

The Newbies Consumer Phenomenon in Relation to Design Approach

Pibool Waijittragum^{1*} and Suppakorn Disatapundhu²

¹Department of Visual Communication Design, Faculty of Fine and Applied Arts,
Suan Sunandha Rajabhat University.

²Department of Creative Arts, Faculty of Fine and Applied Arts, Chulalongkorn University.
e-mail: ¹pibool.wa@ssru.ac.th, ²suppakorn.d@chula.ac.th

Abstract

This research investigates an intuitive, supportive, and engaging experience that minimizes the barriers to entry designing interfaces and interactions that are accessible to individuals with little to no prior knowledge while fostering confidence and ease of use. The field survey strategy is an appropriate tool for gaining a deeper insight into customer behavior. To initiate a new marketing channel, a sample design process has been favored over non-probability sampling, specifically employing purposive sampling. Consequently, 179 Thai students consented to participate in the study concerning Newbies Consumer segmentation. A questionnaire was employed as the data collection method. The results identified various distinct consumer groups: 1) anti-advertising consumers who prefer direct product experiences through fairs and trade events, 2) price-conscious shoppers who seek bargains at discount venues, and 3) symbolic consumers who are heavily engaged in mobile commerce and social media with entrepreneurial aspirations. 4) anti-advertising consumers who prefer social media and direct sales over traditional marketing channels, 5) price-conscious shoppers who consider cost but are also influenced by brand imagery, and 6) symbolic consumers characterized as discerning "shopaholics" attracted to trendy products and innovative marketing events. 7) anti-promotion consumers who prefer e-commerce and digital payment methods while rejecting traditional advertising, 8) price-conscious shoppers who balance local versus imported brand prices across various retail venues, and 9) symbolic consumers who prioritize brand names for status but remain price-sensitive, favoring imported products while considering local alternatives as acceptable substitutes.

Keywords: The Newbies Consumer, Marketing Phenomenon, Design Approach

1. Introduction

In the ever-evolving marketplace, the term "Newbies Consumer" refers to individuals who are venturing into a product category, brand, or service for the first time. These consumers are characterized by their limited experience and knowledge, making them a unique segment that requires tailored approaches from businesses. Understanding their behavior is crucial for brands aiming to attract and retain these first-time buyers.

Newbies Consumers represent a critical growth opportunity for businesses. They not only bring in new revenue but also have the potential to become loyal advocates if their first experiences are positive. By addressing their unique needs and concerns, brands can build long-term relationships and establish a reputation for inclusivity and support.

Newbies Consumers significantly influence the marketing system by driving brands to prioritize clarity, accessibility, and trust-building in their strategies. Their demand for beginner-friendly experiences has led to the creation of simplified marketing content, intuitive product designs, and targeted campaigns such as "first-time user" discounts. Additionally, their reliance on social proof and reviews encourages businesses to invest in customer feedback mechanisms and reputation management. As a result, catering to Newbies Consumers has reshaped marketing practices, making them more inclusive and customer-centric, ultimately benefiting all consumer segments.

In conclusion, the phenomenon of Newbies Consumers underscores the importance of understanding and catering to first-time buyers. Businesses that invest in strategies tailored to this segment can unlock significant growth potential while fostering lasting customer loyalty.

1.1 The Problem of Newbies Consumers to the Design Approach

Designing for Newbies Consumers presents unique challenges due to their limited knowledge and high dependency on intuitive experiences. One key problem is striking a balance between simplicity and functionality; overly simplified designs may omit essential features, while complex interfaces can overwhelm these users. Additionally, their diverse learning curves and preferences make it difficult to create a one-size-fits-all solution. Ensuring accessibility and inclusivity, while also addressing potential misunderstandings or misuse of the product, requires extensive user research and iterative testing. This increases the time and resources needed for product development, highlighting the complexity of catering to this segment effectively.

1.2 Hypothesis for Newbies Consumers to the Design Approach

It can be hypothesized that a design approach tailored for Newbies Consumers should prioritize simplicity, clarity, and guidance while maintaining essential functionality. By incorporating step-by-step onboarding processes, intuitive navigation, and proactive support mechanisms, businesses can enhance the user experience for this segment. Additionally, iterative design based on feedback from first-time users may lead to solutions that better accommodate their learning curves and preferences. This hypothesis suggests that a user-centered, iterative approach will not only meet the needs of Newbies Consumers but also create a scalable framework adaptable to other consumer groups.

1.3 Research Objective

To create an intuitive, supportive, and engaging experience that minimizes the barriers to entry designing interfaces and interactions that are accessible to individuals with little to no prior knowledge while fostering confidence and ease of use

2. Literature Review

2.1 Concept of Newbies Consumer

The modern marketing concept is to cultivate positive relationships with consumers. Market orientation must address consumer demands and desires (Blythe, J., 2008). To ensure consumer pleasure, marketers must prioritize understanding consumer behavior. This results in various circumstances that induce disparate behaviors. Moreover, the conduct is also undergoing quick modifications in the present moment. Nevertheless, the Postmodern Marketing Concept has been adopted by contemporary marketers, emphasizing its value rather than its function or utility. This concept posits that the significance of goods and services is now determined by their value rather than their cost or utility (Pongsakornrungrasit, 2012). The variance in value is contingent upon four aspects pertaining to the symbolic significance of consumption: When, Where, Who, and How. Most marketing experts appear to be focusing on human value marketing.

Over the past sixty years, marketing has evolved through three distinct eras, which include the following:

1. The initial phase, referred to as Marketing 1.0, emerged post-industrial revolution, with machinery serving as the fundamental technology across all industries. The product was the paramount concern, designed for a universal audience, featuring a uniform image and standard, characterized by great productivity at low cost, and offered at a fair price, which led to this era being identified as the Mass Market (Kotler, 2011).

2. The information era, referred to as Marketing 2.0, has rendered traditional marketing increasingly challenging since the advent of the Internet. The customer has evolved into an astute consumer. Comparative reasoning drives purchasing decisions among all consumers. Moreover, consumer preferences and demands compel producers to introduce a diverse range of items. This period is consequently acknowledged as the era in which the customer reigns supreme.

3. The values-driven era, referred to as Marketing 3.0, emerged following the proliferation of social media, wherein aspiration and ethos have been elevated as concepts for marketing endeavors. The economic crisis, resulting from instability, disrupts both social and economic sectors, adversely impacting the majority of customers. The solution is achieved by the appropriate strategy. Consequently, this period is acknowledged as Emotional Marketing.

2.1 Concept of Design Approach

The design approach for Newbies Consumers revolves around creating a user-first experience that integrates simplicity, accessibility, and engagement at every touchpoint. Zhang, X., Disatapundhu, S., & Waijittragum, P. (2024) mention to the core of this concept is the idea of "progressive onboarding," where users are gradually introduced to product features in manageable steps, avoiding cognitive overload. Visual cues, interactive tutorials, and contextual assistance are employed to ensure users feel supported throughout their journey. Additionally, the design should be inclusive, catering to a wide range of abilities and preferences, while maintaining aesthetic appeal and functionality (Pensatorn, 2013). By combining user feedback with iterative design, this approach aims to build a product ecosystem that is not only easy to use but also fosters a sense of accomplishment and loyalty among first-time users.

3. Research Methodology

The field survey strategy is an appropriate tool for gaining a deeper insight into customer behavior. To initiate a new marketing channel, a sample design process has been favored over non-probability sampling, specifically employing purposive sampling. Consequently, 179 Thai students consented to participate in the study concerning Newbies Consumer segmentation. A questionnaire was employed as the data collection method.

4. Results

The experiment showed that Newbies consumers' behaviors depended on their heritage, such as multilingualism and high education levels. They were all urban residents with substantial financial support from their parents, and were skilled in digital media and IT. The independent variable influencing Newbies Consumers segmentation has a distinct behavior comprising three components of response to marketing activities as follow.

- 1) Cohort exhibiting an Anti-Advertising Attitude, characterized by the sub-variable that authentic brands require no advertising, and that advertising is inherently deceptive.
- 2) Price Concern Group, with sub-variable: anticipation of discounts and the belief that no one secures a better bargain than I do.
- 3) Group of Symbolic Consumption, encompassing sub-variables: the imported brand is superior, brand name can elevate their image, the brand name is the preferred option, and the least favorable is the absence of a brand.

These factors influenced their unique worldview and millennium lifestyle. Four empirical sessions were conducted to examine participants' Behavior, Attitude, Purchase Reasons, and Incentives.

4.1 The Behaviors

- 1) Group with an Anti-Advertising Attitude; they contend that advertising incurs significant costs, rendering it unnecessary for them. Conversely, they focus on the food fair or trade event that enables them to sample imported products from countries such as Thailand, Australia, and Brazil.
- 2) Price-Conscious Group; they prioritize fair pricing. They undoubtedly derive satisfaction from overseeing bargain events. Consequently, the preferred gathering locations for Newbies Consumer, or Generation M, are bargain stores, night markets, and convenience stores.
- 3) Collective of Symbolic Consumption; Mobile commerce as the appropriate medium for their practice. They consistently devote several hours monitoring their fan page on social media. The majority aspire to develop their own enterprises, including a coffee and cake corner, a food truck, a street fashion kiosk, and to become stakeholders in the stock market.

4.2 The Attitudes

- 1) Individuals with an Anti-Advertising Attitude; they contend that advertising incurs significant costs, rendering it unnecessary for them. Within Conversely, they focus on the food fair or trade event that enabled them to sample imported items from countries such as Thailand, Australia, and Brazil.

2) Price-Conscious Group; they evaluate the price's reasonableness. They undoubtedly derive satisfaction from observing discount happenings. Consequently, the preferred gathering locations for Newbies Consumer, or Generation M, are bargain stores, night markets, and convenience stores.

3) Cohort of Symbolic Consumption; Mobile commerce serves as the appropriate medium for their practice. They consistently dedicate numerous hours monitoring their fan page on social media. Many aspire to develop their own enterprises, including a coffee and cake corner, a food truck, and a street fashion kiosk. Additionally, they aspire to become stakeholders in the stock market.

4.3 The Purchase Reasons

1) Cohort with an Anti-Advertising Disposition; Newbies Consumers are frequently engaged with social media, perhaps influencing them to become new purchasers inside the economic framework. Traditional media, like newspapers, television commercials, radio spots, and magazine advertising, are unnecessary for them. The direct sales channel between the buyer and the business is beneficial.

2) Price Concern Group; nonetheless, price is a fundamental element of the Marketing Mix. However, price does not reflect their motivations. Furthermore, due to their belief in the potency of imagery, substantial funds were allocated to various brands.

3) Group of Symbolic Consumption; the term "shopaholics" accurately reflects their personality. Numerous things attract attention to marketing events, such as reduced pricing, trendy products, innovative aesthetics, and next-generation gaming. Newbies Shoppers have a discerning appearance and make judicious choices.

4.4 The Incentives of Purchasing

1) Cohort with an Anti-promotion Attitude; they assert that a genuine brand does not require promotion. Advertising has concealed false information and resulted in exorbitant prices. The resolution for this group is acquisition through an E-commerce platform and direct sales service. Moreover, Newbies Consumer constitutes the principal cohort of contemporary consumers utilizing electronic money, digital currency, mobile digital wallets, and cryptocurrency, specifically Bitcoin.

2) Price-Conscious Group; they consistently evaluate appropriate pricing for local brands and may be amenable to higher prices for imported products from reputable brands. Discount stores, night markets, and convenience stores continue to be the preferred venues for expenditure. The brand launch event is a prevalent marketing activity for various stylish products, including mobile phones, digital devices, sports equipment, street fashion, and processed agricultural food.

3) Group of Symbolic Consumption; Newbies Consumer possess greater faith in imported products compared to local offerings, as they believe that brand names can elevate their image. Although the brand name is the primary preference, affordability remains a significant consideration. They could purchase a subordinate brand instead of a main brand. Ultimately, trendy local businesses have gained acceptance based on the variety of options available. Nonetheless, the most unfavorable scenario is the absence of a brand name to select.

5. Conclusions

The study highlights the diverse and nuanced behaviors, attitudes, purchasing motivations, and incentives of Newbies consumers, influenced by their unique heritage, urban upbringing, and digital proficiency. The findings emphasize three primary consumer groups: those with anti-advertising attitudes, price-conscious individuals, and symbolic consumers. Each group demonstrates distinct preferences and behaviors shaped by their lifestyle and values related to Waijitragum, P. (2013).

The anti-advertising cohort rejects traditional marketing methods, favoring direct and experiential channels like food fairs and e-commerce platforms. The price-conscious group prioritizes affordability and convenience, gravitating toward bargain venues and promotions. Symbolic consumers exhibit a penchant for imported brands and trendy aesthetics, reflecting their aspirations and self-expression through consumption.

Overall, Newbies consumers embody a millennium lifestyle characterized by technological adeptness, entrepreneurial ambitions, and a discerning approach to purchasing. These insights offer valuable implications for marketers aiming to engage this dynamic and evolving demographic.

Comparisons to Prior Knowledge as follow. Kotler, P., & Keller, K. L. (2016), *Impact of Advertising*; Traditional marketing theories posit that advertising plays a crucial role in shaping consumer preferences and driving purchasing decisions. However, the anti-advertising cohort in this study challenges this notion, viewing advertising as unnecessary and costly. Their reliance on direct channels and digital platforms represents a significant departure from the established reliance on mass media related to Waijitragum, P. (2014).

Solomon, M. R. (2020), *Brand Loyalty and Image*; Prior research emphasizes the role of brand loyalty in consumer behavior, suggesting that consumers are willing to pay a premium for well-established brands. While the symbolic consumption group aligns with this perspective, they introduce a nuanced approach by balancing brand prestige with affordability. Their openness to trendy local brands and lower-tier options reflects an evolving consumer mindset that prioritizes variety and value alongside image.

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