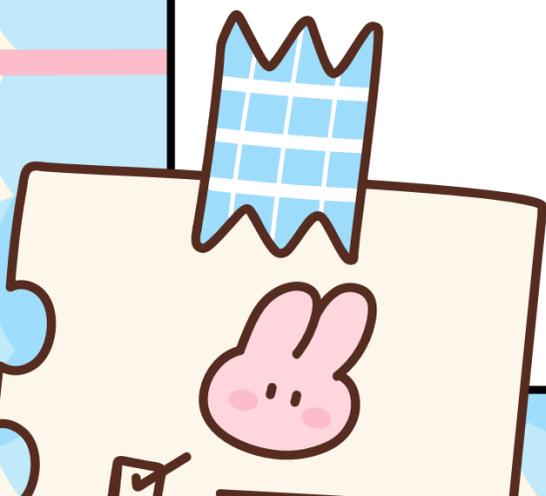
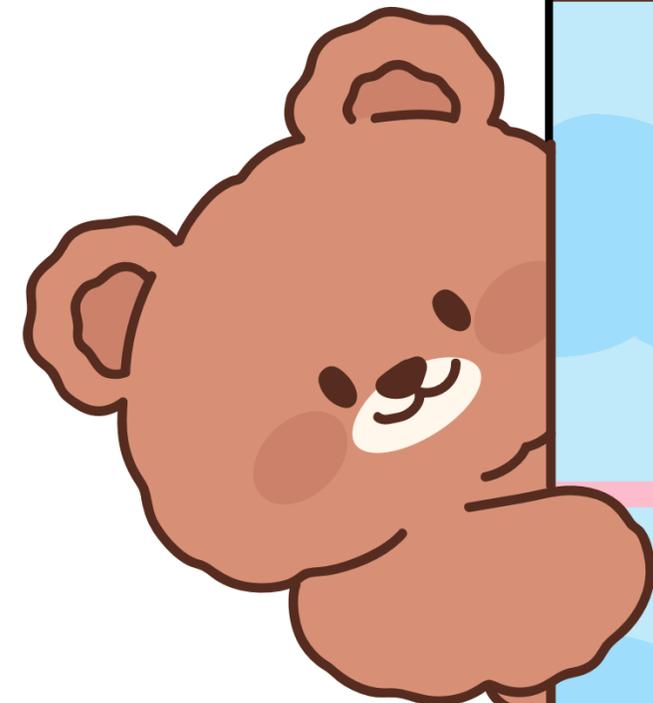




SUAN SUNANDHA RAJABHAT UNIVERSITY

Buyer Behavior Case Study

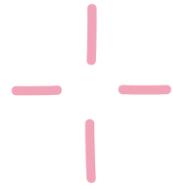
KARDPAKORN NINAROON



From Theory to the Real World Through Case Studies

- After studying the theories and various factors that affect buyer decision-making, in the real working world, consumer behavior is constantly changing and there is no fixed answer. Learning through case studies is therefore an essential tool for applying theory to real business situations.
- Case study analysis is training to be a behavioral detective to find the reasons behind consumer decisions. It helps promote analytical thinking and decision-making skills under limited information according to the Harvard Business School concept, using the case study analysis framework as a compass to link theory to strategy creation in real-world situations.





Case Study Analysis Process

Effective analysis of buyer behavior case studies does not rely solely on personal feelings or immediate experience, but requires a systematic thinking process to obtain rational and practical answers. Generally, the work process is divided into 3 important phases as follows:

1. **Identification**
2. **Theoretical Linking**
3. **Recommendations**

Case Study Analysis Process

1. Identification

The most important starting point of the analysis is to see "what is the core of this event." You must distinguish between Symptoms and Causes. For example, a decrease in sales is considered a "Symptom," but consumers switching to substitute products because they feel the original brand is not environmentally friendly is the "Real Behavioral Problem." Therefore, you must ask yourself:

- **Who is the main character (Target Consumer) in this case study?**
- **What is the problematic behavior or challenge?**
- **What environmental factors (such as economy, technology, society) are forcing that behavior to change?**



Case Study Analysis Process

2.Theoretical Linking

Once the problem is identified, the next step is to apply a "Theoretical Lens" to examine that problem, in order to explain behaviors using academic principles. This ensures that the analysis is credible and not based on arbitrary guesswork. Applying theories helps to see the structure of the problem more clearly, for example:

- If consumers do not dare to buy expensive new products, we might use Perceived Risk Theory to explain it.
- If teenagers flock to buy products following Korean artists, we will use Reference Groups and Subculture Influence to make the connection.



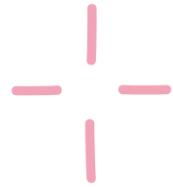
Case Study Analysis Process

3. Recommendations

The final step is to take the information from the analysis and theories to create a tangible solution. A good solution must "solve the root cause" and be "practically feasible." The key principles for making recommendations are:

- Consistency: The solution must address the problems identified in Step 1.
- Rationale: You must be able to explain why this method will work, based on the analyzed buyer behavior.
- Evaluation: You should roughly define how to measure the success of that behavioral change.





Key Tools for Decoding Behavior

For in-depth case study analysis, structural tools are necessary to help organize the vast amount of existing behavioral data. Two types of tools that are internationally recognized and serve as the core of buyer behavior subjects include:

1. **Customer Journey Map: CJM**
2. **Marketing Stimuli & Consumer Response Model**

Key Tools for Decoding Behavior

Customer Journey Map

It is a tool that helps visualize the overall experience a buyer receives, from Before the Purchase Decision to After Usage, by dividing it into various stages (such as Awareness, Consideration, Purchase, and Advocacy). Using a CJM helps identify exactly when the brand's "Blind Spot" occurs in that case study. For example, buyers might have very high brand Awareness, but the brand fails during the Consideration stage because of poor social media reviews. Mapping out this diagram ensures that we do not miss key issues at every consumer touchpoint.



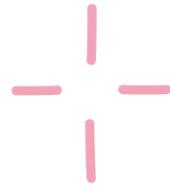
Key Tools for Decoding Behavior

S & R Model

It is a fundamental cornerstone of consumer behavior according to Philip Kotler's concept, which helps explain what happens inside the "Black Box" or the buyer's mind. Application in case studies:

- Stimuli: Analyze how that case study utilizes 4Ps strategies (Product, Price, Place, Promotion).
- Buyer's Black Box: Apply internal factor theories to explain how the buyer interprets those stimuli.
- Response: Observe the resulting outcomes, such as brand choice, purchase volume, or purchase timing.





Key Tools for Decoding Behavior

Tool Selection Summary Table

Tool	Appropriate Case Study Type
Customer Journey Map	"Case studies that focus on 'Process' and 'Experience' across multiple channels."
Marketing Stimuli (S-R)	"Case studies that focus on 'Reactions' to specific marketing campaigns or stimuli."

Case Studies on Decision-Making Processes and Internal Influences

- After establishing a systematic foundation with the Case Study Analysis Framework, which emphasizes the process of problem identification, theoretical linking, and the use of empirical tools, the next crucial step is to apply these tools to more complex challenges: understanding the internal mechanisms of the consumer.
- The study of internal consumer factors is the understanding of the psychological mechanisms that determine the outcome of purchase decisions. It focuses on decoding the thought processes within the "Black Box," which helps demonstrate the application of consumer psychology theories in various dimensions of real business situations.



Case Studies on Decision-Making Processes and Internal Influences

Buying Behavior: Emotion Over Reason

In analyzing buyer behavior, motives are often divided into two sides: Rational Motives, which focus on value for money, functionality, and economy; and Emotional Motives, which focus on satisfaction, image, and feelings. Currently, many case studies indicate that brands creating an "Emotional Connection" tend to win consumer hearts longer and can set higher prices than competitors. The examples consist of the following:





Case Study:

Fan Clubs and the "Must-Have Item" Behavior

An example is the Collaboration between product brands and artists or cartoon characters that have captured the hearts of Thai people, such as 7-Eleven bringing in famous characters to create various premium collectibles.

- Behavioral Analysis: If considered rationally, a water tumbler or a storage box may have functions no different from general products priced at a few dozen baht. However, when "love for the character" is added, consumers are willing to collect stamps or pay a price several times higher than normal.

Case Study:

The Return of Classic Brands

Thai brands such as Nanyang or Chitralada Milk Tablets are excellent examples of utilizing the collective memories of Thai people.

- Behavioral Analysis: Even though the market is filled with many sneakers featuring new technologies, "Nanyang" continues to win the hearts of Thai people through campaigns that evoke memories of student life. Seeing the green-soled shoes does not just stimulate the desire for a product, but triggers a sense of Nostalgia for simpler times in the past.





Case Study: "Belief and Faith"

This is the most prominent case study in Thai society: the integration of beliefs (Faith) with products, such as "Mutelu" mobile wallpapers or talismans from the brand Leila Amulets.

- Behavioral Analysis: Consumers do not buy these wallpapers solely for their artistic beauty (Rational), but they are buying "Peace of Mind" and "Hope" (Emotional).

Case Studies on Decision-Making Processes and Internal Influences

Online Impulse Buying Behavior

In the world of traditional marketing, Impulse Buying usually occurred at the cashier or product display points. However, in the current era, this behavior has completely shifted to mobile screens through a strategy called "Design to Trigger Unthinking Purchases." Modern online shopping applications have been highly successful in using psychology to convert "Visitors" into "Buyers" within a fraction of a second. The examples consist of the following:



Case Study:

Double Day (11.11 / 12.12) and Flash Sale

National shopping day campaigns, which occur every month in Thailand, are case studies that most clearly reflect the theories of Scarcity and Urgency.

- Behavioral Analysis: When seeing a Countdown Timer or the message "Only 2 items left," the brain triggers a Fear of Missing Out. The resulting behavior is an immediate purchase decision, bypassing the stages of information searching and detailed price comparison.





Case Study:

Gamification: Turning Shopping into a Game

Current shopping applications are not just for buying products, but also feature games to play, such as tree cultivation, coin collection, or claiming coupons at specified times.

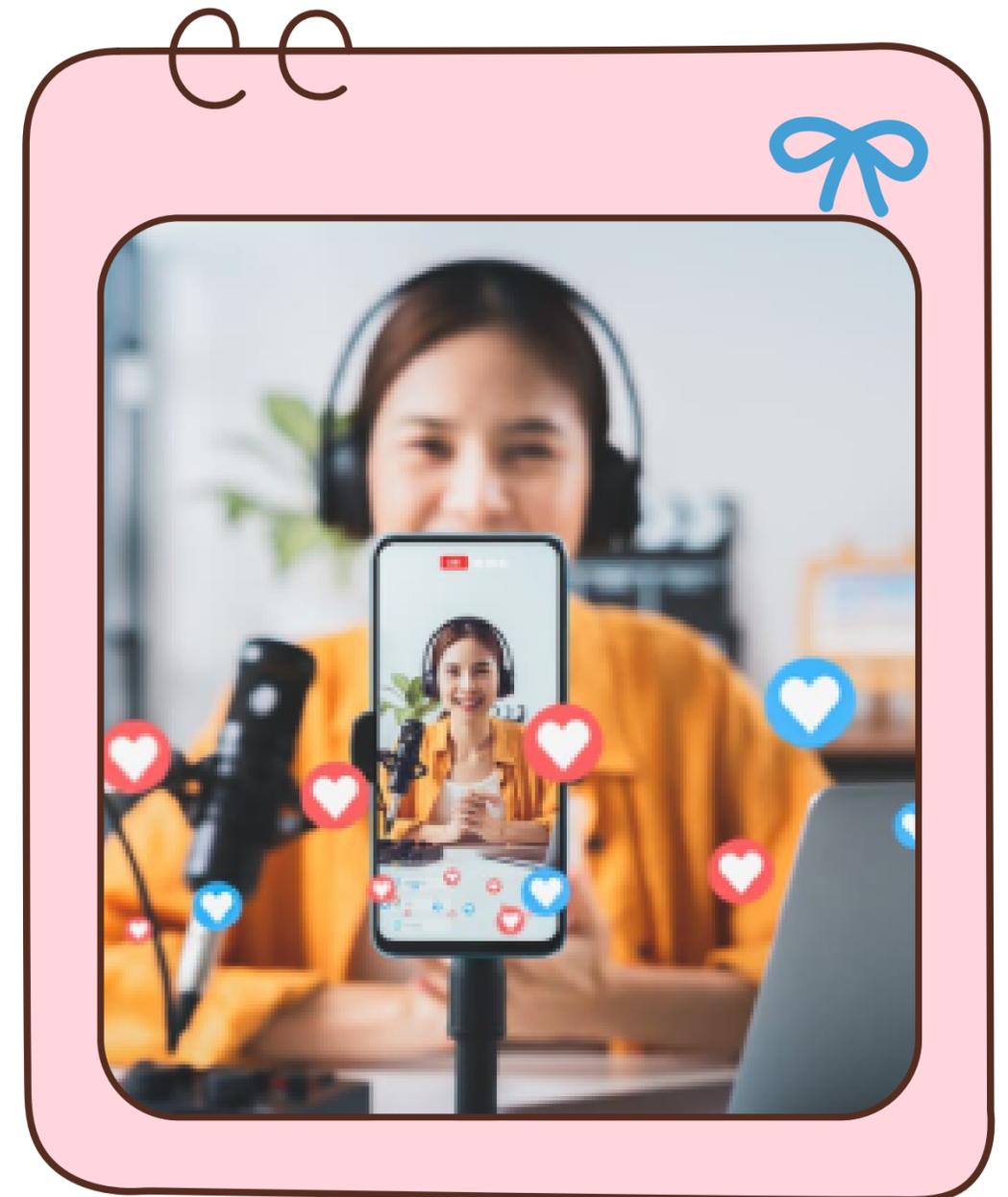
- Behavioral Analysis: Using Gamification techniques in Thailand (such as collecting Shopee Coins) creates repetitive behaviors to build consumer engagement with the application. Once a certain amount of coins or coupons are collected, buyers develop a feeling that "if I don't use them now, I'm at a disadvantage," leading to the search for items that are not actually necessary.

Case Study:

Live Commerce and "Reservation Codes"

The behavior of "F-ing" (F, CF: Confirm) products during live streams on Facebook or TikTok is another interesting case study.

- Behavioral Analysis: The atmosphere in a live stream, featuring upbeat music, the persuasive speech of the sellers, and seeing others quickly typing to reserve products, creates Social Proof that immediately triggers a desire to buy following the peers or the crowd.



Case study on decision-making processes and internal influences

- From the case study on the topic of internal influences, it can be seen that the consumer decision-making process is woven from the internal world, including both emotional drives and psychological mechanisms. Buying behavior that appears to be personal is, in fact, shaped by invisible forces around us. Humans do not live alone; therefore, decisions are always governed by the environment and external factors.



Case study on external influences and social factors

- After gaining an understanding of the psychological mechanisms and the internal decision-making processes of buyers, it is important to note that purchasing decisions do not occur in isolation but are shaped and governed by external factors and social pressures. The context of Thai society, which is characterized by a strong emphasis on family and community, plays an extremely important role in defining consumption norms. Case studies of this nature, therefore, aim to analyze the interaction between buyers and the outside world to illustrate shifts in decision-making directions.



Case study on external influences and social factors

The power of reference groups and opinion leaders

In an era where consumers have access to vast amounts of information, the power of persuasion has shifted from "brands" to "real users" and "niche experts." Reference groups and opinion leaders play a crucial role in reducing the risks that buyers worry about and help build confidence in products through natural communication. It consists of the following examples:



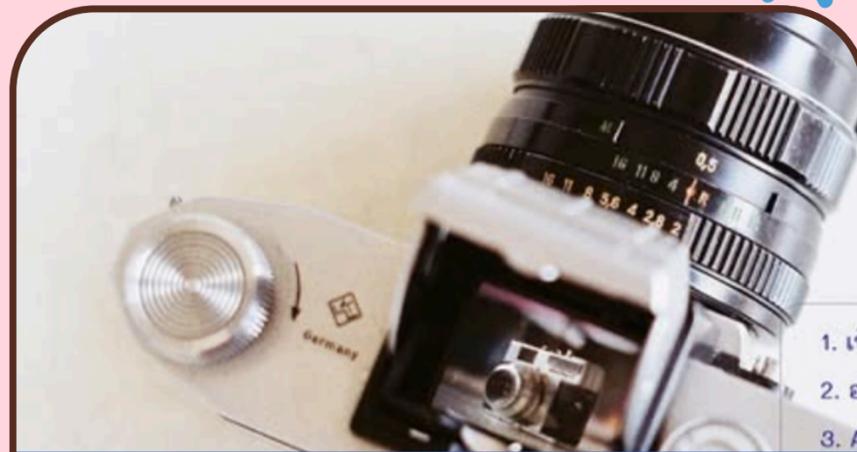
Case Study:

The growth of beauty and food brands through micro-influencers

Micro-influencers are social media influencers with approximately 1,000 – 100,000 followers, often possessing specialized expertise. Many Thai brands have been successful in generating sales through micro-influencers.

- Behavioral Analysis: Consumers tend to trust reviews from micro-influencers because they feel they are "ordinary people just like them," making them appear more accessible and sincere than official advertisements.





กลุ่มที่สร้างโดย คนรักกล้องฟิล์ม

คนรักกล้องฟิล์ม

🌐 กลุ่มสาธารณะ · สมาชิก 3.9 แสน คน



เกี่ยวกับ การสนทนา คู่มือ แนะนำ ผู้คน งานกิจกรรม



เขียนอะไรสักหน่อย....

Case Study:

The power of online communities

Thailand has a very strong culture of using Facebook Groups, which serve as one of the most powerful reference groups.

- Behavioral Analysis: When buyers join communities with shared interests, their purchasing behavior is guided by group members. If people in the group say it is good, a rapid trend of follow-up purchasing will occur.

Case study on external influences and social factors

The adaptation of global brands to local behaviors

The core heart of the "Glocalization" strategy is that global brands maintain their international standards and image, but must adapt the "inside" or communication methods to align with the behaviors and cultures of local people. This is because buyer behavior is shaped by tastes, climates, and lifestyles that differ in each region. It consists of the following examples:



Case Study:

McDonald's with "Rice Menus" and the culture of the Wai

Although McDonald's is a symbol of American food, when entering Thailand, the brand had to adapt significantly to win the hearts of consumers who are accustomed to eating rice as a staple food.

- Behavioral Analysis: Adding menus such as "Mc Kaprao Rice" or "Khao Yum Kai Saap" (Spicy Chicken Rice Bowl), which do not exist in America, to respond to the behavior of Thai buyers who view burgers as merely snacks or secondary meals. Furthermore, the "Ronald McDonald" statues are designed to stand and perform the "Wai" in front of branches as symbolic communication to reduce feelings of alienation and create a sense of friendliness.





Case Study:

IKEA and the understanding of "Thai housing."

When a Scandinavian furniture brand like IKEA entered Thailand, they found that the home living behaviors of Thai people were completely different from those of Europeans. IKEA, therefore, had to adjust its display zones to reflect "real Thai homes."

- Behavioral Analysis: IKEA does not just sell furniture according to international standards but uses in-depth behavioral observation to adapt store layouts to fit the local way of life.

Case Study:

LINE and the "Chat before Buy" behavior

Thai people use LINE differently from the rest of the world, leading to the creation of features like LINE Shopping. Thai buyers have a specific behavior called "Chat before Buy," which involves inquiring, talking to the seller, or requesting additional photos before making a purchase decision. LINE Thailand, therefore, developed specific tools to support closing sales within the chat.

- Behavioral Analysis: This reflects Thailand's "High-Context Culture," which prioritizes interaction and personal relationships in conducting transactions.



Case study on external influences and social factors

- From the case studies on the topic of external influences and social factors, it will help marketers visualize consumers as a "component of society" and understand the importance of strategic marketing planning, which must take into account the alignment with social and cultural structures effectively.



Case study on failures and responses in the digital age

- After gaining an understanding of the external influences and social factors of buyers, it is important to learn from failures, which will help marketers analyze strategic lessons from mistakes in interpreting consumer needs. In this complex digital era, even a slight misunderstanding can become a crisis that impacts credibility. Case studies of this nature, therefore, aim to extract lessons to demonstrate the importance of insights and the preparedness to respond when consumer behavior turns into resistance against the business.



When brands "misread" the buyers' minds

Case study on failures and responses in the digital age

The failure of many new product types does not stem from product quality being inferior to competitors, but rather from the brand "misinterpreting the buyer behavior puzzle" or miscalculating consumer attitudes from reality. Even global brands or major Thai brands can "fall off the horse" (fail unexpectedly) if the insights used are too superficial. It consists of the following examples:



Case Study:

Crossing the line of familiarity – When food brands try to be other products

In the past, a global fabric softener brand attempted to launch "fruit and dessert-scented" products, whereas Thai consumers have a fixed perception that fabric softeners must provide a sense of being "clean," "fresh," or "softly floral."

- Behavioral Analysis: When the scent is too similar to food, the buyer's brain experiences confusion between cleanliness and hunger. The consequence is that buyers feel uncomfortable having their clothes smell like desserts because they perceive it as being "sticky," even if it is only a scent.





Case Study:

Products that are "advanced" but not "lifestyle-compatible."

When brands bring technology or products that were successful abroad to be sold in Thailand without adjusting the mindset (such as "ready-to-eat products that require multiple cooking steps") attempting to penetrate the urban segment with limited time.

- Behavioral Analysis: The brand miscalculated the insight that "if Thai people are going to cook for themselves, they want freshness and customizable flavors," or if they truly have no time, they will choose "instant meals that can be microwaved and eaten immediately."

Case study on failures and responses in the digital age

Response behaviors towards brand crises

In the past, when a brand made a mistake, information might have been limited to a narrow circle. However, in the present era, where Thai consumers hold records for high levels of social media usage, information regarding a brand's error can spread to a wide audience within a few hours. The response behavior of buyers when a brand faces a "crisis" is, therefore, not just about the product itself, but about the "trust" that has been shaken. It consists of the following examples:





Case Study:

The power of "Rod Tour" (Social Media Mob) and digital boycotts

The most distinct behavior in Thai society is the collective pressure placed on brands through hashtags (#) or comments. When a brand encounters a problem, buyers immediately shift their behavior from being "customers" to becoming "auditors."

- Behavioral Analysis: This aligns with the subject of "Attitudes." When negative feelings arise, purchasing behavior halts abruptly as a symbolic expression that they no longer support the brand.

Case Study: Handling product quality errors.

Today's consumers do not expect brands to be "100% perfect" but they expect "transparent and rapid accountability." If a brand attempts to conceal information or responds to consumers with legal actions, it usually intensifies the resistance behavior.

- Behavioral Analysis: Brands that sincerely admit their mistakes and provide clear remedial measures (such as product recalls or compensatory discounts) have a chance to recover "Brand Loyalty" faster than brands that remain silent.



มาตรการส่งดี Dee-Delivery
คุ้มครองซื้อของออนไลน์ เมื่อจ่ายผ่าน COD

ปีพ 3 ตุลาคม 2567

ผู้ให้บริการขนส่งสินค้า

- ต้องระบุข้อมูลผู้ส่งสินค้า, ผู้ให้บริการขนส่ง และผู้รับ พร้อมแจ้งรายละเอียดของตัวสินค้า และเลขติดตามพัสดุ
- ผู้ให้บริการขนส่ง ต้องถือเงินค่าสินค้าที่ชำระแล้วไว้ 5 วัน จึงจะส่งมอบให้ผู้ขายได้

ลูกค้า (ชำระเงินปลายทาง)

- ลูกค้าสามารถเปิดดูสินค้าก่อนชำระเงินได้ หากพบว่าสินค้ามีปัญหา สามารถปฏิเสธการรับสินค้า และไม่ต้องชำระเงิน
- หากสินค้ามีปัญหาสามารถแจ้งขอคืนสินค้า และขอเงินคืน ภายใน 5 วัน

The infographic is presented on a pink background with a blue ribbon at the top right. It features two illustrations: a delivery person with a van and a customer packing boxes. The text is in Thai, detailing the Dee-Delivery service's commitment to transparency and accountability for Cash on Delivery (COD) orders.



เรียนลูกค้าและทุกท่านที่เกี่ยวข้อง

ขณะนี้ไม่มีผู้ไม่หวังดีได้ใช้ชื่อและเครื่องหมายการค้าของบริษัทออฟเตอร์ ยู จำกัด (มหาชน) บนสื่อออนไลน์และโซเชียลมีเดียหลายรูปแบบ เพื่อแอบอ้างการดำเนินการขายหุ้นของบริษัท

ทางบริษัทขอรับรองว่า บริษัทออฟเตอร์ ยู จำกัด (มหาชน) และบริษัทในเครือไม่มีนโยบายหรือแผนงานที่จะกระทำการดังกล่าว ขณะนี้ทางบริษัทได้มีการเข้าแจ้งความ และกำลังดำเนินการประสานงานกับหน่วยงานที่มีส่วนเกี่ยวข้องทางกฎหมาย เพื่อยับยั้งและบรรเทาผลกระทบที่อาจเกิดขึ้นจากเหตุการณ์ดังกล่าว

ขอให้ลูกค้าและทุกท่านที่เกี่ยวข้องโปรดระมัดระวัง หลีกเลี่ยงอย่าคลั่งคลีใดๆที่อยู่ในเพจผู้ไม่หวังดีเหล่านี้

ทางบริษัทขอภัยในความไม่สะดวกเป็นอย่างยิ่งกับเหตุการณ์ที่เกิดขึ้น และจะดำเนินการแก้ไขปัญหาอย่างสุดความสามารถเพื่อไม่ให้เกิดความเสียหายต่อทุกท่าน

บริษัท ออฟเตอร์ ยู จำกัด (มหาชน)
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เบอร์โทรศัพท์: 02 318 4488
email: contactus@afteryou.co.th

Case Study:

Restoring confidence in the Thai market.

Thai buyer behavior often has a "quick to anger but forgiving" nature if the brand demonstrates continuous efforts to rectify the situation. This includes launching advertising campaigns that show sincerity or completely overhauling service standards after an incident occurs.

- Behavioral Analysis: The use of reinforcement to create new positive experiences to replace past negative ones, in order to readjust consumer perception back to normal.

Case study on failures and responses in the digital age

- From the case studies on the topic of failures and responses in the digital age, it will help marketers visualize the overall picture, ranging from impressive successes to failures that serve as expensive lessons. This demonstrates that buyer behavior theories, which may seem abstract, are actually embedded in every decision and every crisis in the business world. The core heart of learning this subject is not merely to "remember" who failed or who succeeded, but to create a "marketing vision" to discern how we can use an understanding of humanity to create value in situations filled with uncertainty.



