

# FINANCE MARKET SNAPSHOT 2023

Access consumer financial products usage and understand brand relationships to help enhance your brand's strategic direction



With the rapid growth in the trend of digital disruption, the financial industry landscape has been changed. Apart from regulations reformed to enhance the digital economy and consumer benefits, technology advancements paved the way for new forms of businesses or companies to emerge. This transformation also affects consumers' behaviors and expectations.

This report provides overview and product landscape about the Financial industry and explores the Brand Health of Banking, Life Insurance, and Auto insurance to strategize and grow their business.

## 3-MODULE INFORMATION COVERAGE AREAS



### Industry Overview

- Overview of Business's Market size and growth (e.g., Asset, Liabilities, Equity, Revenue, Cost, and Profit)
- Number of Players (New & Existing)
- Key Player Performance
- Market movement (Financial News Update)



### Financial Product Usage

- Financial Product Usage
  - Deposit & Investment products
  - Loan products (Personal loan & Business loan)
  - Insurance products
  - Other products e.g., ATM/Debit card, e-wallet
- Brand of product owned
- Usage duration



### Brand Health

Banking / Life Insurance / Auto Insurance

- Brand leverage
  - Brand awareness
  - Brand consideration
  - Brand penetration (Brand usage)
  - Favorite brand
  - Recommended Brand
  - Brand reject
- Brand Equity Index (BEI)
- Customer Loyalty (Net Promoter Score: NPS)

## OTHER INFORMATION AREAS

### Channel usage

- Channel of purchasing Insurance products by subtypes (Life Insurance, Accident Insurance, Health Insurance, and Auto Insurance)
- Channel for making financial transaction in the past three months & usage frequency
- Product & Service payment mode / payment channel

### Media Consumption

- Financial media consumption

## RESEARCH DESIGN



### Target Respondent:

Aged between 18-70 years, mixed gender (Male / Female / LGBTQ+), mixed personal income, having at least one financial products & are decision makers for financial products



**Methodology:** Face to Face Interview / Street intercept (Random Sampling)

**Sample Size:** 600 samples per quarter



**Area coverage:** GBKK & UPC\* (Urban & Rural)

(\* North: Chiang mai, Chiang rai/ NE: Nakhon ratchasima, Khon kaen/ Central&East: Chon buri, Phra nakhon sri ayuthaya/ South: Songkhla, Nakhon si thammarat



**Investment (Early Bird Pricing Available):**

315,000 THB excluding VAT

- Monthly Online Dashboard with 3 license users (Free of charge)



## FOR MORE INFORMATION

Please contact your local NielsenIQ Consumer Insights representative or [sumana.nilramphai@nielseniq.com](mailto:sumana.nilramphai@nielseniq.com)