

Urban Living With Style: An Exploratory Survey of Bangkok Generation Y's Lifestyle

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Abstract

This study is a preliminary exploration of the lifestyle typologies of Generation Y in Bangkok, Thailand. Drawing upon an AIOs (Activities, Interests, Opinions) approach, 126 statements were developed to segment them into groups. A field survey was employed through questionnaires to collect data from this cohort. A total of 455 responses were analyzed through an exploratory factor analysis (EFA) technique. Eight distinct lifestyle segments were identified: the On-trend Netizens, Adrenaline-addicts, Self-care Traditionalists, Concerned Pragmatists, Safe-centered Family Person, Materialists, Emotional Facebookers, and Soap Haters. Each segment has unique characteristics. The findings show the nuances of the lifestyles of Generation Y in Bangkok, laying the foundations for a better understanding of this group. It is beneficial for marketing practitioners to develop appropriate communication strategies, products, and services accordingly.

Keywords

Consumer segmentation; Generation Y; lifestyles; Thailand

Introduction

In modern societies, products and services are not consumed solely for utilitarian reasons. Hedonic and symbolic values of products and services are also consumed to get pleasure, define self-identity, and express social distinctions (Solomon, 2020). Lifestyle, a psychological characteristic, is one such concept that can reveal the underlying reason why people buy certain products or services.

Lifestyle refers to the consumption pattern concerning how individuals spend their time and money (Plummer, 1974; Wells & Tigert, 1971). In other words, lifestyles reflect how people live. As we approach the tail end of the digital era, people are living a more significant part of their lives online, where information and new concepts can widen their perspectives, which in turn affect their ways of life (Sangvanich & Chuppunnarat, 2018), including consumption style. Browsing online or posting on social media can create a new lifestyle (Solomon, 2020). Lifestyles also relate to individuals' adhered values and social identities, reflecting the city's characteristics. After all, cities are a reflection of the people that live there. The uniqueness of each city, such as industry and culture, influences its citizens' behaviors, including their lifestyles. In a similar vein, the addition of a foreign culture also has an impact on people's ways of life (Sangvanich & Chuppunnarat, 2018). As such, people in different countries have different lifestyle patterns (Hoyer et al., 2018).

In terms of people, Generation Y, or Millennials, is the focus of this study because they are the world's and Asia's largest population cohort, with the highest purchasing power and highest spending (Katrina & Benedict, 2019; Tangsupwattana & Liu, 2017). In other words, they are the driving force of a country. Generation Y is also one of the core user groups with the highest online media usage (Electronic Transactions Development Agency, 2020). Thus, it is worth understanding the consumption pattern of this social group. Lifestyle research is a tool that can serve such a purpose. It helps divide specific individuals or consumers into groups based on similarities and differences (Mothersbaugh et al., 2020). The basic idea of consumer segmentation is that even if they share common backgrounds such as generational cohort, for example, Generation Y, they are not homogeneous. They differ in many aspects, for example, beliefs, values, consumption behaviors, and other aspects of their lives (Assael, 2001). Concerning lifestyle research, there remains a paucity of evidence on lifestyle segmentations within the Asian context (Bruwer & Buller, 2012).

Bangkok, the third-largest urban area in Southeast Asia, has undergone rapid urbanization (Pokrajcn, 2021). It is known for its diverse and dynamic background, and its attractiveness stems from a mixture of traditional and modern practices. In addition, before the outbreak of COVID-19, Bangkok was named the top destination for the fourth consecutive year, according to the Global Destination Cities Index (2019) (Mastercard, 2019). Since then, Bangkok has been voted "The Best Leisure City in the Asia-Pacific" for the sixth consecutive year (TAT Newsroom, 2022). Bangkok is an area of rapid growth in both local and international business. Despite being the world's top destination, the quality of life in Bangkok is considered very low (InterNations, 2022). Bangkokians strive to build their economic opportunities while living their lives; most of them are Generation Y, who must work for a living. Besides, with increasing Westernization, political conflict, and economic instability, Bangkokians' world views are constantly changing. Bangkok is the only city to have surpassed the one million resident milestone and is expected to become one of the world's megacities, with a population

exceeding 10 million in 2023 (World Population Review, 2023). Hence, Bangkok is an appropriate choice for this study.

Considering the modernization and the diversity of Bangkok, the global trend of Generation Y, and the inadequacy of lifestyle research in the Asian context, this study primarily attempted to identify Bangkok Generation Y's lifestyle segments by using an AIOs (Activities, Interests, Opinions) approach on the premise that people with different activities, opinion, and interests represent different lifestyle segments, and people in other countries have different patterns of lifestyle (Hoyer et al., 2018). This study, therefore, develops the previously limited body of research surrounding lifestyle in the Asian context. Understanding urban Generation Y market characteristics, particularly in an emerging country, is beneficial for global and local enterprises and marketing practitioners to develop suitable communication strategies, products, and services accordingly.

Literature review

Lifestyle

The concept of lifestyle from a marketing perspective has been introduced by Wells and Tigert (1971). Until now, lifestyle is among the most widely used psychographics for understanding why consumers buy certain products or services. Lifestyle provides a more detailed profile of consumers than demographics counterparts. It has proven helpful for market segmentation in illustrating how consumers spend their time and money (Qing et al., 2012). Lifestyles influence media consumption and brand choice behaviors (Wang & Li, 2020).

People often mention "what they do in their leisure time" when talking about their lifestyle; this is correct, in a sense. However, activity is not the only indicator of lifestyle. To make it more accurate, lifestyle refers to the pattern of consumption concerning how individuals spend their time and money (Wells & Tigert, 1971). The concept of lifestyles reflects an individual's preferred choice based on what they like to do, how they want to spend their free time, and how they spend their disposable income. Hence, the lifestyle concept paints a picture of 'why' individuals make those choices, affecting their consumption patterns (Solomon, 2020). Unlike other concepts, lifestyles are manifestations of actual behavior (Hoyer et al., 2018).

Consumers often buy products and services to attain or maintain certain lifestyles (Mothersbaugh et al., 2020). Thus, lifestyle relates to individuals' adhered values and echoes their identity and personality. Some people, for example, purchase drip coffee because they want to present a hipster lifestyle, while others buy it because they are coffee lovers. Self-defined group identities such as café hoppers, bikers, or Blinks (fans of Blackpink) also have their own consumption choices. The term 'lifestyle' for such groups is called 'taste public,' 'consumer group,' 'symbolic community,' and 'status culture.' Regardless of being an individual or a group, these choices play a significant role in defining their identity. A central lifestyle concept is people (a group or a person) who consume products in desirable social settings. Thus, lifestyle combines people, products, and settings (Solomon, 2020).

Many businesses also recognize the importance of lifestyle and use it by implementing lifestyle marketing. A fresh example is Central Retail Corporation Public Company Limited,

one of the largest retail platforms in Southeast Asia. Central Retail has recently repositioned its affiliated retailers as 'lifestyle and experiential communities' to suit the lifestyle of local people and the uniqueness of each area where its branch is located (Iyeanzii, 2022). Another global brand is Nike, which transitioned from performance-focused to lifestyle-oriented (Wachtel, 2020). As such, the concept of lifestyles is an increasingly important area in both academics and practice.

Lifestyle studies provide detail-oriented profiles of consumers, which can be applied to define target markets, create a new understanding of markets, position products, communicate product attributes, better design product strategy, and market social and political issues (Solomon, 2020). With regard to lifestyle segmentation, an AIOs (Activities, Interests, Opinions) approach is the most widely used method (Hur et al., 2010). An AIOs approach divides consumers or individuals into different groups based on lifestyle by looking at three distinctive dimensions: activities, interests, and opinions toward an issue. Based on Wells and Tigert (1971) and Plummer (1974), hundreds of statements are developed to embrace different topics of each dimension, known as an AIOs inventory. The topics of each dimension range from personal to societal issues, e.g., family, work, hobbies, social events, vacation, entertainment, fashion, social issues, politics, economics, education, and culture.

In general, an AIOs inventory can be formulated for product-specific segmentation or general lifestyle segmentation. The former focuses on a specific product category concerning consumption behavior, such as a wine-related lifestyle (Bruwer et al., 2017) or a food-related lifestyle (Huang et al., 2015; Qing et al., 2012). On the other hand, the latter focuses on understanding consumers' lifestyle patterns to segment them into groups based on similarities of their overall preferences (Solomon, 2020), for example, lifestyle typologies of the South Brazilian new middle class (Schäfer et al., 2011). Besides its detail-oriented nature, another advantage of an AIOs inventory lies in its flexibility. It is a tailor-made list of statements specifically designed to suit each study. Based on its central aspect that lifestyle is a combination of people, products, and settings, the statements in AIOs inventory are contextual; they are designed to align with the current situation or conditions of the society where the research is conducted. Each academic or commercial study can develop its lifestyle segmentation typologies from a mixture of AIOs (Solomon, 2020).

An AIOs inventory yields different lifestyle typologies depending on each study. In other words, no 'definite' or 'fixed' number of lifestyle typologies exists. Typically, data are gathered from a large sample of respondents. The data are analyzed through a statistical technique, such as exploratory factor analysis (EFA), cluster analysis, or cross-tabulation, to split participants into groups based on similarities and differences (Mothersbaugh et al., 2020). Because the primary aim of this research was to identify lifestyle typologies of Generation Y in Bangkok, the AIOs general lifestyle approach best serves the research objective, with the premise that people with different activities, opinions, and interests represent different lifestyle segments (Hoyer et al., 2018).

Generation Y cohort

The concept of generations highlights the importance of similarities and proximities. A generation is a group of people born during the same period and undertaking similar experiences of certain events (Maxwell et al., 2010). With these collective experiences, generations have different values, beliefs, attitudes, and behaviors (Meredith & Schewe, 1994). Generation Y is among these so-called generational cohorts. Several studies suggest different

age ranges to classify Generation Y. Scholars dispute the start and end dates used to classify Generation Y; however, based on the existing literature, the birth year of Generation Y starts somewhere between 1976 and 1982 and ends between 1994 and 2000 (Civelek et al., 2017). In this study, the classification of Generation Y was based on Howe (2014) and Howe and Strauss (1992); they were born between 1977 and 1994.

Growing up in the 80s and 90s, Generation Y went through an era of globalization, the advancement of media and information technology, particularly the advent of the internet (Shragay & Tziner, 2011), the induction of music television (MTV) into society (Barford & Hester, 2011), the 9/11 attacks, the Global Financial Crisis of 2008, and an era of increased consumerism and materialism (Brosdahl & Carpenter, 2011). This is why Generation Y is also labeled as 'Millennials,' 'Nexters,' the 'Nintendo Generation,' 'Digital Locals,' 'Echo Boomers,' 'Netizens,' and the 'Facebook Generation' (Barford & Hester, 2011). With these shared experiences, Generation Y has its characteristics.

Generation Y is the world's and Asia's largest population cohort. They also have the highest purchasing power and spending (Katrina & Benedict, 2019). The Generation Y cohort has received increased attention from academic and business circles as the driving force of national economics and labor markets. They were raised with intense interest and extensive protection from their parents. Hence, Generation Y members are self-confident, independent, and self-reliant (Barford & Hester, 2011; Crumpacker & Crumpacker, 2007), selfish, and narcissistic (Twenge & Campbell, 2008). They are comfortable spending money, enjoy shopping, and are less economically vulnerable (Goh & Baum, 2021). Generation Y values freedom more than Generation X and Baby Boomers (Shragay & Tziner, 2011) and is more socially conscious, cooperative, and inquisitive (Civelek et al., 2017).

They are digital natives, but while technology is central to their lives, it is more appropriate to say they are "tech-dependent" as opposed to "tech-savvy" (Crawford & Jackson, 2019). However, they understand, select, and adopt technology faster and more efficiently than Generation X or Baby Boomers. In terms of where they currently are in their lives, Generation Y is settling into careers and pursuing success (Levinson, 1986). They focus on success, employment, and money, while the family remains a secondary goal (Bencsik et al., 2016). Concerning work, Generation Y individuals are eager to learn, collaborative, competitive, multi-tasking, adaptive, open-minded (Civelek et al., 2017), results-oriented, and respond positively to pressure (Shih & Allen, 2007). Generation Y wishes to be leaders eager to achieve their goals quickly. However, because personal lives and hobbies matter to them (Srinivasan, 2012), they crave personal freedom, leading them to seek a work-life balance (Crumpacker & Crumpacker, 2007).

Generation Y accounts for most of the population in Thailand, with around 19 million people (Marketing Oops!, 2019). As a group, they have the highest recorded usage of online media (Electronic Transactions Development Agency, 2020). Besides the aforementioned global events, the Thai Generation Y cohort also shares many life-changing events, such as the political turmoil of 1992, known as Black May, the Asian financial collapse of 1997, known as 'Tom Yum Kung,' the 2006 coup d'état, and unprecedented national flooding that led to economic instability in 2011.

A survey conducted with Thai Generation Y in 2018 confirmed that their attitudes, conditions, and way of life differ from those of their former generations. Thai Generation Y members were more ambitious, individualistic, success-oriented, and seeking a challenge. They enjoy traveling abroad, are less sensitive about formality, are less concerned about marriage, and

are more open to same-sex relationships (Foreign Office, 2021). A survey gathered from 500 samples showed that 72% of Generation Y in Bangkok do not own a home. They either rent or live with their parents. They are considered A-grade customers of many businesses, such as real estate, automotive, insurance, hotels, and restaurants (Marketeer Team, 2019). Generation Y individuals are likely to seek variety, are willing to pay more for premium services, and prefer brands that fit their lifestyle (Bangkok Biz News, 2021). The number of new and emerging cafés, fitness centers, and spas, as well as shopping malls, can be a manifestation of how Bangkokians enjoy their life.

Lifestyle in Generation Y

Previous studies applied the AIOs approach to divide consumers into segmentation. Most were conducted in Western contexts, and lifestyle research boomed between 1971 and 1996 (González & Bello, 2002). To our knowledge, lifestyle research specifically examining Generation Y consumers is understudied. For example, Yang (2004) collected data from 640 internet users between 15 and 29 years old (84.1%). Three segmentations were discovered: Experiencer, Traditionalist, and Self-indulgent. Lee et al. (2009) adapted AIO statements to segment consumers; most were 20–49 years old (82.8%). Four lifestyles emerged from their study: Fashion Consciousness, Leisure Orientation, Internet Involvement, and E-shopping Preference. Ko et al. (2007) examined fashion lifestyles among consumers, mostly between 20 and 36 years old (71%). Four fashion lifestyle segments were Information Seekers, Sensation Seekers, Utilitarian Consumers, and Conspicuous Consumers.

Kavak and Gumusluoglu (2007) also segmented consumers in the food market based on AIOs and ethnocentrism; most were 17–49 years old (85.3%). Fashion Consciousness, Cost Consciousness, Health Consciousness, and Craftsmanship Lifestyles were identified. Another AIO-based research with mostly under 25–45 years old (51.9%) was conducted by Hur et al. (2010). Six food- and situation-specific lifestyle segments were found: Wellbeing-oriented, Social- and dining-oriented, Family-oriented, Innovation- and action-oriented, Price-conscious, and Convenience-oriented. Narang (2011) identified four segments of young consumers (19–24 years old): Get Going Adopters, Disinterested Introverts, Confused Followers, and Independent Life Lovers. Using VALS to segment Generation Y (USA college students), Valentine and Powers (2013) discovered that most fell into three types: 59% were Experiencers, 24% were Strivers, and 9% were Achievers.

A study by Samutachak et al. (2021) identified 17 lifestyles of Thai Generation Y. However, only the 2nd (23–28 years) and 3rd Y (17–22 years) cohorts of Generation Y were the focus of their study. Recently, Wang and Li (2020) adopted the AIOs approach to divide consumers (with a median of 36 years) in the wine market. Five distinct segments were identified: Wine Official Consumption Type, Enthusiastic Fancier, Enjoyment Consumption, Fashionable Consumption, and New, Young Wine Drinkers.

Methodology

This study is explorative with an attempt to identify Bangkok's Generation Y lifestyle typologies. In this study, Generation Y refers to those born between 1977 and 1994 (Howe, 2014; Howe & Strauss, 1992); they were 25–42 years old during this study. Generation Y

accounts for approximately 26% of Bangkok's population (5.6 million excluding upcountry immigrants) at around 1.46 million people (Marketeer Team, 2019).

An exploratory survey was conducted in Bangkok's central business district (CBD) to serve the research objective, covering the core, outer, new, and north CBD (CondoNewb, 2020). A purposive sampling method was employed to recruit qualified respondents. A total of 455 responses were collected through a self-administered questionnaire and considered eligible for an EFA analysis (Kyriazos, 2018) based on rules of thumb with a minimum of 300 sample size (Tabachnick & Fidell, 2012). The sample size in this study is close to that of Akkaya (2021) and Hur et al. (2010).

Ethical approval for this study was granted by Chulalongkorn University's Office of the Research Ethics Review Committee for Research Involving Human Subjects: The Second Allied Academic Group in Social Sciences, Humanities and Fine and Applied Arts (Cert. No. 059/2562).

Measures

The AIOs framework of Plummer (1974) and Wells and Tigert (1971) served as the foundation of the AIOs inventory in this study. A work from Anantachart (2013) was also applied, yet adjusted to suit the situation of Thai society during the study (2019 to 2020). In total, 126 statements were developed to gauge lifestyle through activities (A), interests (I), and opinions (O). Whereas 47 statement items measured A, 39 items measured I, and 40 items measured O. The item examples are: watch live TV (A1), listen to live music (A2), download VDO/clips (A3), prefer watching a soap opera (Thai Lakorn) online (I1), love traveling (I2), like to follow news (I3), technology makes life easier (O1), success is having a happy family (O2), and studying at a university is unnecessary (O3). Respondents were asked to indicate their level of agreement or disagreement with each item of A listed on a four-point Likert scale, with 1 = never, 2 = occasionally do, 3 = somewhat often do, and 4 = regularly do. For I, and O, 1 = totally disagree, 2 = disagree, 3 = agree, and 4 = totally agree. The scale reliability was further tested and reported in Table 2.

Analysis and results

Sociodemographic characteristics of the respondents

Table 1 presents the sociodemographic profile of the respondents, including their online media usage. Among 455 Generation Y Bangkokians, 45.2% were male, and 54.8% were female, aged between 25 and 39 years old (81.3%), single (57.4%) with bachelor's degrees (61.1%). Most company employees earned 40,000 THB (1,131 USD) or less monthly.

In terms of media usage, Line (98.2%), Facebook (94.9%), YouTube (87.5%), Google (81%), and Instagram (70.8%) were the most frequently used online media among Generation Y Bangkokians. Most of them, accounting for 71.4%, spent more than 6–12 hours online daily.

Table 1: Respondents' Sociodemographic Profile

Sociodemographic Profile				Online Media Usage			
Gender		Age		Frequently Used*		Usage per Day	
Male	45.2%	25-29	36.9%	Google	81.0%	3-6 hrs.	0.4%
Female	54.8%	30-34	22.3%	Pantip	51.2%	> 6-9 hrs.	34.7%
		35-39	22.1%	Yahoo	16.3%	> 9-12 hrs.	36.7%
		40-42	18.7%	Wikipedia	34.1%	> 12-15 hrs.	17.1%
				Sanook	27.5%	> 15-18 hrs.	6.2%
Education		Occupation		Email	60.9%	> 18 hrs.	3.5%
Not educated	0.2%	Govt-related	11.9%	SMS	34.1%		
Primary school	1.5%	Owned business	21.3%	Line	98.2%		
High school	20.6%	Self-employed	14.3%	WhatsApp	17.4%		
Diploma	15.8%	Employee	40.0%	Messenger	83.1%		
Bachelor's	61.1%	Homemaker	3.3%	Facebook	94.9%		
Master's	5.9%	Student	9.2%	LinkedIn	6.2%		
Doctorate	0.2%			Instagram	70.8%		
Income (in THB)*		Marital Status		Twitter	51.4%		
No income	2.2%	Single	57.4%	Pinterest	11.1%		
20,000 or less	43.5%	Married	39.5%	Skype	26.6%		
20,001-40,000	45.4%	Divorced	2.2%	Blog	7.7%		
40,001-60,000	7.1%	Widowed	0.9%	Vlogs	4.4%		
60,001-80,000	0.9%			YouTube	87.5%		
80,001 or more	0.9%						

Note: *USD1 ≈ THB35

Exploratory factor analysis results

To identify the general lifestyles of Generation Y in Bangkok, EFA was performed twice to reduce the number of variables. A principal component analysis (PCA) was employed with the varimax rotation method. Whereas the first stage of EFA was determined to extract the initial factors of activities (A), interests (I), and opinions (O) separately, the second stage was to group those initial factors into lifestyle segments.

For the first stage of EFA, the values of a Kaiser-Myer-Olkin (KMO) were all higher than 0.7, and the result of Bartlett's Test of Sphericity was significant, indicating that the data were suitable for further factor analysis. The eigenvalues greater than 1.0 and the indicator with a loading coefficient of a minimum of 0.3 was assumed as its respective construct (Hair et al., 2010). The values of factor loading of all items ranged from 0.34 to 0.85. The cross-factor loading analysis confirmed nine factors from 47 items in the Activities matrix, ten from 39 items in the Interests matrix, and 14 from 40 items in the Opinions matrix. In addition, Cronbach's alpha values of all three constructs ranged from .85 to .94, indicating high reliability of the scale (see Table 2). In total, 33 factors were extracted from the first EFA, and these factors were named according to their background variables. For example, A8, a Vlog/Blog, is derived from three items (A46: make short VDO clips, A43: write blogs, A35: sell products online). I10, Public Transport, stemmed from two items (I36: prefer to use public transportation, I15: prefer going anywhere myself). And O12, Not too Extreme, derived from three items (O31: social media instigates more conflicts in the society, O32: verbal aggressiveness on social media should be taken care of, O36: Korean culture has too much influence on Thais).

A second EFA was performed to group the initial 33 factors from the previous stage ($A = 9$, $I = 10$, $O = 14$). The analysis yielded satisfactory results in KMO, Bartlett's Test of Sphericity, and the extraction communalities for the lifestyle matrix. The EFA results confirmed eight factors. The factor loading of each item was above 0.5, indicating that the convergent and discriminant validity were also good (Huang et al., 2015). Despite having only one item, the eighth factor (Soap Haters) was included because its eigenvalue was 1.01 with a .77 loading (Hair et al., 2010). Examination of the scree plot also indicated that an eight-factor solution was the best, and the model explained 60.62% of the total variance, as shown in Table 3. For example, *The Materialists* derived from the O8 factor (two items: success is wealth [O10], money is the priority [O5]) and O7 factor (three items: high-priced products have better quality [O37], international products have better quality than Thai products [O38], living in a condominium is more convenient [O25]). *The Emotional Facebooker* derived from O14 factor (1 item: studying at a university is necessary [O3 with reverse interpretation]) and O5 factor (4 items: Facebook is for self-expression [O18], life/health insurance is necessary [O16], Bangkok is a livable city [O35], Thai education should be reformed [O7]).

The strength of item loadings, the uniformity of communalities, and the number of items per factor suggested that the data are strong for reliable factor solutions (Kyriazos, 2018; Wang et al., 2013).

Table 2: Rotated Component Matrix for the Principal Component Analysis of AIOs

Lifestyle Dimensions	Factor Loading	Number of Factors	Eigen values	Percent of Variance Explained	KMO	Bartlett's Test of Sphericity	df
Activities (47 items)		9			.91	10302.310	1081
(A1) Factual and News	.50-.72	10	12.70	27.03			
(A2) Cooking and Trends	.38-.79	10	4.16	8.85			
(A3) Communicating	.42-.81	8	2.60	5.53			
(A4) Entertainment	.47-.71	5	2.34	4.98			
(A5) Travel	.48-.74	3	1.86	3.96			
(A6) Tweeting/Streaming	.48-.67	3	1.36	2.89			
(A7) Risk/Competition	.46-.75	3	1.23	2.61			
(A8) Vlog/Blog	.49-.74	3	1.17	2.50			
(A9) Horoscope	.51-.57	2	1.03	2.19			
Interests (38 items)		10			.87	5679.997	741
(I1) Health and Income	.34-.69	8	8.45	21.67			
(I2) Out of Home	.42-.73	5	3.00	7.70			
(I3) Success and Family	.55-.66	4	2.08	5.34			
(I4) Addiction	.37-.80	4	1.90	4.87			
(I5) News and Tech	.55-.65	3	1.56	4.00			
(I6) Series/Home Cooking	.49-.67	5	1.33	3.40			
(I7) Home Décor/Health Food	.53-.79	2	1.27	3.26			
(I8) Pets/Arts/Charity	.43-.67	4	1.18	3.02			
(I9) Urban Life/Tea & Coffee	.53-.58	2	1.12	2.87			
(I10) Public Transport	.51-.78	2	1.01	2.59			
Opinions (40 items)		14			.77	3714.38	780
(O1) Traditionalism	.58-.80	4	5.26	13.15			
(O2) Inconsiderate Society	.58-.70	3	2.85	7.12			
(O3) Hopeless with Politics	.43-.74	4	2.29	5.72			
(O4) Pragmatism	.39-.69	5	1.98	4.94			

Lifestyle Dimensions	Factor Loading	Number of Factors	Eigen values	Percent of Variance Explained	KMO	Bartlett's Test of Sphericity	df
(O5) Me and My Facebook	.36-.76	4	1.60	4.40			
(O6) Change for Better	.53-.73	4	1.51	3.77			
(O7) Premium is the Best	.39-.78	3	1.36	3.39			
(O8) Money is Success	.66-.76	2	1.23	3.09			
(O9) Environment/Inequality	.43-.61	2	1.19	2.98			
(O10) Safe and Secure Future	.47-.85	2	1.17	2.93			
(O11) Happy Life, Happy Family	.44-.75	2	1.09	2.74			
(O12) Not too Extreme	.50-.75	3	1.06	2.67			
(O13) Soap Haters	.79	1	1.03	2.59			
(O14) University is Unnecessary	.86	1	1.00	2.52			

Note: Reliability coefficients of Activities = .94, Interests = .89, Opinions = .85. The item with a negative coefficient was reversed for ease of interpretation.

Table 3: Exploratory Factor Analysis on Bangkok Gen Y Lifestyle Segments

AIO Factors	Lifestyle Segments								
	On-trend Netizens	Adrenaline-addicts	Self-care Traditionalists	Concerned Pragmatists	Safe-centered Family Person	Materialists	Emotional Facebooker	Soap Haters	Communalities
(A6) Tweeting/Streaming	.742								.720
(A1) Factual and News	.727								.763
(A2) Cooking and Trends	.702								.703
(A8) Vlog/Blog	.679								.613
(A5) Travel	.601								.625
(I2) Out of Home	.585								.681
(A9) Horoscope	.577								.573
(I8) Pets/ Arts/Charity	.549								.614
(I7) Home Décor/Health Food	.529								.614
(A7) Risk/Competition		.746							.647
(I4) Addiction		.698							.631
(I10) Public Transport		.609							.601
(I9) Urban life/Tea & Coffee		.567							.602
(A4) Entertainment		.467							.581
(O1) Traditionalism			.734						.614
(I6) Series/Home Cooking			.587						.701
(I1) Health and Income			.495						.733
(O12) Not too Extreme			.444						.380
(O6) Change for Better				.704					.604
(O3) Hopeless with Politics				.659					.580
(O4) Pragmatism				.650					.576
(A3) Communicating				.491					.738
(O9) Environment/Inequality				.419					.496
(O10) Safe and Secure Future					.787				.665
(I3) Success and Family					.709				.636
(I5) News and Tech					.460				.551
(O11) Happy Life, Happy Family					.456				.454

AIO Factors	Lifestyle Segments								
	<i>On-trend Netizens</i>	<i>Adrenaline-addicts</i>	<i>Self-care Traditionalists</i>	<i>Concerned Pragmatists</i>	<i>Safe-centered Family Person</i>	<i>Materialists</i>	<i>Emotional Facebooker</i>	<i>Soap Haters</i>	<i>Communalities</i>
(O2) Inconsiderate Society					.428				.502
(O8) Money is Success						.731			.626
(O7) Premium is the Best						.620			.594
(O14) University is Unnecessary							-.582		.416
(O5) Me and My Facebook							.361		.526
(O13) Soap Haters								.772	.646
Eigenvalues	8.50	2.91	2.20	1.66	1.36	1.26	1.11	1.01	
Variance Explained (%)	25.75	8.83	6.66	5.04	4.11	3.81	3.37	3.06	
Sum of Variance Explained (%) = 60.62									
KMO = .880; Bartlett's Test of Sphericity = 5629.199; <i>df</i> = 528									

Note: The item with a negative coefficient was reversed for ease of interpretation.

Revealing the lifestyle segments of Generation Y in Bangkok

Based on the EFA results, eight lifestyle segments with different orientations were identified. Table 4 gives an overview of the eight Generation Y groups and how they are characterized by the factors stemming from activities, interests, and opinions. The eight lifestyle segments are described as follows:

The On-trend Netizens stand out for their time spent on the internet. They enjoy many different kinds of online activities. Such activities are tweeting/retweeting, streaming Netflix, searching for factual information, online shopping, checking email, donating money to charity, joining online meetings, booking tickets/hotels, and checking horoscopes. This group's online followers enjoy following the social media pages/accounts of influencers, news publishers, cooking, mukbang, how-to, travel, pet, and product review channels. Aside from the time spent in their online worlds, they love buying fashionable clothes, spending their weekends at a shopping mall, dining out, traveling, and using credit cards. Their interests are pets, art, home décor, healthy food, volunteering, and spending time in local communities.

The Adrenaline-addicts are regular smokers, alcohol lovers, and tea/coffee enthusiasts. They have an appetite for risk, challenges, and competition; they often watch e-sports, play games, and gamble online. Members of this group are into parties and prefer urban life and traveling by public transportation. They enjoy watching live TV shows and Facebook Live, downloading clips and movies, and listening to live music.

The Self-care Traditionalists follow and are into Buddhism and the issues and topics about Dharma and Thai culture. They believe in fate and destiny. Members of this segment are health-conscious and like to take care of themselves by exercising, taking annual health check-ups, and cooking their food. They prefer environmentally friendly products and are keen to pursue an active income from a second job or investment. Their opinions toward social issues are that social media has increased conflict among Thais, cyberbullying should be taken care of, and Korean culture has too much influence on Thais.

Table 4: Summary of Lifestyle Segments

Lifestyle Segments	Characteristics	Patterns of Consumption	Products/Services	Key Message/ Communication Strategy
<i>On-trend Netizens</i>	<ul style="list-style-type: none"> - Social media addict - Fashionable - Outgoing - Shopaholic 	<ul style="list-style-type: none"> - Social media pages related to entertainment and lifestyle - Streaming - Shopping - Prefer credit cards - Dining out 	<ul style="list-style-type: none"> - Streaming services - Fashion and home décor products - Restaurants and cafés - Credit cards 	<ul style="list-style-type: none"> - Influencer marketing and co-branding - OOH media <i>“Being on trend,”</i> <i>“Latest Collection,”</i> <i>“Don’t miss.”</i>
<i>Adrenaline-Addicts</i>	<ul style="list-style-type: none"> - Addictive - Risk-taking - Gamers - Party animals - Urbanists 	<ul style="list-style-type: none"> - Risk and challenge-related activities - Using public transport - Parties and events 	<ul style="list-style-type: none"> - Liquor, cigarettes, coffee, and tea - E-sports, online games - Live content 	<ul style="list-style-type: none"> - Sweepstakes, giveaways, challenges, competitions - Event marketing
<i>Self-care Traditionalists</i>	<ul style="list-style-type: none"> - Traditional - Buddhist - Health-conscious 	<ul style="list-style-type: none"> - Into Dhamma and Thai culture, believe in fate and destiny - Taking annual health check-ups - Cooking their food 	<ul style="list-style-type: none"> - Health products, local wisdom products - Thai culture/Buddhism-related activities, religious paraphernalia - Green products, healthy food - Hospitals, healthcare businesses 	<ul style="list-style-type: none"> - Faith marketing - Localization - <i>“Preserving tradition”</i>
<i>Concerned Pragmatists</i>	<ul style="list-style-type: none"> - Realistic - Practical - Progressive 	<ul style="list-style-type: none"> - Texting/talking via Line, sharing content - Online transaction - Change supporters 	<ul style="list-style-type: none"> - Utilitarian products - City activities related to improving the society 	<ul style="list-style-type: none"> - Unpaid reviews, Testimonials - Refutational message
<i>Safe-centered Family Person</i>	<ul style="list-style-type: none"> - Family-oriented - Financial concerned - Focus on a safe and secure future 	<ul style="list-style-type: none"> - Building a secure future - Money savings - Spending time with family on weekends - Keep updated with news and current issues 	<ul style="list-style-type: none"> - Family-friendly restaurants and hotels - Financial consulting and insurance companies - Board game cafés, museums, local fairs and festivals - Tech products, especially home 	<ul style="list-style-type: none"> - <i>“For Your Loved Ones,”</i> <i>“To Build Your Future”</i>

Lifestyle Segments	Characteristics	Patterns of Consumption	Products/Services	Key Message/ Communication Strategy
			security, and IoT products	
<i>Materialists</i>	<ul style="list-style-type: none"> - Materialistic - Money-oriented - Self-image concerned 	<ul style="list-style-type: none"> - High-priced products have better quality - International products are better - Living in a condominium is more convenient 	<ul style="list-style-type: none"> - High-end products, international products - Upmarket cafés and restaurants - Centered-condominium 	- <i>Exclusive," "Limited Edition," "Five-Star Level"</i>
<i>Emotional Facebookers</i>	<ul style="list-style-type: none"> - Self-identity concerned - Sensitive about what other people think 	<ul style="list-style-type: none"> - Using Facebook a lot - Studying at university and having life or health insurance is necessary - Optimistic about Bangkok 	<ul style="list-style-type: none"> - University or education service - Life or health insurance - Mindfulness/Well-being service 	- Content marketing solely on Facebook
<i>Soap Haters</i>	<ul style="list-style-type: none"> - Dissatisfied with Thai drama series 	<ul style="list-style-type: none"> - Not consuming clichéd genre - Prefer 'quality content.' 	<ul style="list-style-type: none"> - Non-Thai drama series - Theater 	- Ads or product placement in non-Thai drama series

The Concerned Pragmatists are characterized as being realistic and practical. Their views toward an issue are based on facts. They think social problems must be addressed and immediately resolved, especially regarding the Thai education system, environmental deterioration, waste management, national economic and political instability, poorly managed public transportation, wealth inequality, and unethical media. They also think that specific Thai values and traditions should be progressive. Such issues include remaining single, cohabitation before marriage, having children, cosmetic surgery, and expressing political opinions. Their main social media activities involve texting/talking via Line, online banking, sharing content, and posting pictures and stories.

The Safe-centered Family Person segment stands out as being family-oriented. Members of this group focus on building a secure future. They tend to plan in terms of savings and building a family. To this group, success means having a happy family, so family is their priority. Apart from spending time with their family on weekends, they like keeping updated with news and current issues. They are also interested in technology and travel. Their opinions toward Thai society are that Thai people lack harmony, are more selfish, and are more impatient, especially teenagers.

The Materialists exhibit a clear desire for money. Unlike the previous segment, success means being wealthy to this group. Thus, money is their priority. They believe that high-priced products have better quality and international products are better than Thai ones. They also think that living in a condominium is more convenient.

The Emotional Facebookers use Facebook as a tool to express their self-identity. They tend to be sensitive about what others think about them as they agree that Facebook affects their feelings and emotions. They believe studying at university and having life or health insurance is necessary. To this group, Bangkok is still a pleasant city.

The Soap Haters group has only one identifying factor: their opinion toward Thai TV drama series or soap operas, known as *lakorn*. That is, they think that Thai soap operas are disappointing nonsense.

Discussion and conclusion

This study set out to identify the lifestyles of Generation Y in Bangkok and how they live based on activities, interests, and opinions toward certain issues. It revealed eight types of lifestyles specific to Bangkok's Generation Y, which cannot be described by their sociodemographic features, especially when they are homogeneous concerning age. The eight identified lifestyle segments are homogenous within the segments but heterogeneous between the segments. For example, the definition of success differs between the Safe-centered Family Person and the Materialists. This study yielded empirical support for the notion that to gain a deeper understanding of individuals or consumers, psychographic characteristics such as lifestyle can provide more complex profiles than their classic demographic counterparts (Assael, 2001). It further supports the idea of using an AIOs approach to study lifestyle as it can be tailored to fit each setting. Thus, the emerging data is natural and context-related.

This study is also consistent with Schäfer et al. (2011), confirming that lifestyle research is relevant for developing countries. The results are comparable to the study in Southern Brazil. The segmented low-and-medium income classes identified as the Quality of Life-oriented Post-materialists are similar to the Self-care Traditionalists from our research regarding their health and environmental aspects. A group like the Wanna-be Materialists, again from the study in Southern Brazil, can be compared to the Materialists identified in this study in terms of their preference for a higher standard and quality of products. Similarly, a study by Wei (2006) in China identified a group labeled the Financially Constrained segment comparable to the Materialists in our research regarding their money orientation. The Aspirationalists from Ewing's (1999) study are comparable to the Safe-centered Family Person segment in our research regarding how they view and plan for the future.

As expected from Generation Y, an online-oriented segment is apparent, especially among Asian consumers. Other studies identify segments similar to the On-trend Netizens in our research, such as the Network Belongers (Ewing, 1999) and the Social Actives and Influencers (Wei, 2006). Despite being conducted five years ago, a particular lifestyle of Thai Generation Y from Samutachak et al. (2021) can be seen in this study. Active Online is comparable to On-trend Netizens, Brand name User is Materialists in this study, Family Person is a similar segment to our Safe-centered Family Person, and Environmentalists and Religious Person segment reflects Self-care Traditionalists segment in this study. These findings show that consumer lifestyle is not static, yet some behavioral patterns remain and show through lifestyle segmentation.

This study focused on an urban environment, explicitly targeting Generation Y in Thailand's capital, Bangkok, which sees high levels of modernization and is increasingly Westernized

and culturally diverse. Thus, the findings can be applied to other similarly categorized cities. However, this study cannot be generalized to the whole Thai population. At the country level, a similar analysis should consider external factors, e.g., the political and economic situation, religion, availability of social welfare, and class systems, which could affect the identified segments.

Research implications

This study contributes to academia by increasing lifestyle segmentation within the Asian context, an area previously limited in the study. Applying an AIOs approach provides a detailed profile of Generation Y individuals, contributing to our understanding of their lives. This study suggests that lifestyle plays a role in influencing product consumption.

Regarding practical implications, the overall findings portray a clearer picture of different groups of Generation Y members based on their opinions, preferences, and consumption patterns. This benefits marketing practitioners and businesses to better develop specific products and services to suit each group and better design communication strategies. Lifestyle shapes consumer attitude and brand preference (Kaze & Skapars, 2011). Thus, the following implications are suggested explicitly for each lifestyle segment of Generation Y living in Bangkok. These suggestions have been made based on the original statements used in this study, which were extracted and grouped into each segmentation.

As summarized in Table 4, social media should be the leading platform to communicate with *the On-trend Netizens* group due to their online nature. A wide range of online content should be on offer for them, from factual to entertainment. They are true online followers and are attracted to influencers, so influencer marketing is suggested as a communications strategy. They are also the leading target group for fashion clothing brands, shopping malls, cafés and restaurants, credit card companies, and art and home décor shops. As such, it is suggested that these businesses should implement co-branding strategies to attract them.

Because this segment enjoys spending their weekends at shopping malls, out-of-home media should also be used to promote products and services. Digital billboards in front of shopping malls are recommended. Alternative media, such as in-shopping mall banners, LED signage, and ads on escalators and elevators, are also recommended. They like to stay updated on the latest trends, so key messages should highlight "*Being on Trend*," "*Latest Collection*," or "*Do not Miss*."

The Adrenaline-addicts segment is the target market of liquor, cigarettes, coffee, and tea. Any risk and challenge-related activities such as sports and game events can tempt them. Sweepstakes, giveaways, challenges, and competitions should be promotional tools to attract this group. Flash sales are also suggested because they can excite due to the attraction of a limited-time offer. They are also the main target of live content. They are partygoers, so events such as grand openings or meet-and-greet parties are also suggested. They often use public transportation, so city administration should focus on this group. This group is most appropriate to provide feedback on city infrastructure, e.g., pavements, roads, and public transportation. Due to their appetite for excitement, the key message for this segment should be geared toward winning or achieving something.

For *the Self-care Traditionalists* segment, it is suggested that faith marketing and localization could be an efficient strategy to attract this group. Due to their health consciousness, they are the primary target for health products: food, fitness, and exercise equipment. They are also a

potential target for environmentally friendly products. Any Thai culture-related issues will interest them, including Buddhist paraphernalia. Thus, Thai cultural or local wisdom events or exhibitions should target this group. The critical message concerning social issues for this segment should highlight the preservation of tradition or celebrating cultural heritage.

Due to their pragmatism, *the Concerned Pragmatists* group can be encouraged through informative and educational messaging. Any superficial, exaggerated, or one-sided promotional messaging might not work on members of this segment. Unpaid reviews or reviews from their peers can also reach this group. Businesses' attempts to target this group should communicate with sincerity and honesty. They are considered logical consumers and are the primary target market for utilitarian products. If Bangkok city administrators need feedback regarding waste management, public transportation, wealth inequality, and unethical media, this group can be of assistance. They are also likely to support any change that will make Thailand better. They can post and share the content on their social media pages if it interests them. Line, Facebook, and Instagram are their most commonly used channels. The critical message of social issues for this segment should highlight the importance of change or transformation.

The *Safe-centered Family Person* segment members are future-focused, so they are a target group for financial consulting and insurance companies. They are also a primary target for family-oriented businesses such as family-friendly restaurants and hotels, board game cafés, museums, and local fairs and festivals. Consider this group a potential target for tech products, especially home security and the Internet of Things (IoT) products, because they can ensure their family's safety and convenience. Any online content involving financial savings and investments can attract them. Messages focusing on the importance of family should be presented to this group. Examples of critical messages for this segment are "*For Your Loved Ones*" or "*To Build Your Future.*"

The Materialists are likely to buy high-end products. It is assumed that these products can enhance their self-image because they think that being wealthy defines success. Hence, international and high-end brands can target this group. They are also a potential market for real estate businesses, especially condominiums. Fine dining businesses should also target this group. The key message for this segment should stress "*Exclusive,*" "*Limited Edition,*" and "*Five-Star Level.*"

To communicate with *the Emotional Facebooker* segment, Facebook should be the main channel. This group believes in the importance of education and insurance. As such, they should be the target of life and health insurance companies. However, many are depressed from using Facebook, so mental-health care organizations should post content focusing on how to deal with negative feelings related to social media or focusing on social media detox. Content marketing, specifically on Facebook, is suggested. The key message for this group should be geared toward building their self-identity.

Lastly, members of *the Soap Haters* group are not satisfied with Thai TV drama series. Any soap operas or drama series featuring clichéd scenes and storylines like revenge, sexual assault, kidnapping, and rape are not their style. This group is assumed to prefer 'quality content' over these tropes. Producers of Thai soaps should rethink if they want to serve this target's needs. Because they do not enjoy watching Thai TV drama series, this might imply that they are relatively satisfied with a genre in foreign series, and they might be potential targets for theater and stage performance. Hence, ads or product placement in these channels is recommended.

As a side note, overall, the most frequently used online media among Generation Y in Bangkok were Line, Facebook, YouTube, Google, and Instagram. Hence, these platforms should be the main channel to provide content and communicate with all segments.

Limitations and future research

Although the AIO approach allowed us to understand the characteristics and behaviors of consumers, it only reflects their lifestyles over a certain period. In other words, people's lifestyle revolves around a change in society. A replication of this study is suggested to see whether there is any change in Thai Generation Y lifestyle or should there be any differences in lifestyle among early, middle, and late Generation Y. This study focused on a specific geographical area, so the results should be viewed as a foundation, or to complement further research. Most activities in this study were online, so this study is limited by a lack of offline activities such as going to a park or attending art exhibitions. Future research should include these activities. Lastly, the findings of this study suggested that the influence of lifestyle on product consumption should be further tested for empirical evidence. Media consumption and values can be studied alongside lifestyle in future research to provide a more profound understanding of Generation Y.

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