

THAILAND LAPTOP MARKET CONSUMER REPORT BY DI-MARKETING (www.di-onlinesurvey.com)

August, 2015

The logo consists of a solid blue square. Inside the square, the letters "DI" are written in a white, serif font, positioned in the lower right corner of the square.

DI

SCOPE OF WORK

- ❖ The competition in Thailand Laptop market is becoming tougher and tougher day by day. This survey is conducted to find out which brand is dominating the market and answer the question is there any opportunity for new players
- ❖ Methodology: Online survey
- ❖ Fieldwork time: 11 days (05/08/2015 to 15/08/2015)
- ❖ Sample size: $N = 724$
- ❖ Geography: Nationwide

KEY FINDINGS

- 3 most well-known laptop brands are Samsung, Acer and Lenovo
- Acer is the leader in Thailand with 24% market share, followed by Asus 16%
- Point of sale and facebook ad are main sources of brand awareness
- Quality, price & trusted brand are key factors for choosing a laptop
- Often freezes, turn hot and battery life are main problems of laptop
- Thai prefer 13-14 inch laptop
- Macbook has highest users' satisfaction and loyalty
- Macbook is also the most desired brand of Thai
- 61% spend from \$440 - \$735 for buying a laptop

VIETNAM VS. THAILAND



- Most well-known brand: Dell
- Leader of market: Dell
- Main source of brand awareness: point of sales
- Key criteria for choosing a brand: price
- Prefer 13-14 inch laptop
- Spend \$400 - \$700 for buying a laptop
- The most desired brand: Sony Vaio

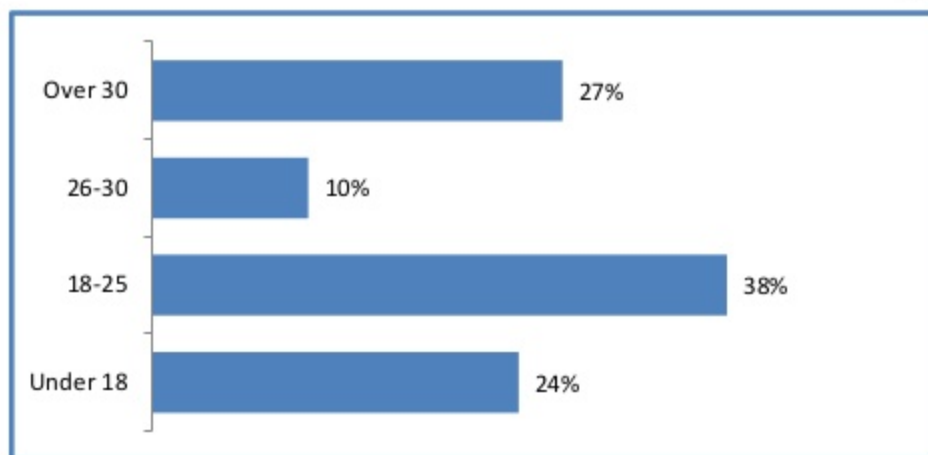


- Most well-known brand: Samsung
- Leader of market: Acer
- Main source of brand awareness: Point of sale and facebook ad
- Key criteria for choosing a brand: quality
- Prefer 13-14 inch laptop
- Spend \$440 - \$735 for buying a laptop
- The most desired brand: Macbook

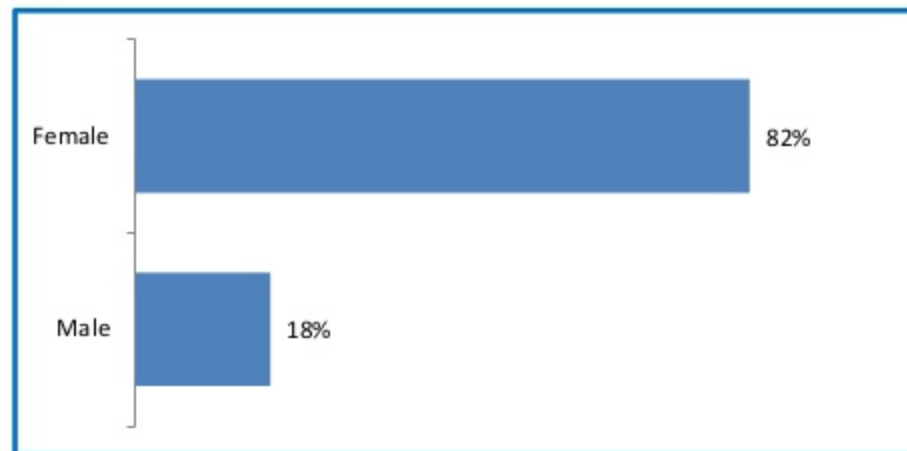
DEMOGRAPHIC INFORMATION

Age

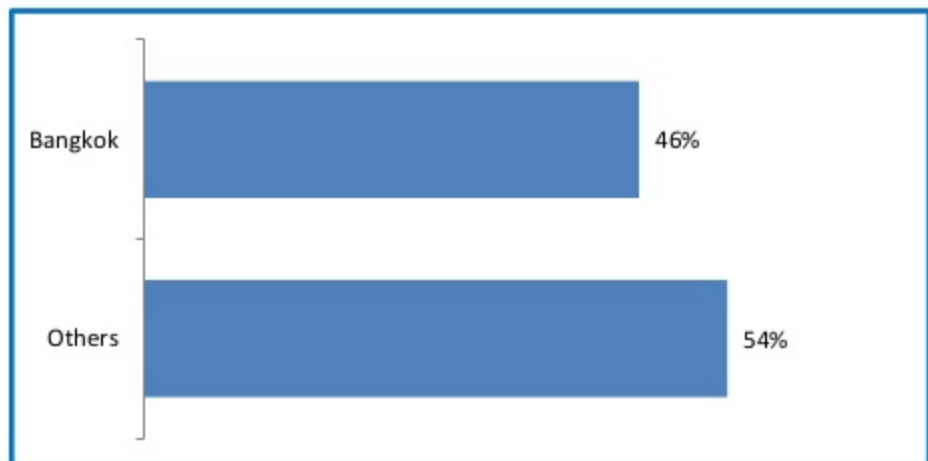
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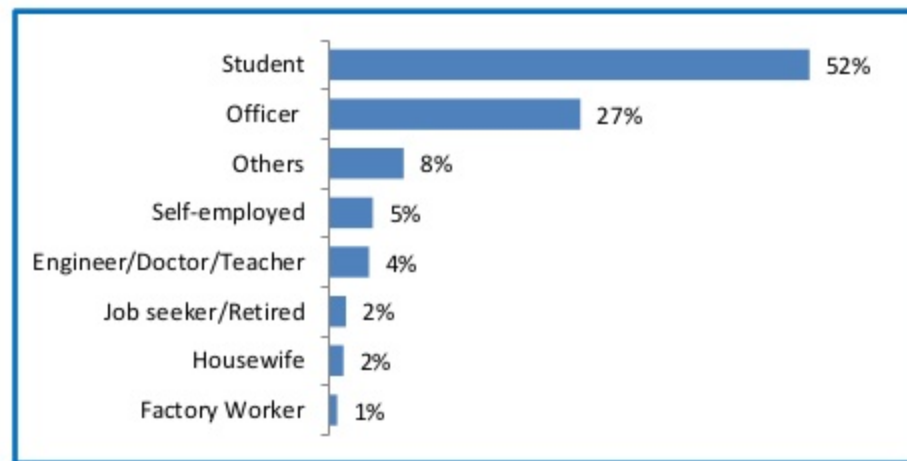
Gender



Living Place



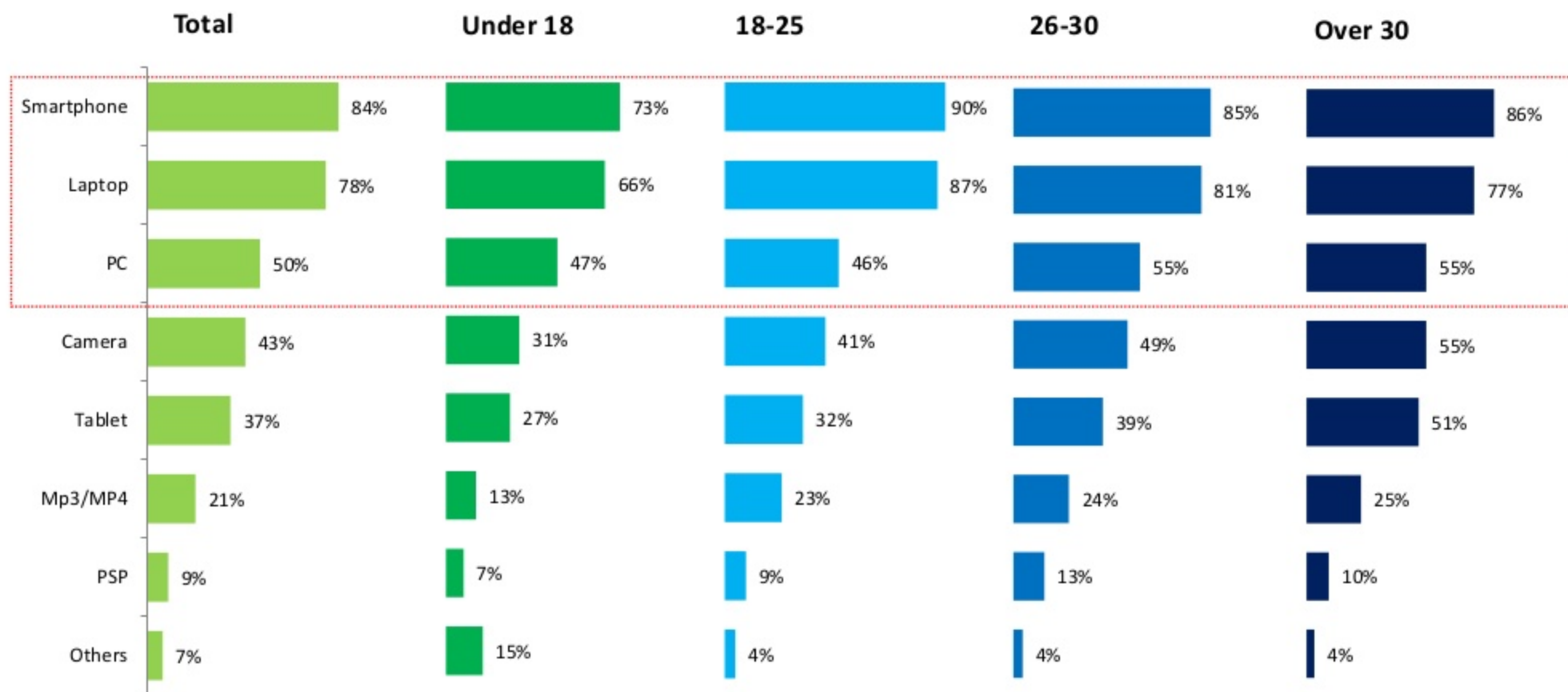
Occupation



NEARLY 80% OWN A LAPTOP

Which products below do you own?

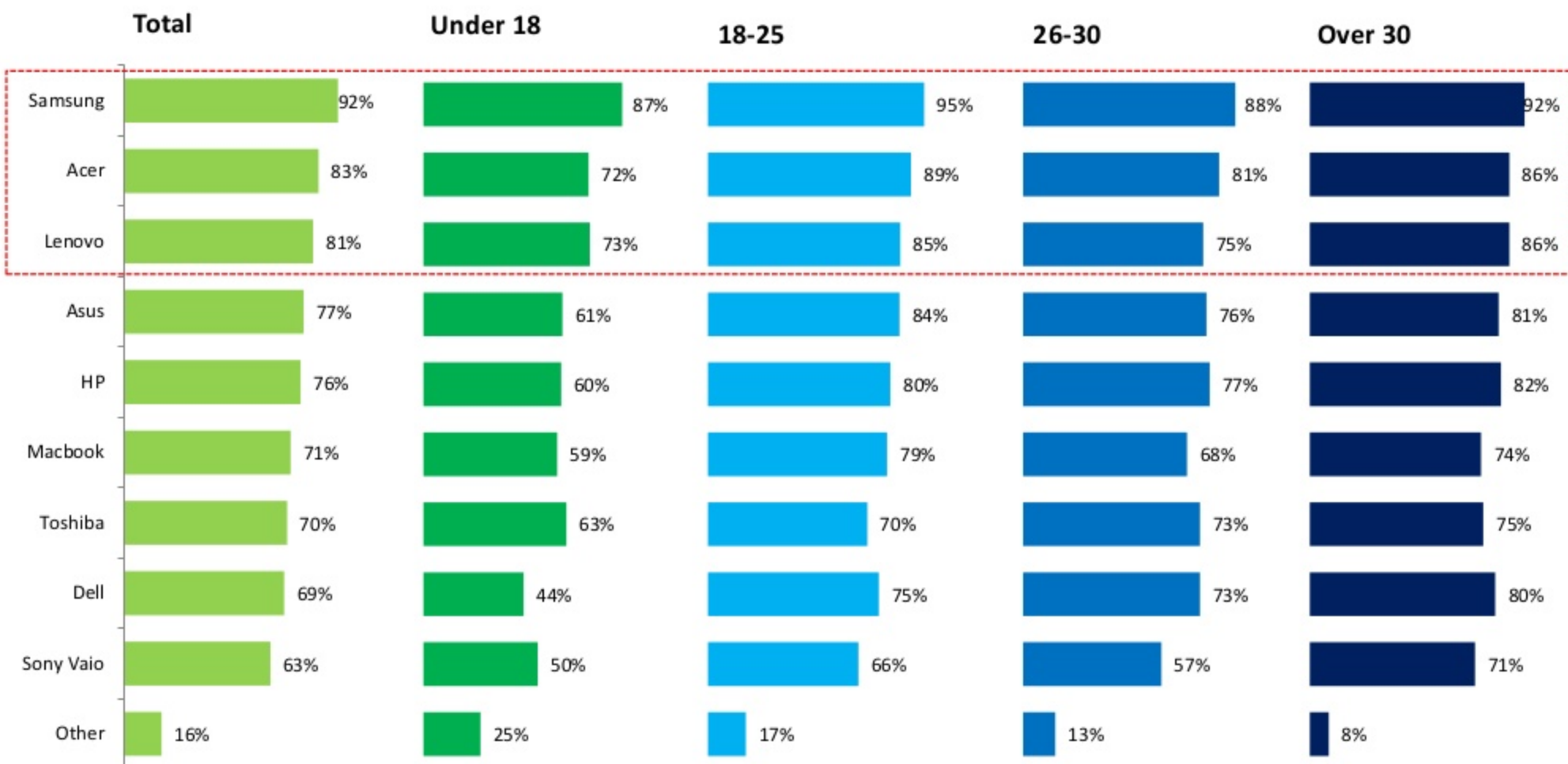
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SAMSUNG, ACER AND LENOVO ARE TOP3 MOST WELL-KNOWN BRANDS IN THAILAND

Which brands below are you aware of?

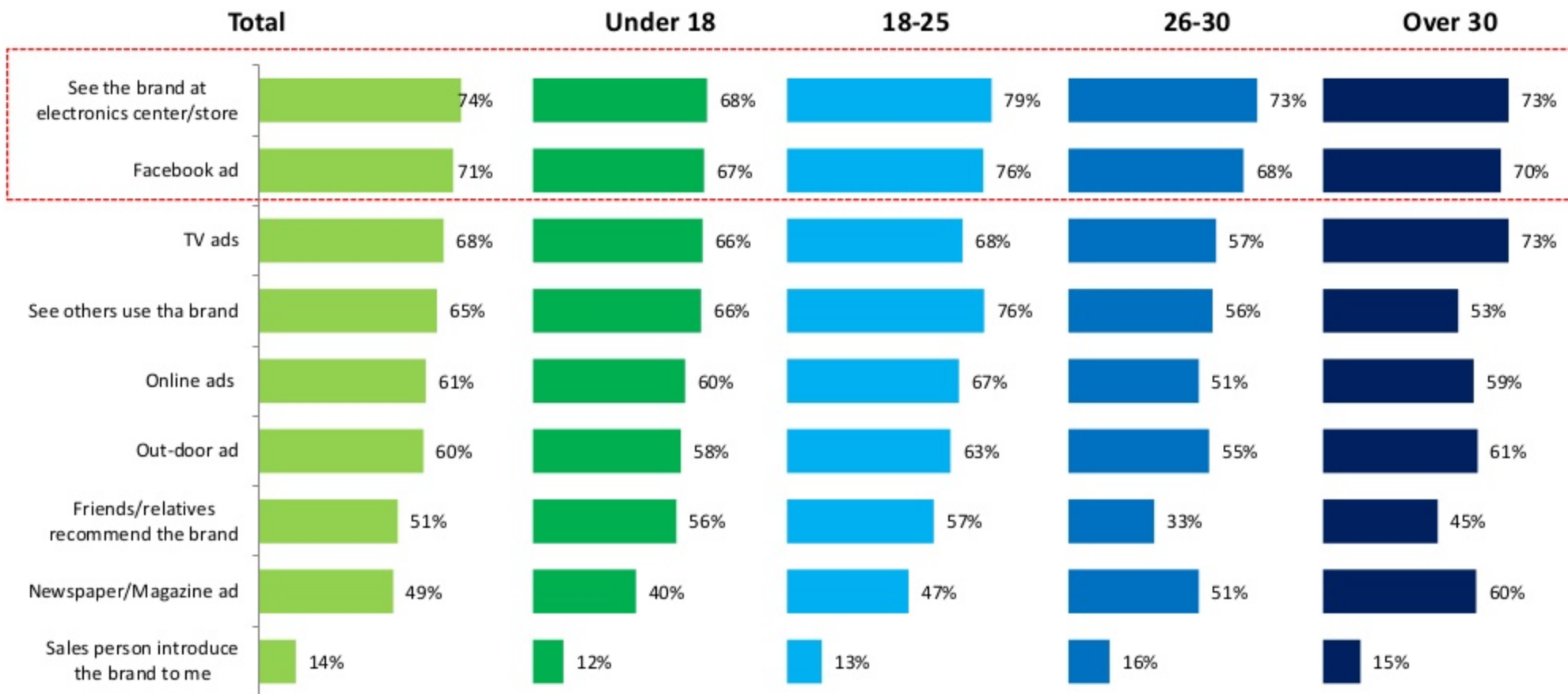
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ELECTRONICS CENTER AND FACEBOOK AD ARE MAIN SOURCES OF BRAND AWARENESS

How do you know those brands?

N=567

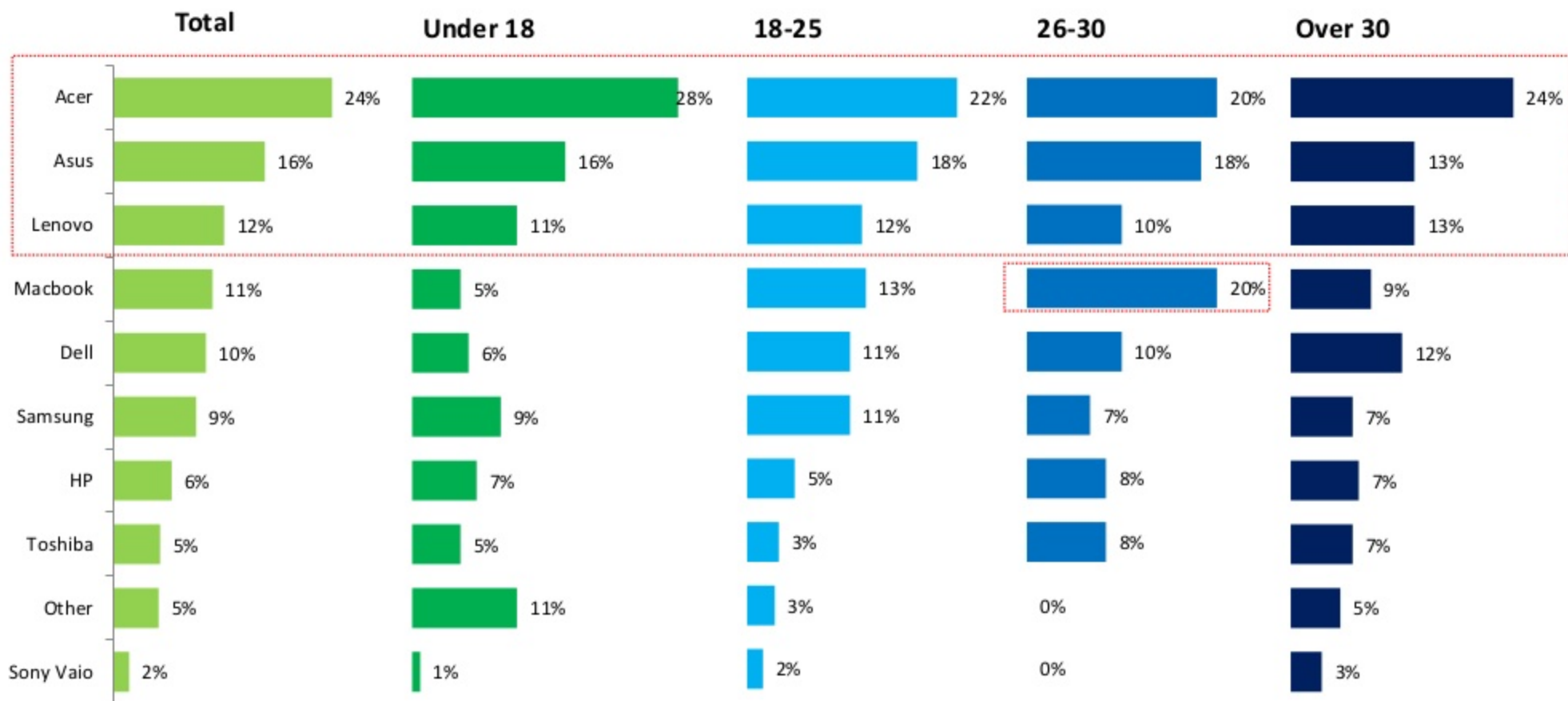


ACER, ASUS AND LENOVO ARE THE LEADERS IN THAILAND

Macbook is used the most by 26-30 age group

What is your laptop brand ?

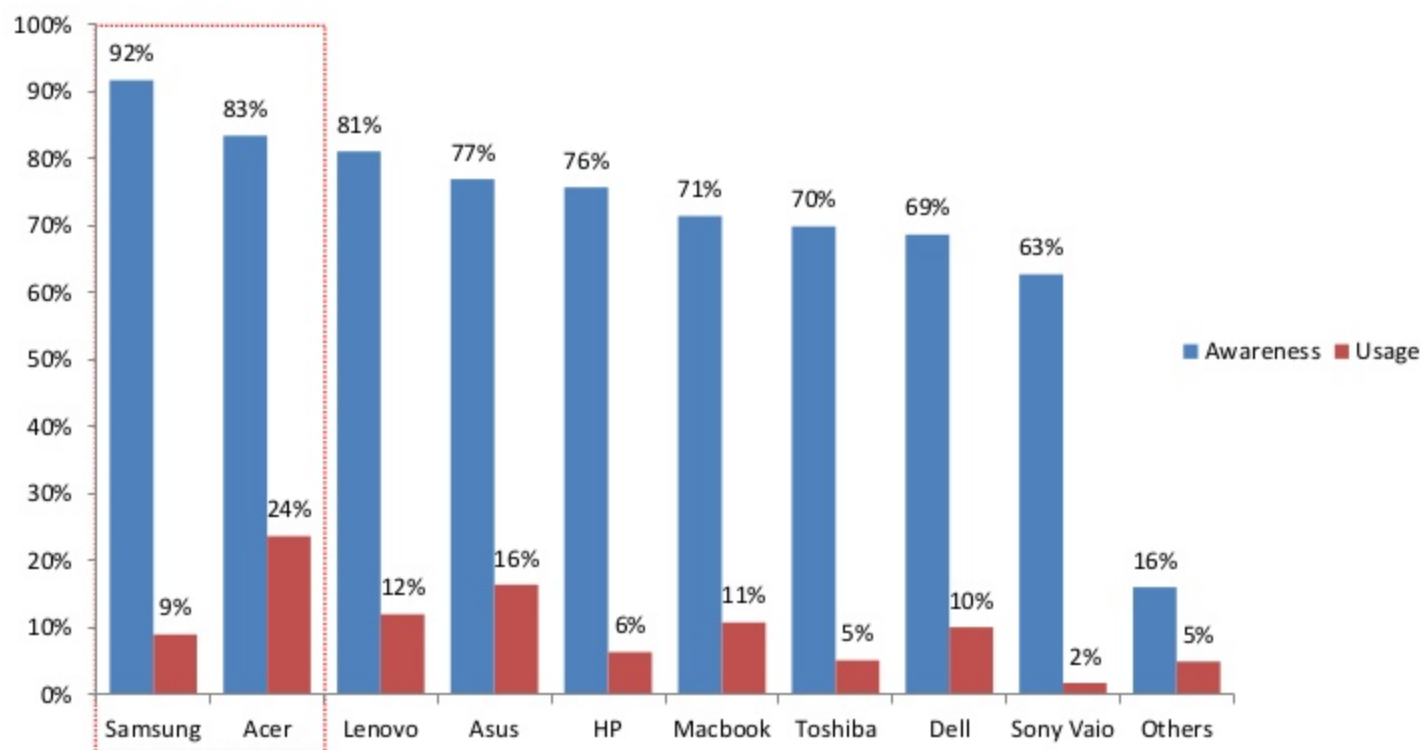
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SAMSUNG GAINS HIGHEST BRAND AWARENESS, HOWEVER; ACER LEADS THE MARKET WITH BIGGEST SHARE

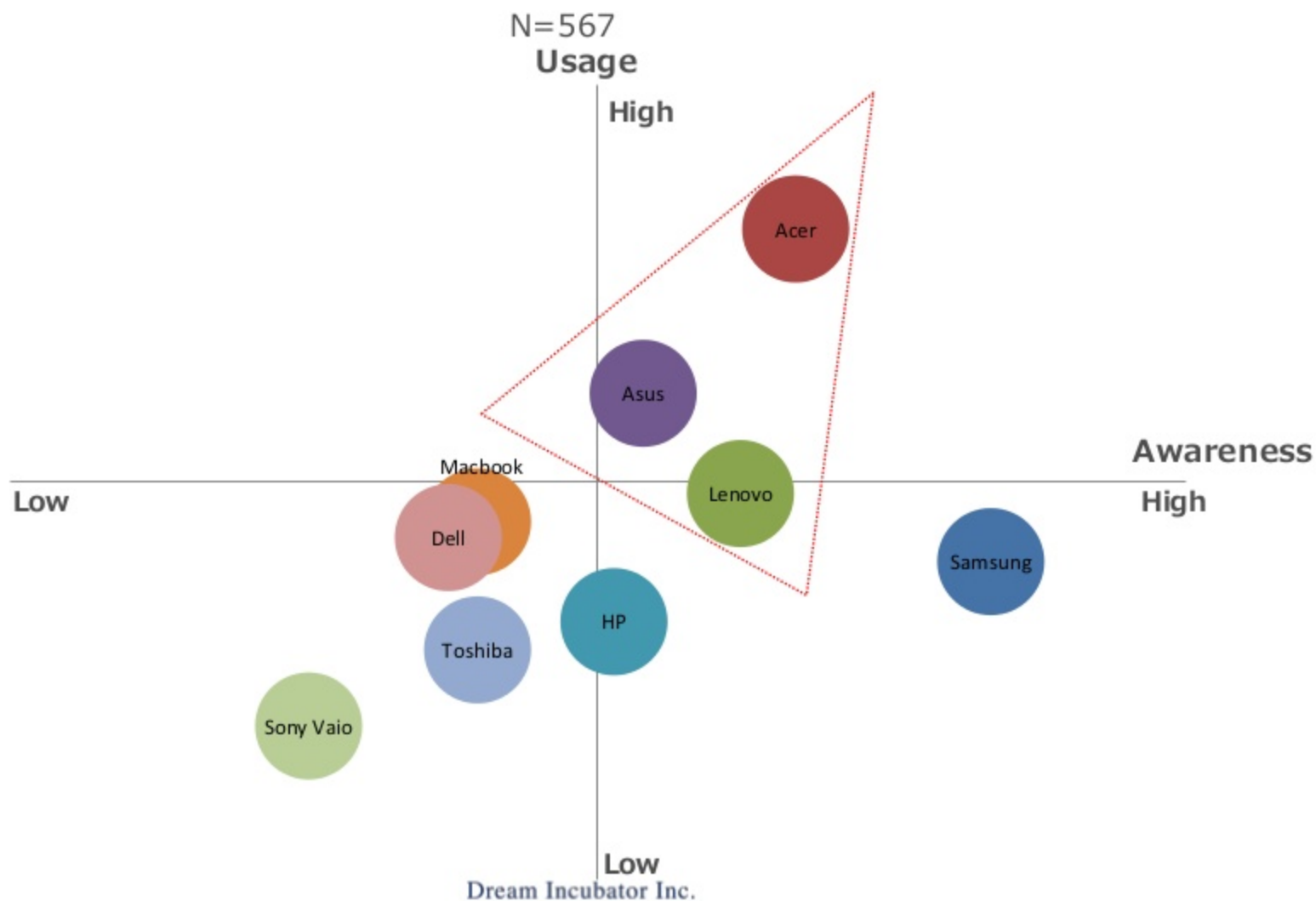
Which brands below are you aware of?
What is your laptop brand ?

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ACER, ASUS AND LENOVO ARE PENETRATING LAPTOP MARKET

Which brands below are you aware of?
What is your laptop brand ?

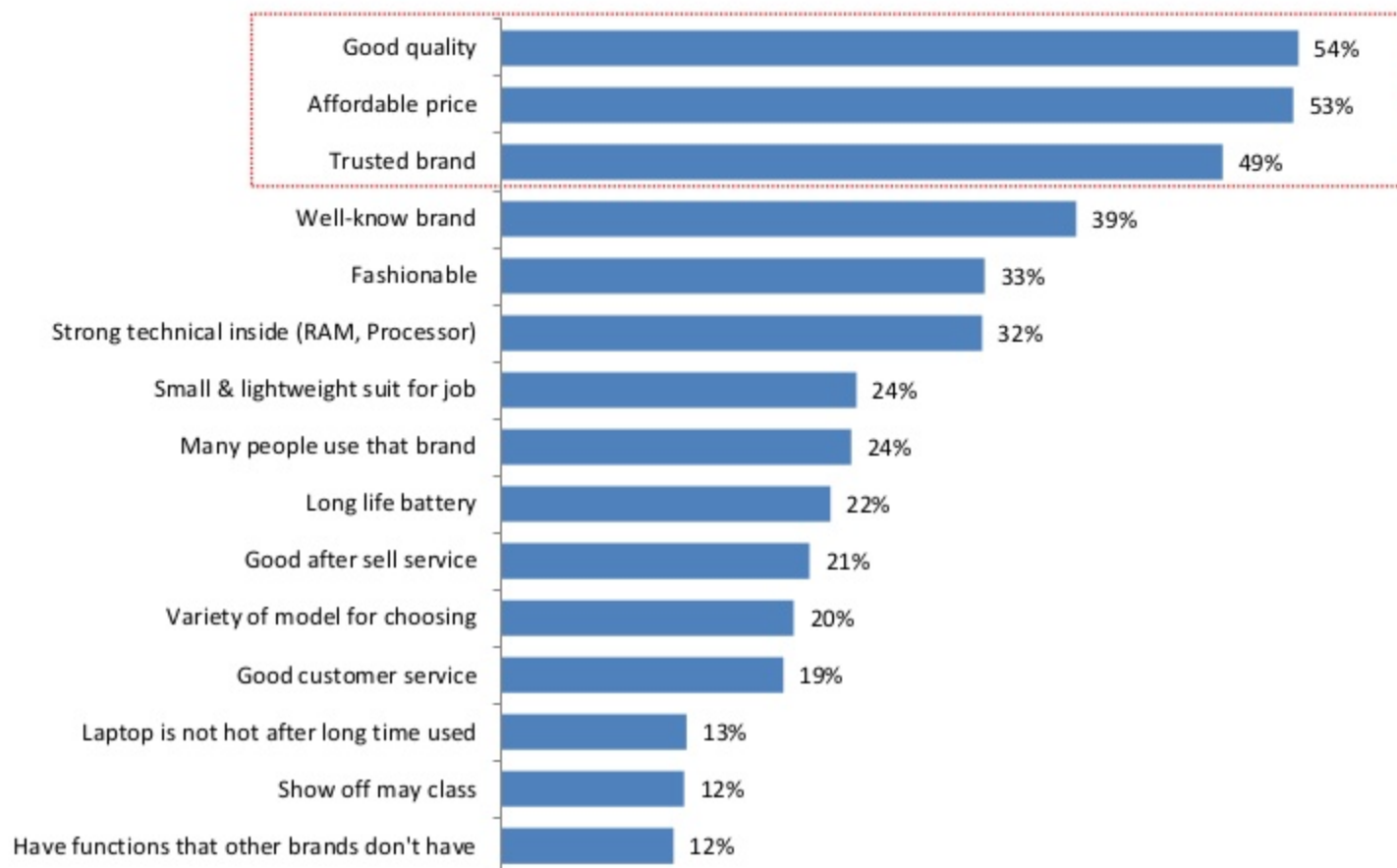


GOOD QUALITY, AFFORDABLE PRICE & TRUSTED BRAND ARE 3 KEY REASONS FOR CHOOSING THE BRAND

Why did you choose that brand?

N=567

Total

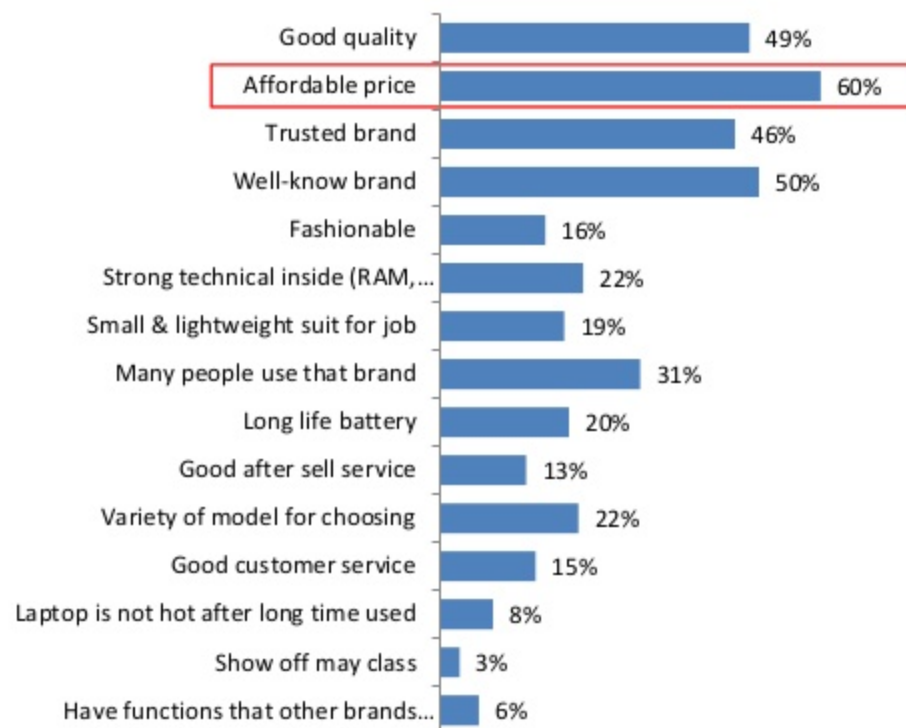


ASUS IS CHOSEN BECAUSE OF GOOD QUALITY AND FASHIONABLE, WHILE ACER IS AFFORDABLE PRICE

Why did you choose that brand?

ACER

N=134



ASUS

N=93



MACBOOK = GOOD QUALITY, FASHIONABLE, UNIQUE FUNCTIONS LENOVO = AFFORDABLE PRICE

Why did you choose that brand?

LENOVO

N=68



MACBOOK

N=61



DELL = GOOD QUALITY & GOOD AFTER SELL SERVICE,
SAMSUNG = AFFORDABLE PRICE & FASHIONABLE

Why did you choose that brand?

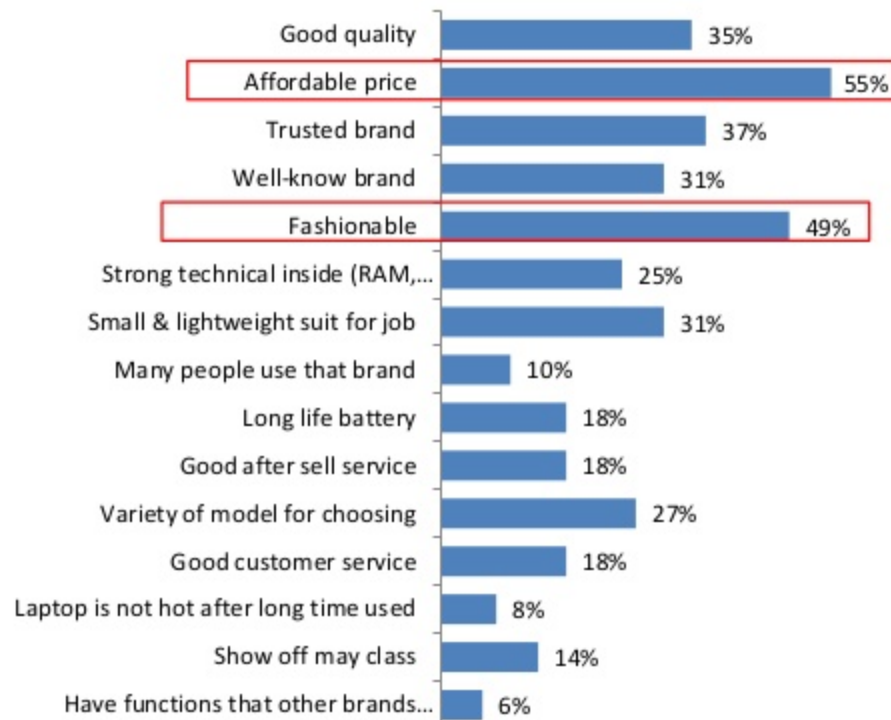
DELL

N=57



SAMSUNG

N=51

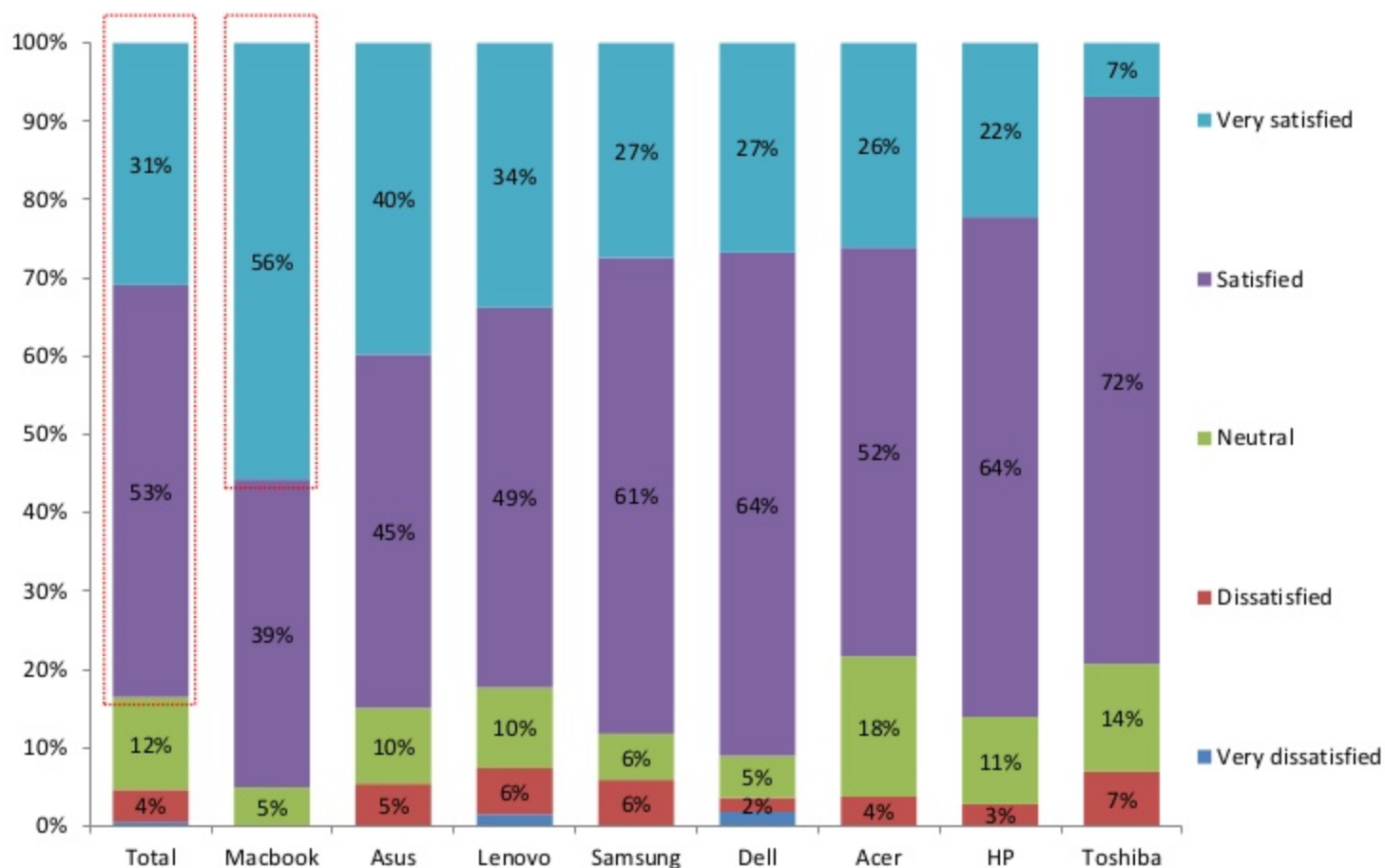


84% USERS FEEL SATISFIED WITH THEIR CURRENT LAPTOP

Macbook has highest top box user's satisfaction level while lowest for Toshiba

In general, how do you feel about your laptop ?

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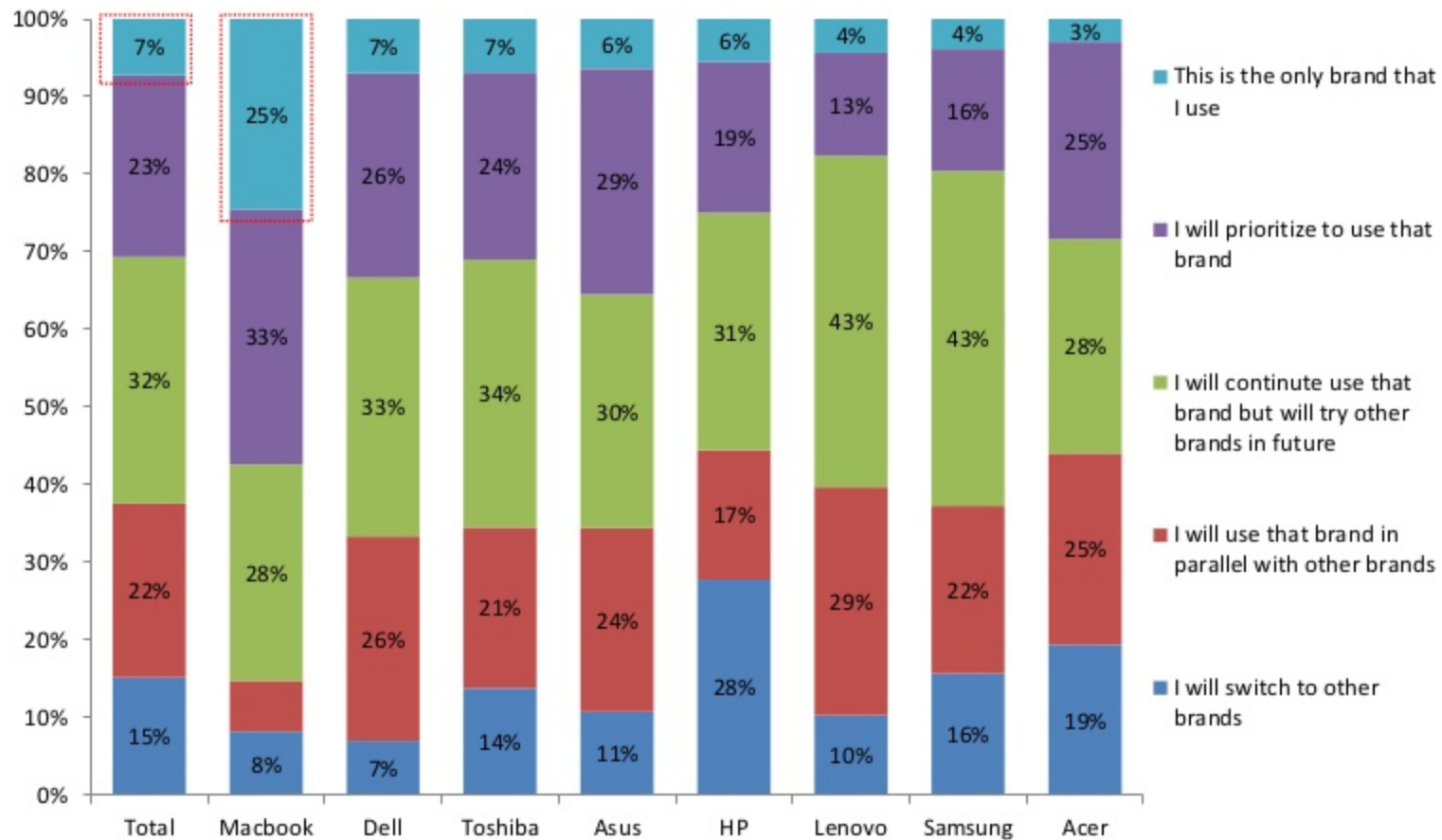


7% USERS ARE LOYAL WITH THEIR CURRENT LAPTOP BRAND

Surprisingly, 1/4 Macbook users are loyal with the brand

What is your usage intention toward your current brand?

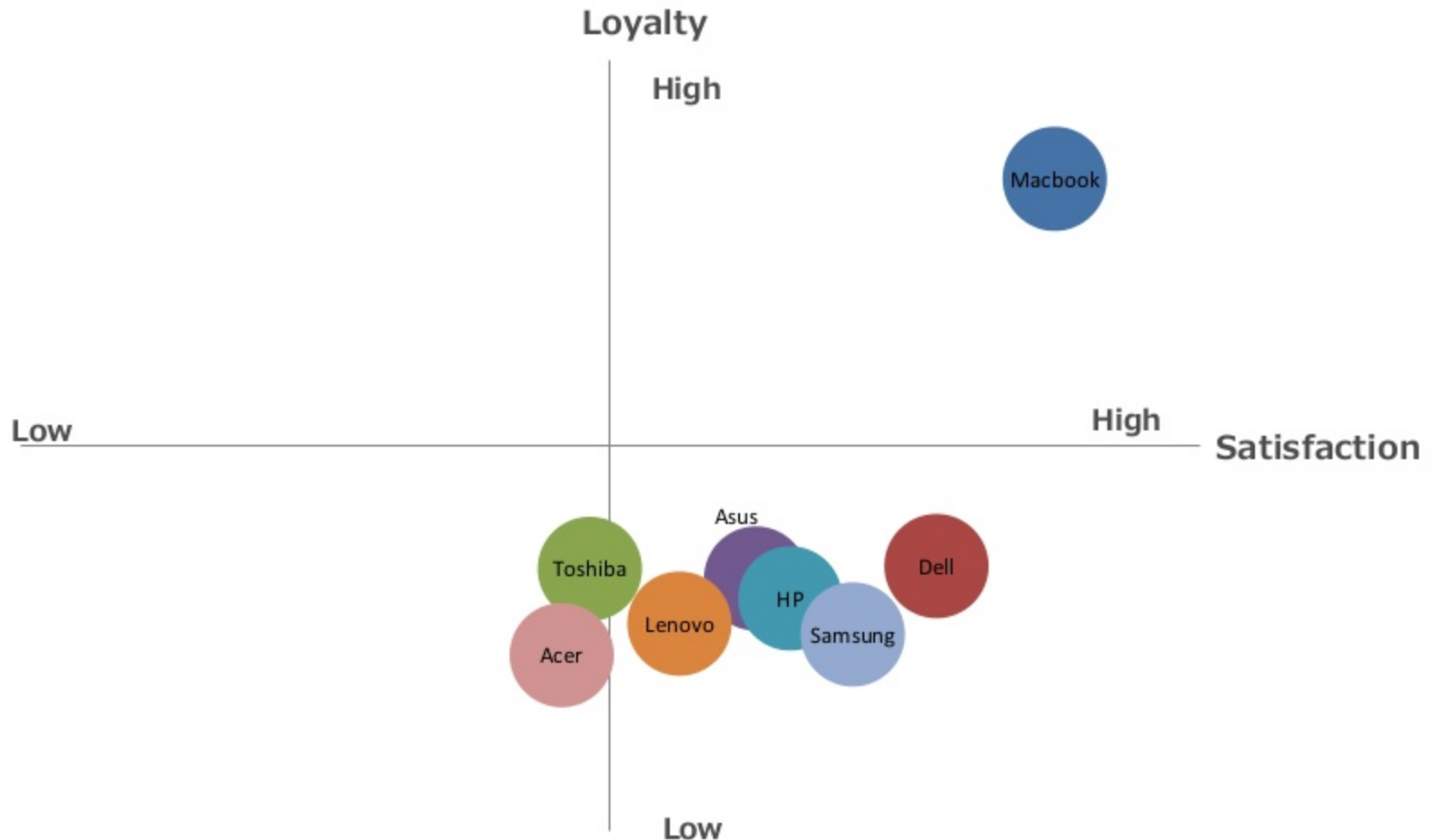
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MACBOOK LEAVES OTHER PLAYERS BEHIND AWAY IN TERM OF CUSTOMERS' SATISFACTION AND LOYALTY

In general, how do you feel about your laptop What is your usage intention toward your current brand?

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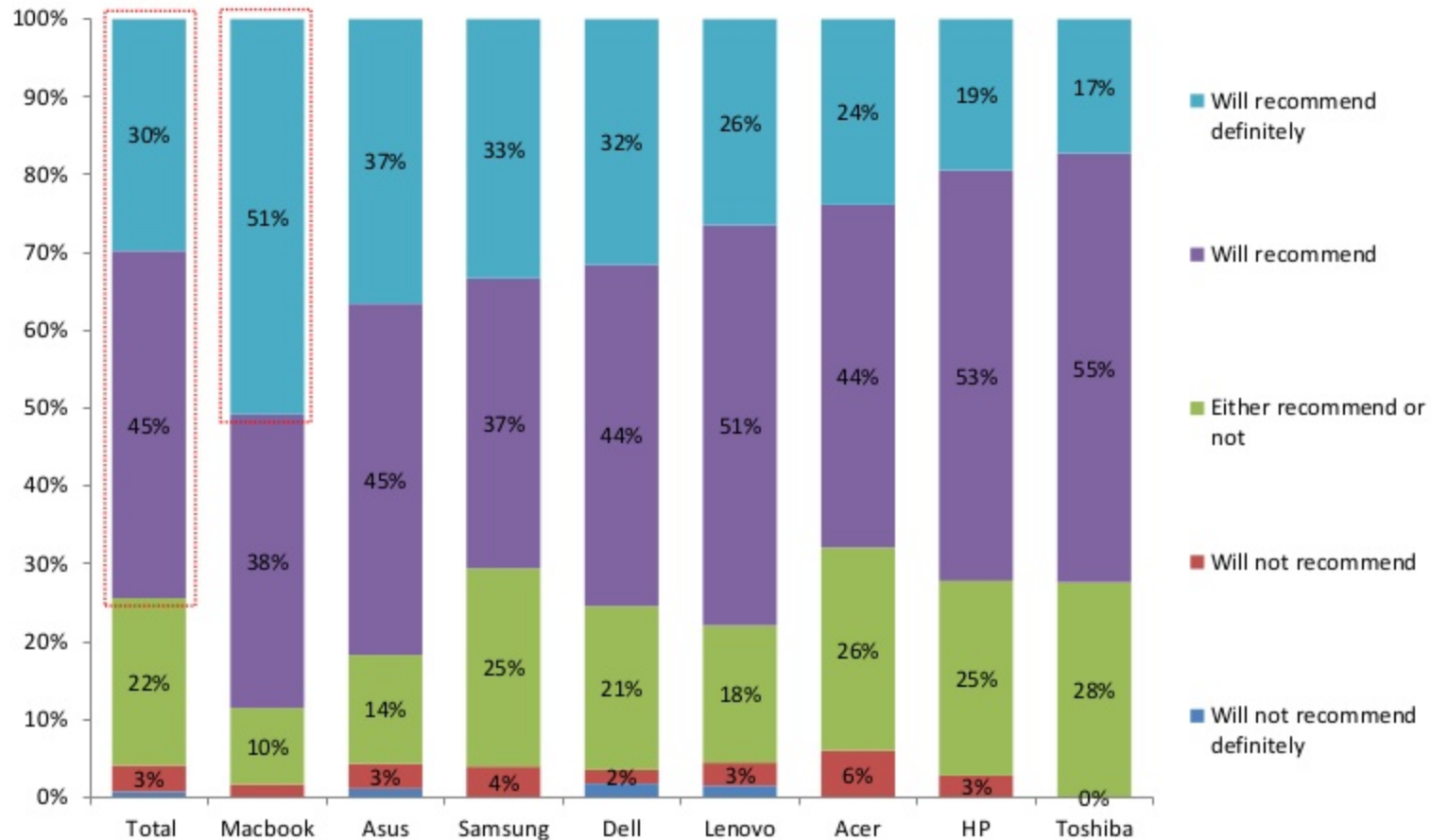


75% USERS ARE WILLING TO RECOMMEND THEIR LAPTOP BRAND TO OTHERS

Half of Macbook users will recommend the brand to others definitely

What is your ability to recommend your current laptop brand to others?

N=567



OFTEN FREEZE, QUICKLY RUN OUT OF BATTERY AND TURN HOT ARE 3 MAIN PROBLEMS OF LAPTOP

Is there anything with your laptop make you feel unsatisfied?

N=567

Total

