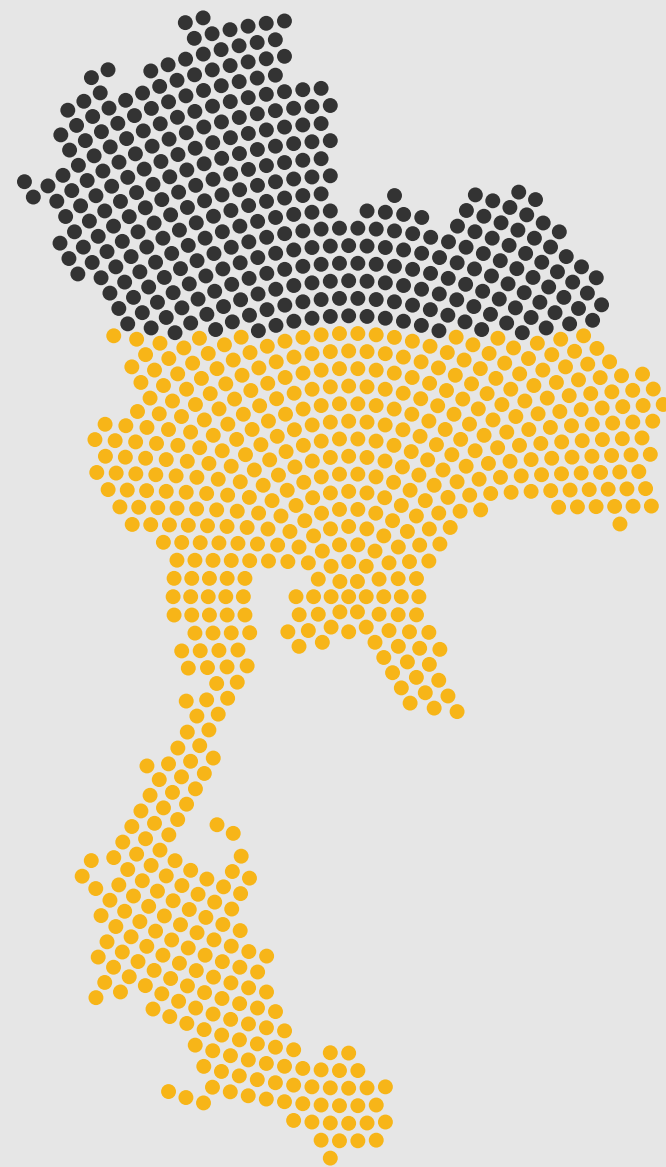
- Facebook, Let's Grow Electric, TH Report 2021
 - Google Thailand, The Path Forward, March 2022
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THAILAND GAINS A POSITIVE SENTIMENT FOR 'ALTERNATIVE FUEL' CARS

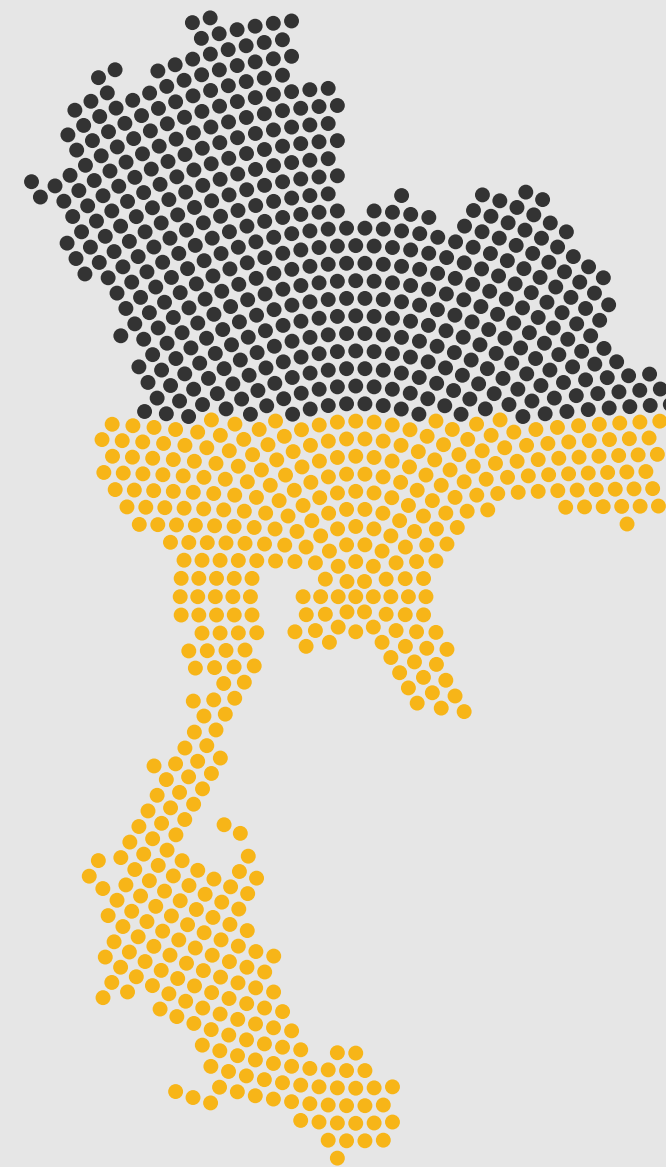
Today's Thai consumers are inspired by automotive innovation including electric vehicles, commonly referred to as EVs, which have highly sparked their interests.

Hybrid automotive technology still maintains its long-established reputation, while the attention to plug-in hybrid technology seems to have been interrupted by the excitement towards the latest EVs recently launched in the Thai market.



79.4%

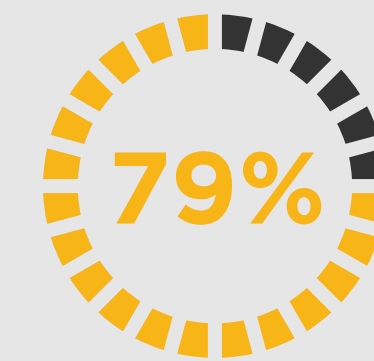
of Thai automotive consumers are inspired by car innovation



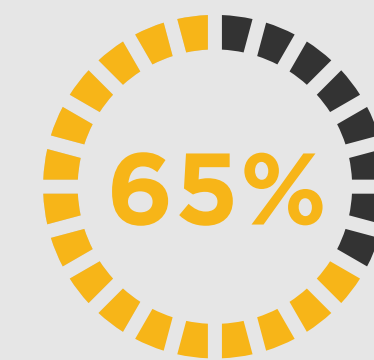
73%

of Thai automotive consumers started turning their interest toward 'alternative fuel' cars

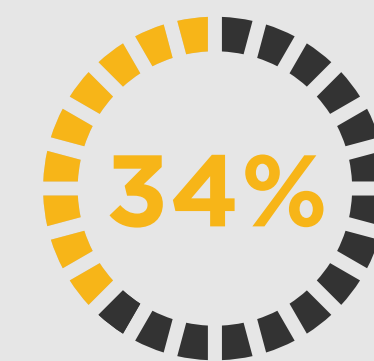
The degree of interest in
'alternative fuel' cars



EV



hybrid

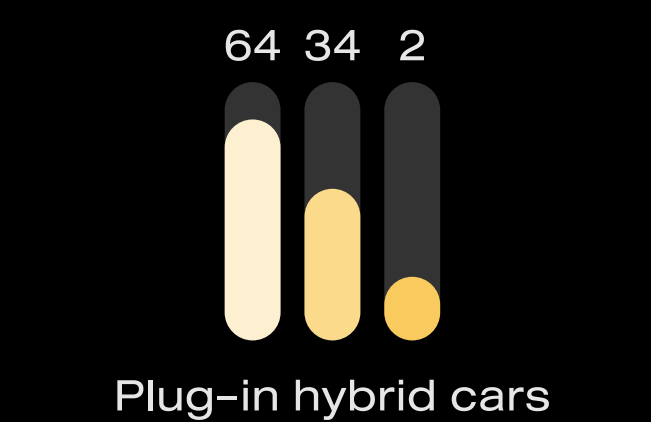
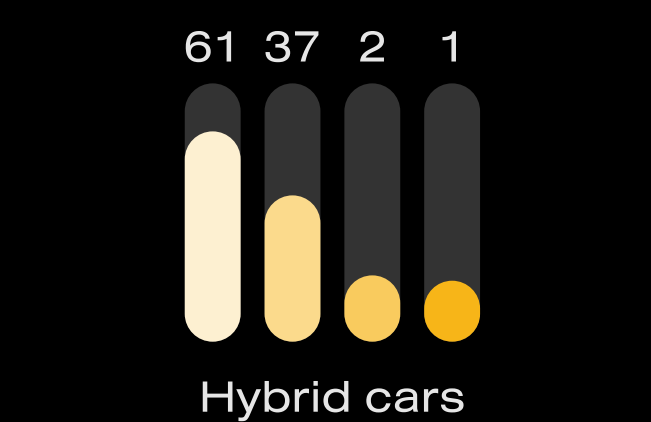
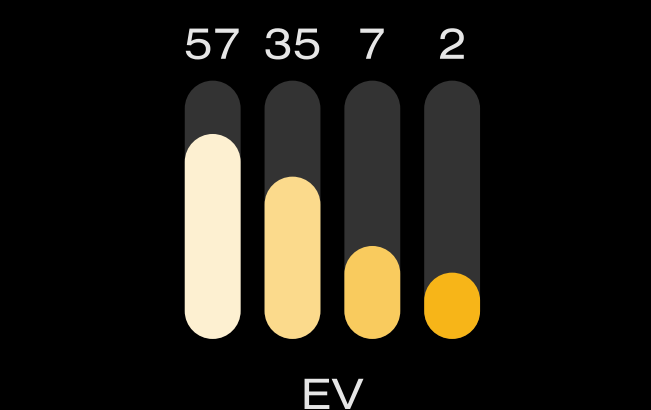
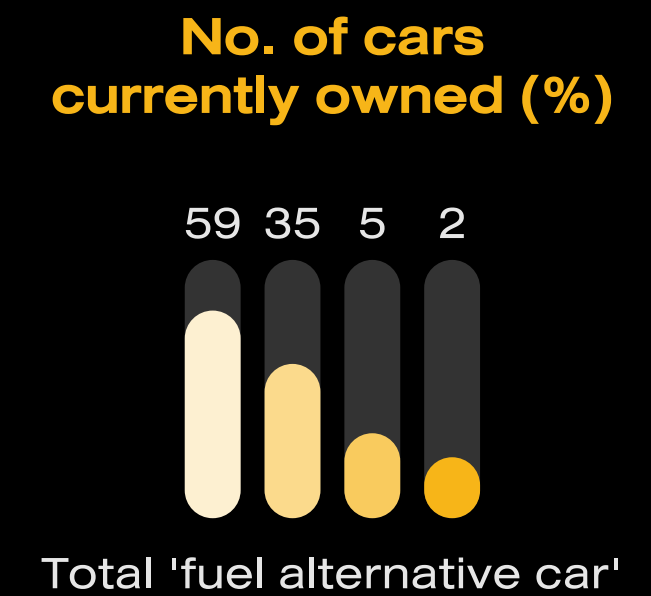
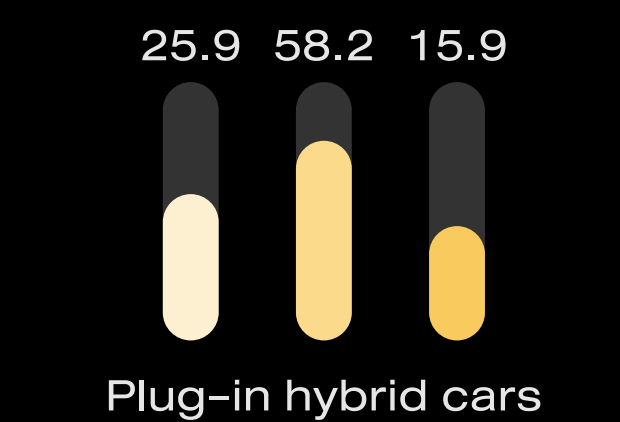
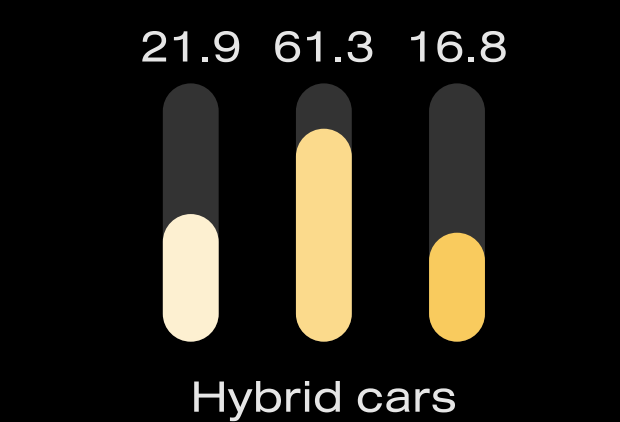
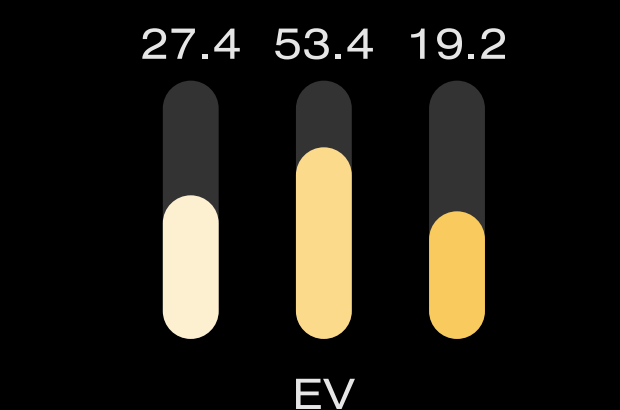
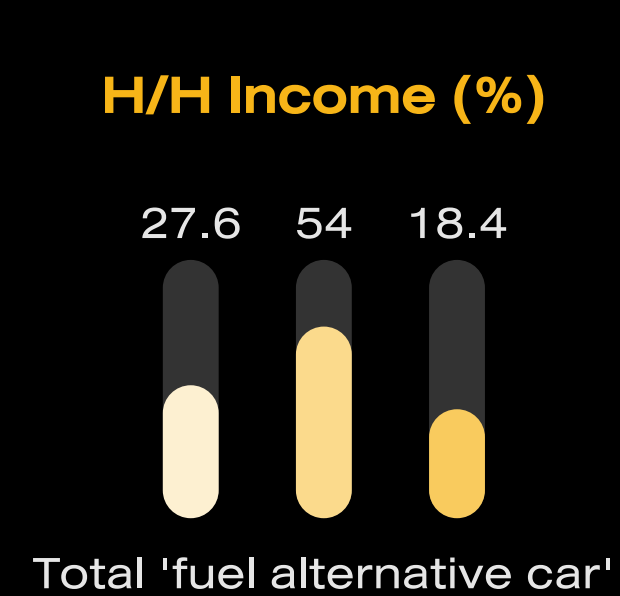
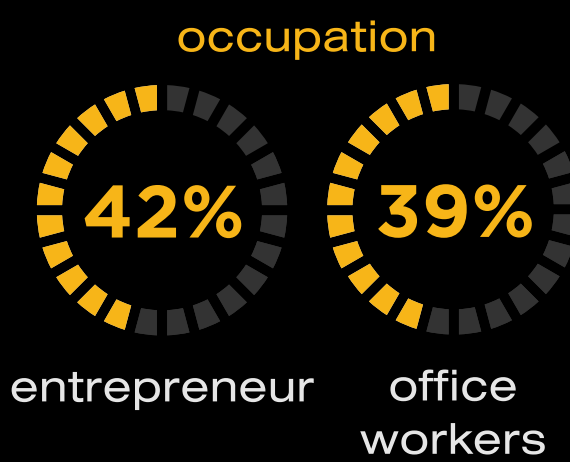
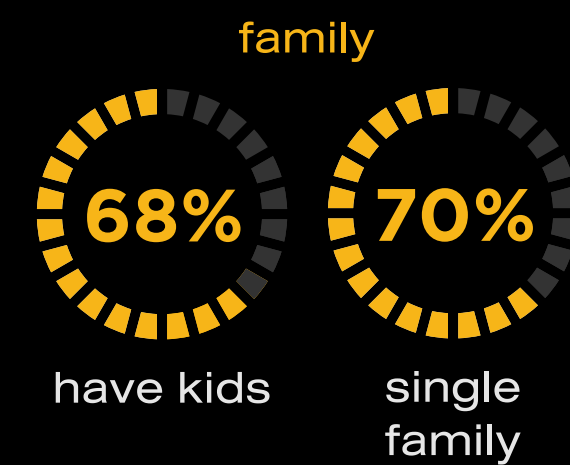
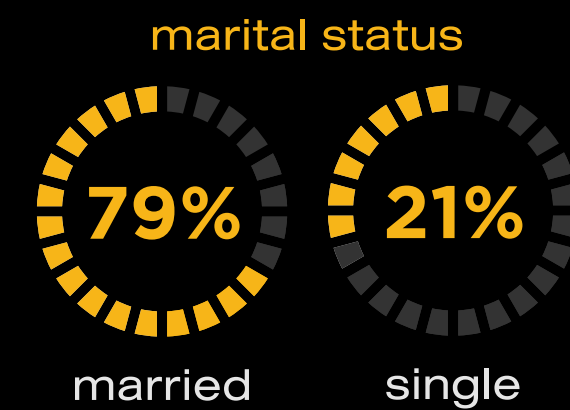
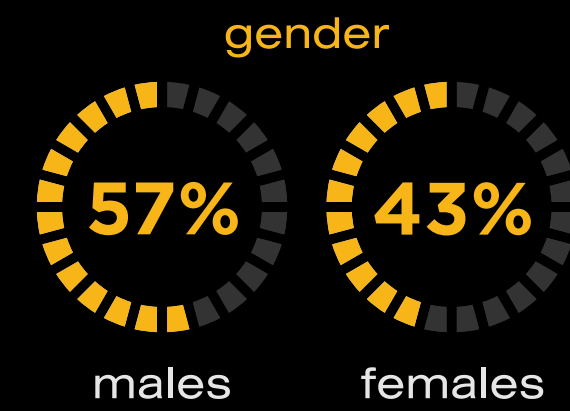
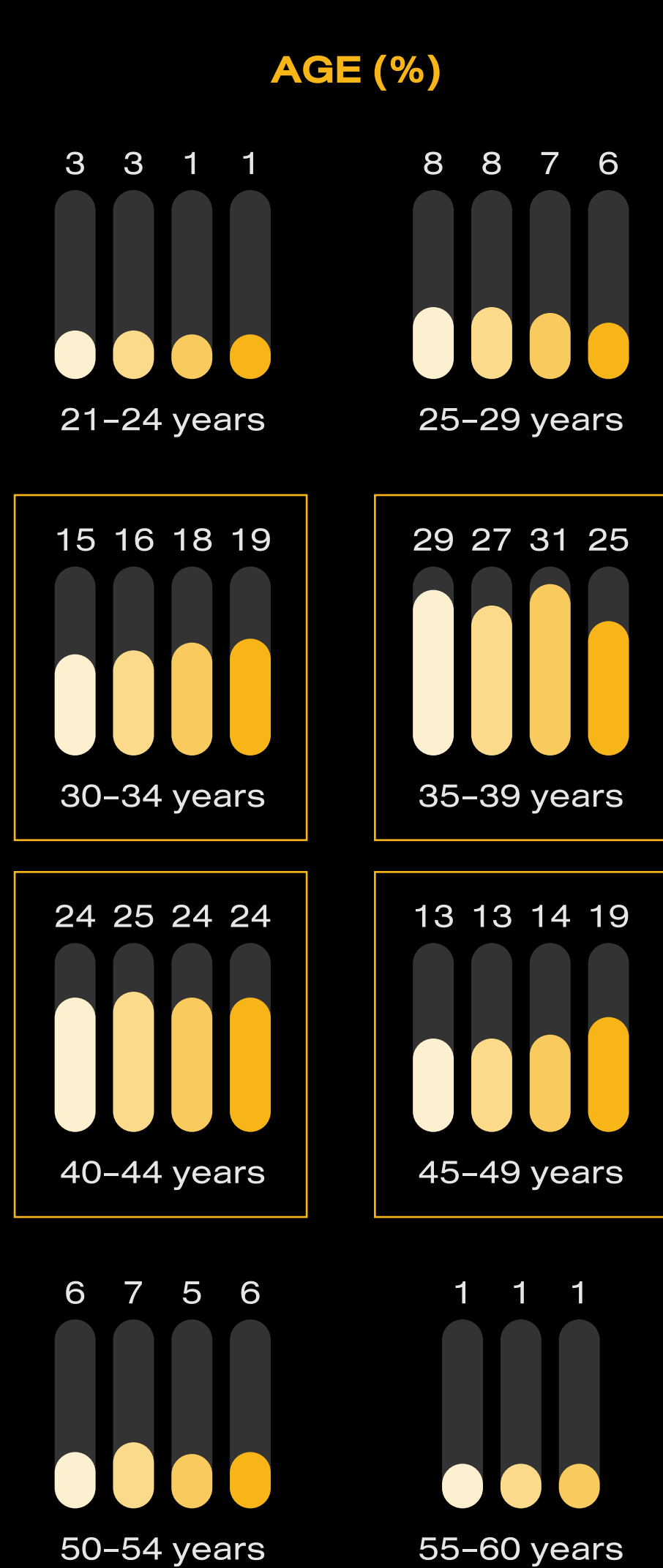


plug-in hybrid

**‘ALTERNATIVE FUEL’
CONSIDERERS SHARE
SOME COMMON
PROFILES**



‘They are the mature, modern, entrepreneurs and office workers aged 30–49 years old with middle-to-upper-class household income, and are married, who are not first-time car buyers with a need for a replacement or an additional car.’

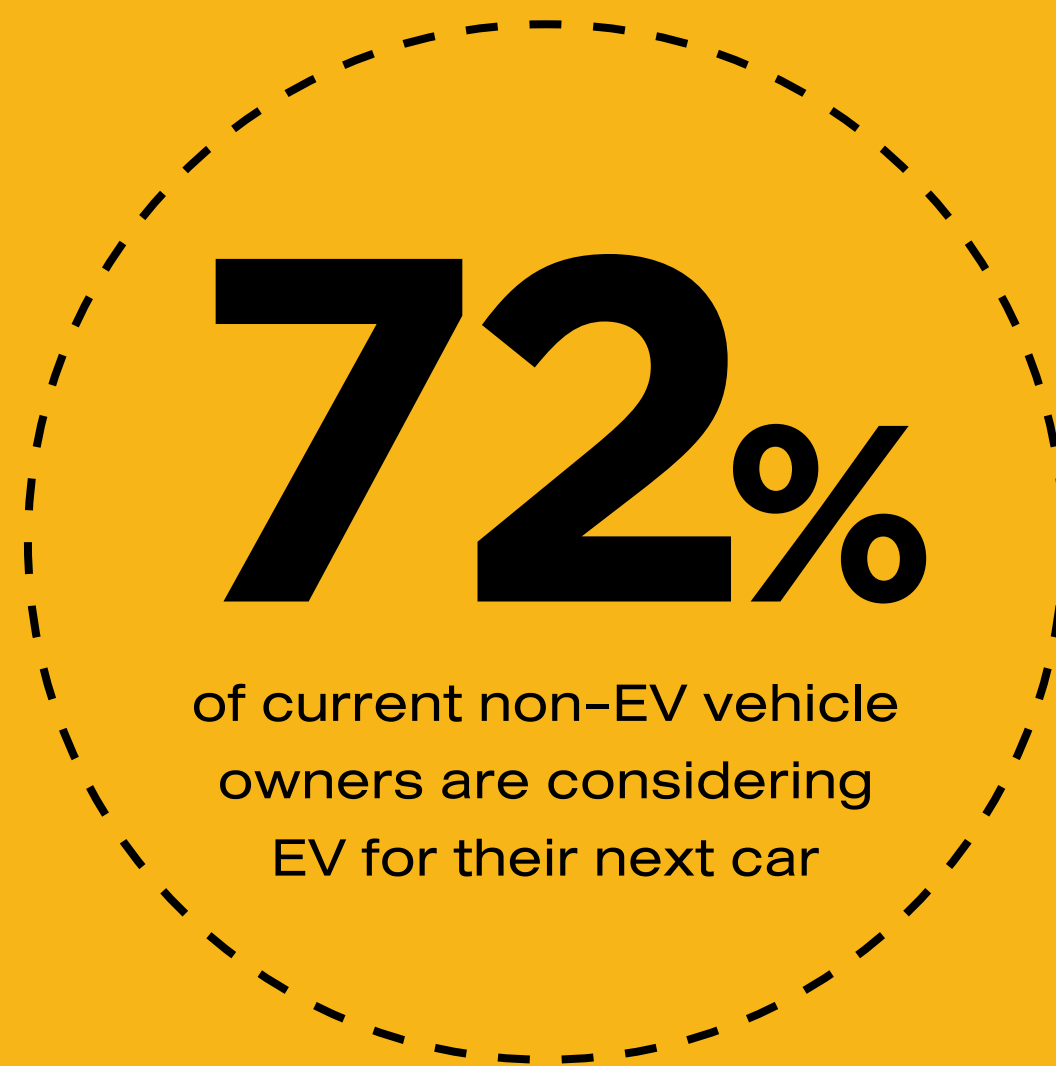


● total 'alternative fuel' car ● ev ● hybrid cars ● plug-in hybrid cars

● A ● B ● C+ ● 1 car ● 2 cars ● 3 cars ● 4 cars



**EVs HAVE STARTED TO
SPARK IN THE THAI MARKET**



EV considerer

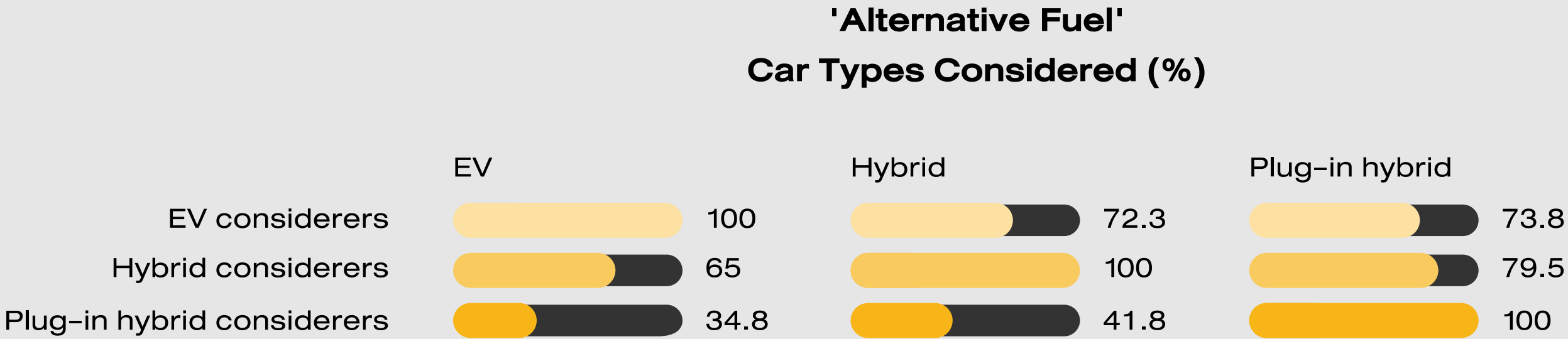
“I am considering an EV for my next car because of its fuel economy quality.”
(43-year-old female entrepreneur, currently owns 1 conventional fuel car and 1 ‘alternative fuel’ car.)

EV considerer

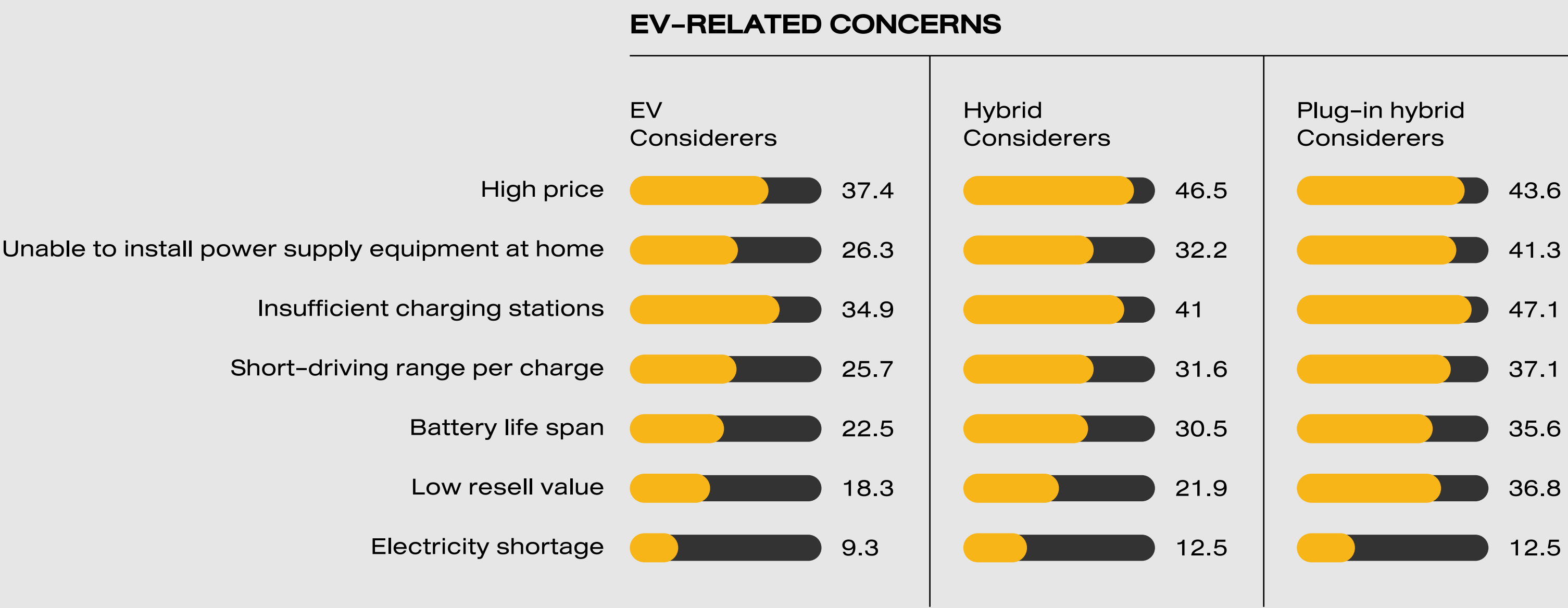
“I am thinking about purchasing a Tesla for my next car as I believe in the Tesla technology.”
(35-year-old office worker currently owns a conventional fuel car)

SEIZING THE EV OPPORTUNITY AMONG THE ‘ALTERNATIVE FUEL’ PROSPECTS

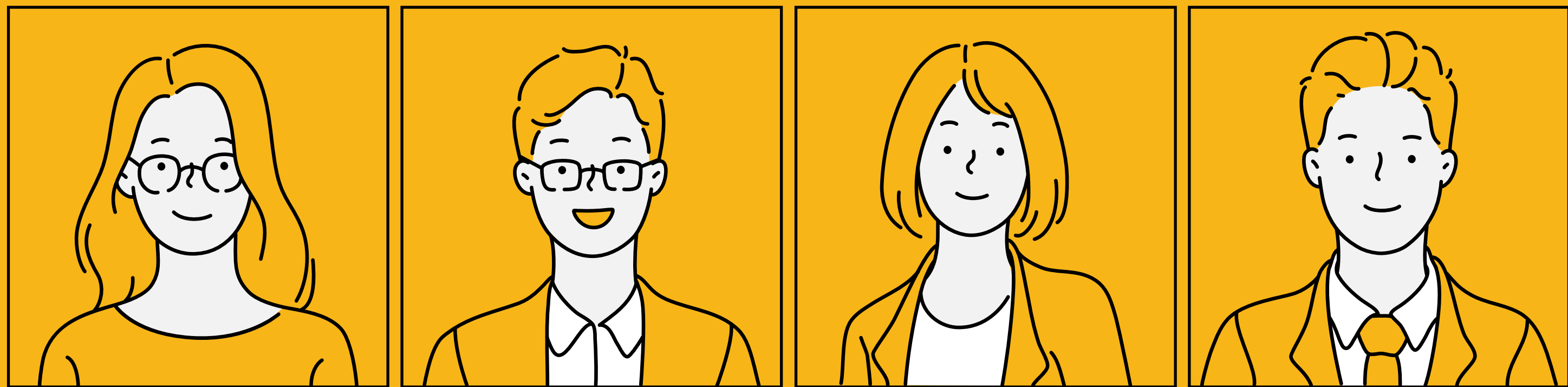
Each group of ‘alternative fuel’ prospects tends to have various types of ‘alternative fuel’ cars in their consideration set. ‘Hybrid’ prospects are the closest potential group to acquire for EV brands, whilst ‘plug-in hybrid’ prospects seem to be the hardest group to approach across all three groups of potential consumers.



WHILE AFFORDABILITY IS IMPORTANT,
CHARGING INFRASTRUCTURE,
DRIVING CAPACITY AND BATTERY LIFE SPAN
ARE THE PRIMARY EV-RELATED CONCERNS



‘ECONOMICAL’ & ‘ELECTRIC-OPTIONAL’ FOR PLUG-IN HYBRID CONSIDERERS ARE KEY



“I wouldn’t buy EV unless there are plenty of supercharging stations across the country. I don’t want to get into trouble when driving out of town over long distances.”
(48-year-old male currently owns a BMW Series 5 plug-in hybrid)

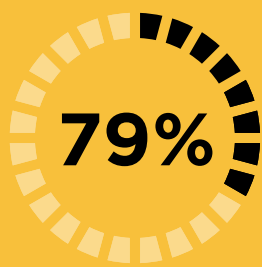
“It’s economical and I can drive out of town; no need to worry about finding a charging station when traveling”
(43-year-old male entrepreneur currently using Volvo XC60 plug-in hybrid)

“It was still the latest auto technology when I bought this car. I need an option to use fuel for long-distance trips. It’s still clean energy and economical”
(41-year-old female C-Suite office worker currently using Volvo XC40 plug-in hybrid)

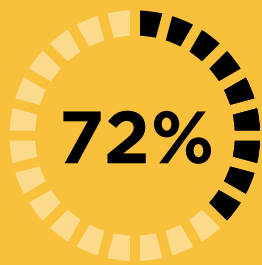


BEING THE ‘FIRST IN LINE’ ATTRACTS OUR EV PROSPECTS

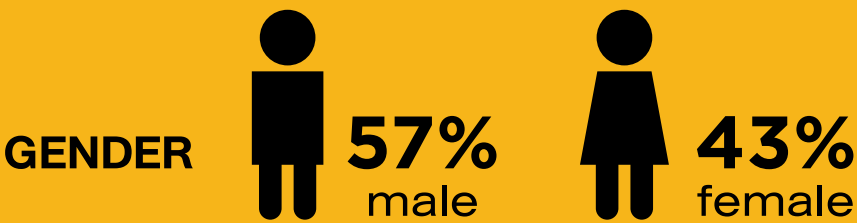
“The sophisticated, mature, tech-savvy driver with middle-to-upper-class household income who are not first-time car buyers, with a desire to upgrade to a new automotive model and technology and are attracted to the economical and environmentally-friendly quality. They are looking for how it feels to drive and being the first in line excites them.”



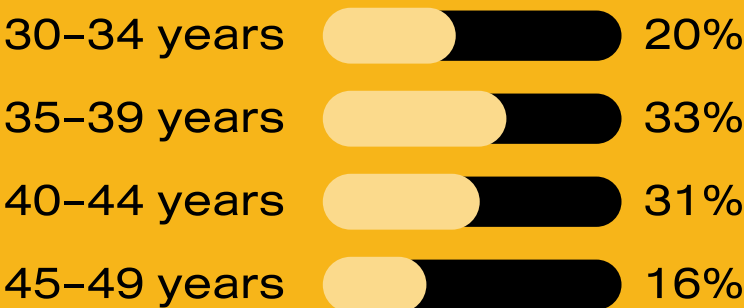
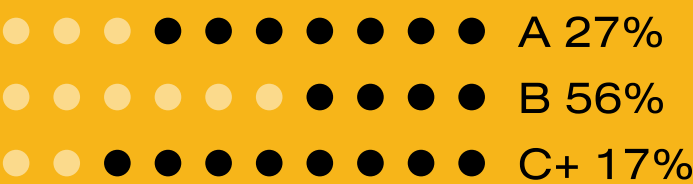
of EV considerers feel inspired by innovative car technology



of EV considerers are willing to pay a premium for quality



H/H INCOME CLASS



Top 5 Attributes Associated
with EV Among Our Prospects

- 1



Green
- 2



Innovative
- 3



Economical
- 4



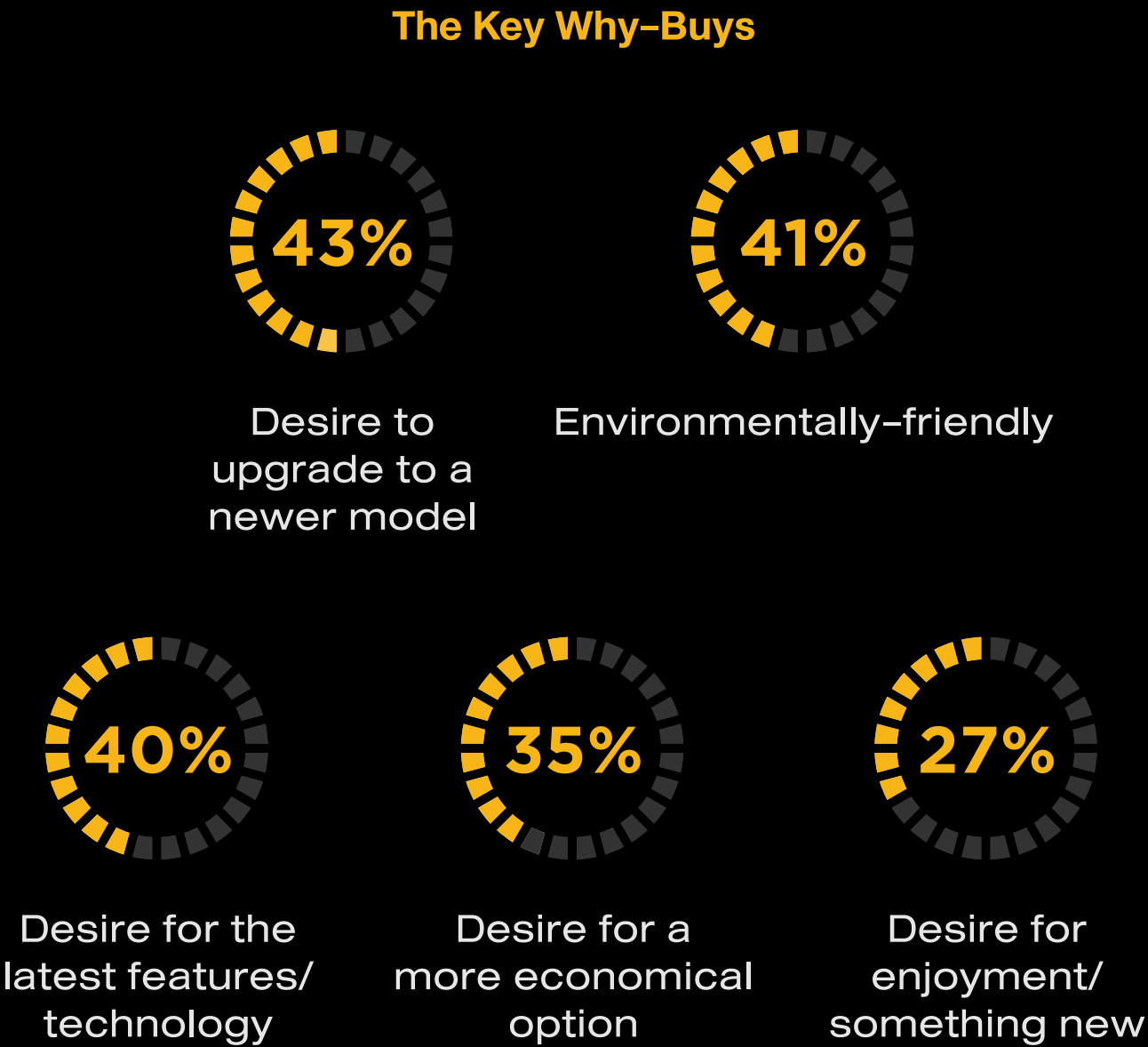
Safe
- 5



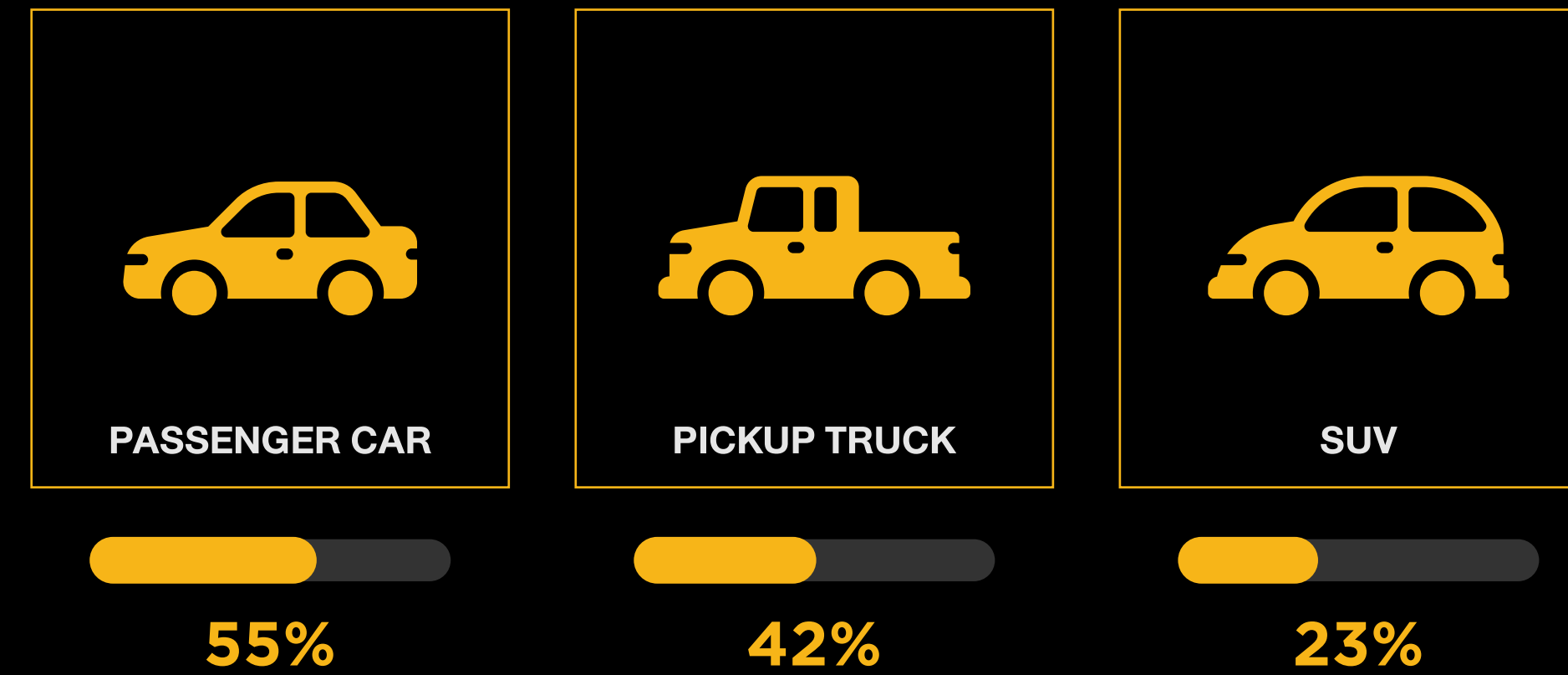
Techie

WHAT ARE THE KEY PURCHASE TRIGGERS FOR OUR EV PROSPECTS?

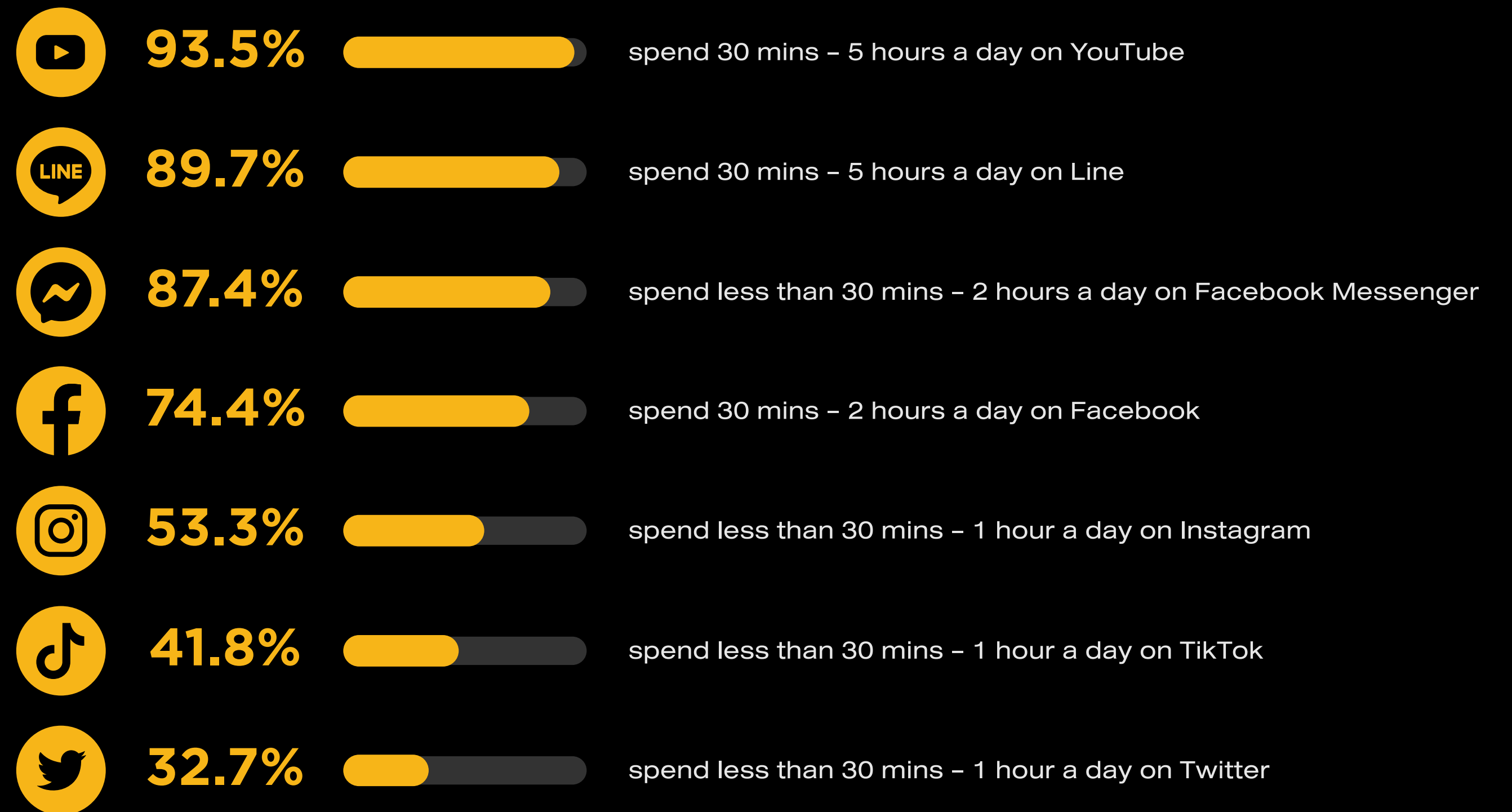
A mix of emotional and functional components will trigger their purchase



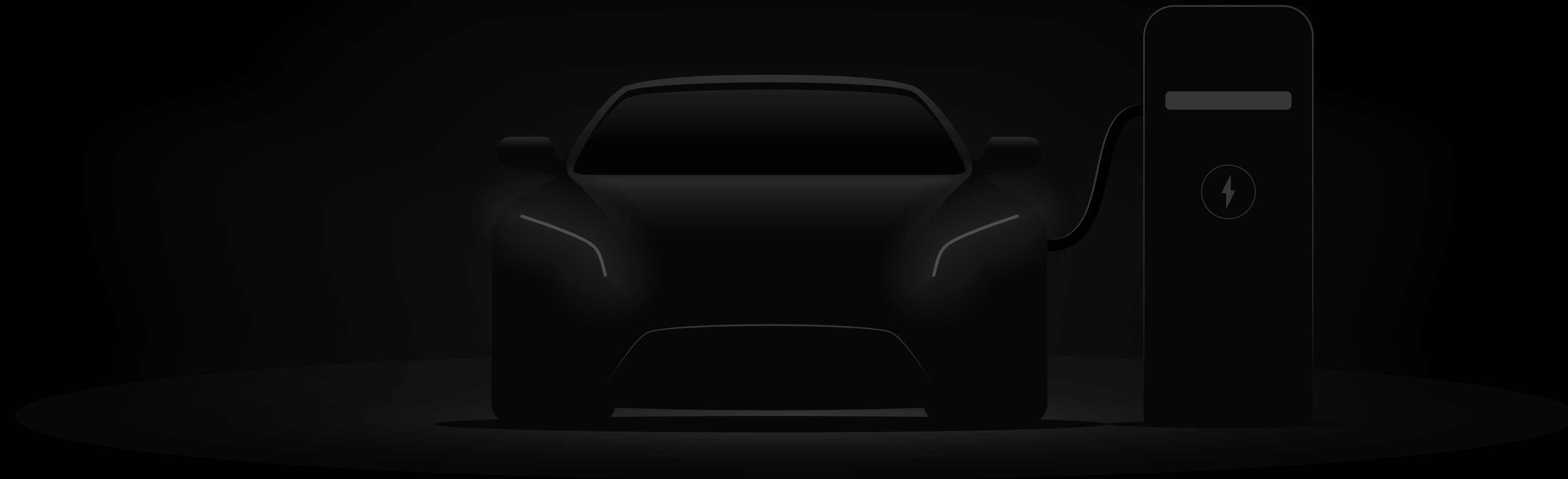
WHAT EV PROSPECTS ARE CURRENTLY DRIVING



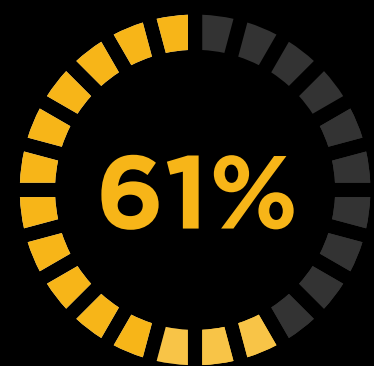
EV PROSPECTS ARE SOCIAL MEDIA SAVVY



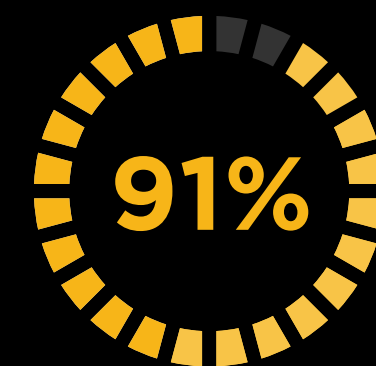
MOVING EV INTO THE FAST LANE



EV is relatively new to the Thai automotive market and the time taken to consider purchasing an EV is an essential aspect for automotive brands to understand their way into potential consumers' paths to purchase. We realize that today, each consumer's path to purchase is complex and is no longer linear. The purpose of illustrating this path to purchase in a linear form is to simplify what automotive brands can do along their consumer journey. Let's take a look at the path to purchase of our EV considerers starting from how to get on their radar, to how to convince them, and how to seal the deal.



of EV prospects take 3 to 6 months from getting to know an EV, to considering which model they should be purchasing and finalizing their decision. Making a purchase decision is a critical stage where EV brands can get involved from the ‘consideration’ stage.



of our EV prospects take around 1–3 months to make their decision. We need to start tapping into their journey from the ‘consideration’ stage to seal the deal in their final ‘purchase decision’ stage.

18%
1 month

33%
3 months

28%
6 months

20%
1 year

Taking time to make a plan (mostly, 3–6 months)

DISCOVER



CONSIDER



PURCHASE

Finalizing decision (1–3 months)

52%
1 month

39%
3 months

GETTING EV PROSPECTS DISCOVERED

DRIVING EV AND BRAND REPUTATION IS AN ESSENTIAL STARTING POINT

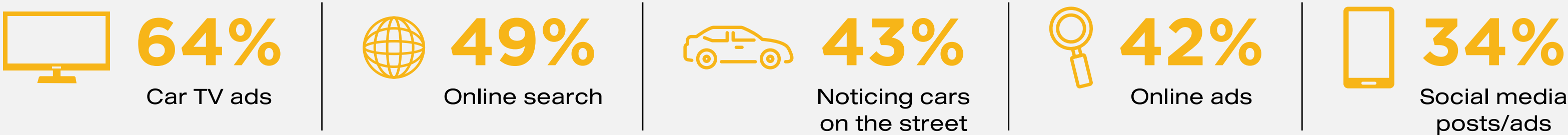


“If not Tesla, I wouldn’t buy it given its strong reputation in electric cars”
(34-year-old male entrepreneur planning to purchase a Tesla in the next 6 months)

EV PROSPECTS TEND TO ALREADY HAVE A BRAND IN MIND WHEN THE TIME TO PURCHASE IS APPROACHING. AS SUCH, GETTING ON THEIR RADAR WITH BRAND PRESENCE ALONG WITH GENERATING YOUR BRAND REPUTATION FROM THE START IS CRUCIAL.



THE TOP MEDIA TOUCHPOINTS DRIVING EV PROSPECTS’ DISCOVERY



GETTING DISCOVERED



TV ads
to drive reputation and
massive reach



Google & YouTube search
to meet them



**Running an EV on
the street or parking
an EV in high traffic space**
to tease the market



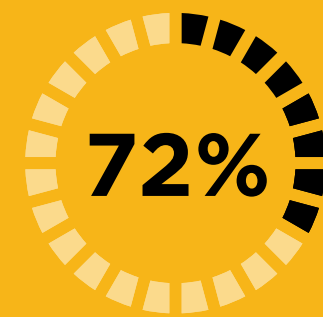
Social media posts/ads
to get on their radar

"Before I bought my Tesla Model Y, I watched a lot of reviews on Facebook and YouTube.
I also relied on what my father's friend told me about his own Tesla."
(28-year-old-female who owns Tesla model Y)

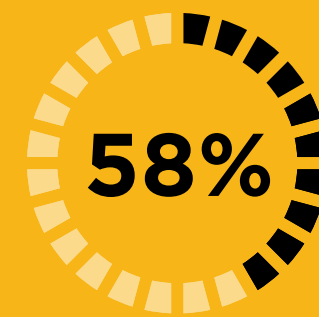
CONSIDER

GETTING CONSIDERED BY EV PROSPECTS

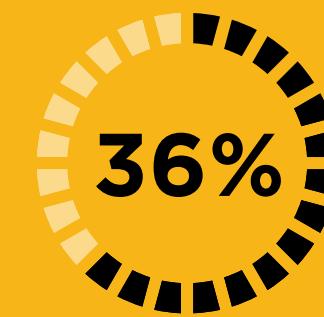
LEAD BY BRAND REPUTATION, TRUST FROM AN EXPERT AND A REAL USER HELP CONVINCES



trust EV product
specialists



trust EV owners



trust friends

THE TOP MEDIA TOUCHPOINTS TO CONVINCE THEM



61%

Car manufacture
websites

Google

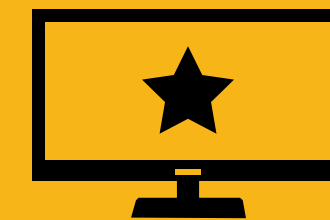
42%

Google Search



41%

Motor show /
auto expo



40%

Online VDO
auto reviews



33%

Reviews on
YouTube

CONVINCING EV PROSPECTS

Maximizing motor show
search coverage 3 months
leading to an auto event

Driving inspiration through
EV expert reviews on YouTube
and key social platforms

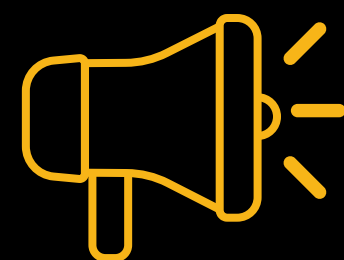


**"Friends who own an
EV are my trustworthy
source of information."**

(39-year-old-male currently
owns a Mercedes Benz E-350
plug-in hybrid)

SEALING THE DEAL WITH EV PROSPECTS

What encourages their purchase decision



83%

Sales person



64%

Conversations
with friends



62%

Test drives



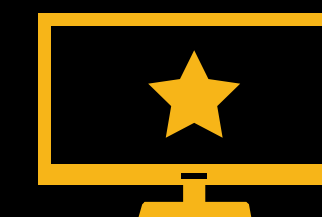
49%

Online search



41%

Motor show /
auto expo

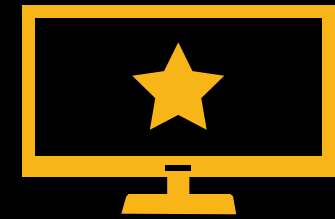


40%

Online VDO
auto reviews

PURCHASE

SEALING THE DEAL WITH EV PROSPECTS



TV ads or TV auto programs
to get brand recall 3 months leading
up to a dealer or a motor event



Google & YouTube search
to leverage EV qualities

Google

Google search
to drive leads to the brand website



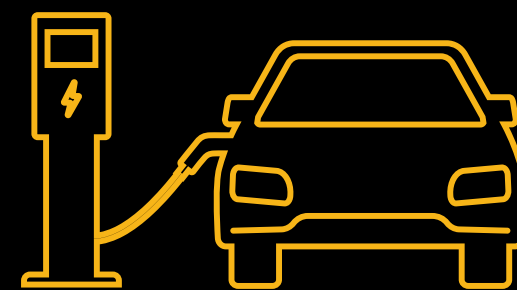
Auto Expert
endorsement to convey EV-ness &
to ease concern via TV, social channels,
and YouTube



Maximizing social ads to drive leads
to brand pages / dealer /
at-home test drive



AR/VR service
to address any questions in
real-time as well as deliver an
at-home test drive



**"A test drive is always an important part and helps with
my purchase decision for a car. If I don't like the driving
experience, I wouldn't buy it."**

(34-year-old male intending to buy an EV within the next 6 months)



THE MESSAGE THAT CONNECTS



MOVING CONSIDERATION TO BRING THEM IN

Moving EV prospects from considerers and getting on their radar, further to identifying who the EV prospects are, automotive brands need to start with building brand and product reputation in their communication, especially for this latest automotive technology where there are a lot of doubts and concerns in the market. The next step is to dial up the EV-ness, demonstrating the key reasons to buy, this will help seal the deal.

Dialing up the EV-ness is not only about conveying the functional benefits of a car but they also have the 'techie's attitude' and desire for being the 'first in line'.

Easing EV-related concerns is particularly important for EV brands to address the market in your communication approach, particularly where there are some doubts and concerns about this new automotive technology.

DIALING UP THE EV-NESS

A mix of both emotional and functional elements will bring them in

EV QUALITIES

THE 'FIRST IN LINE'



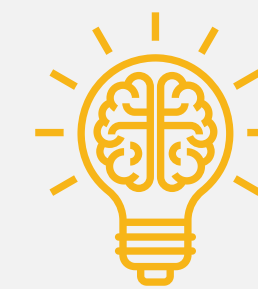
Green



Safe



Economical



Innovative



Techie

GET IN TOUCH



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