

STUDYING TRENDS AND CHANGES IN CONSUMER NEEDS FOR THE DEVELOPMENT OF BUSINESSES AND/OR FASHION PRODUCTS IN THAILAND

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ABSTRACT

This research objective for (1) study the changing trends and the importance of global trends. Affect business development and / or product development (2) study current consumer demand trends (3) analyze and synthesize global changing trends and consumer demand. That will affect business development and / or local product development in Thailand, the researcher has compiled sample content related to the context and scope of the study from various academic articles. both domestically and internationally, published on the website (documentary research) and in-depth interviews of various experts. related to the educational context, there are content that should be considered as a guideline for business development. design and develop prototype products that meet consumer needs. to study the trends, changes and the importance of the 2030 world trend, the researcher determined the dimensions of the factors studied, consisting of 5 factors: 1) environmental factors 2) environmental factors. Society 3) technological factor 4) market factor and 5) situation factor COVID-19 Current trends in consumer demand by determining dimensions to be studied in 6 dimensions: 1) needs of the elderly and the new generation 2) necessity for life and 3) the need for businesses to be socially and environmentally responsible; 4) requirements for clear and transparent information on products and services to support purchasing decisions; 5) happiness in exchange for the convenience of purchase. - use - after-sales service 6) demand in the COVID-19 crisis that has changed consumer behavior.

The results of the study revealed that has found that Covid-19 is a catalyst for global businesses and consumer behavior change is technology Disruption, but now there is a new catalyst. the global COVID-19 epidemic business needs to focus on technology in order to spread brands to target audiences through online channels that will be the primary channel. focusing on circular economy, focusing on the value of raw materials, resources and products to be as long as possible.as for the development of local Thai products, it is to find the strengths, uniqueness and identity of each area Give each community a unique (Identity), combining technology and local wisdom. To create creativity (Idea) to create new things to meet the needs of target customers such as patterns, patterns, colors and styles, etc. most people still want bright. In addition, with the character of Thai people who love to have fun, they look for products that satisfy their mood and mind.

Keywords: consumer needs, business development, fashion & lifestyle products, local in Thailand

INTRODUCTION

With the global environment that is constantly changing. From factors in the number of world population, environment, society, technology, market, including the impact of COVID-19, affecting the way of life, attitudes and perspectives in purchasing-using products or services of consumers around the world also change. like a domino is when one thing affects another the consequences not only appear in one aspect. But it appears to affect other aspects. Many aspects followed by, for example, when there was a lower birth rate. The rate of senior citizens will be higher. more resource usage There was a polarized international competition. economic change including various businesses must adjust in terms of products for the survival of the business

Study of data for analysis and synthesis for the product design and development process is therefore necessary in particular, the identity of the product itself must respond to the ever-changing needs of each consumer group. The entrepreneurs will determine the direction of product development as well as formulate strategies to develop the business to be successful. It is essential to always study global trends and consumer needs as well as study the relevant business tools and technologies. will make the product sit in the minds of consumers easily This research study has the following objectives:

- (1) Study the trend of change and the importance of global trends. that affect business development and/or product development, fashion and lifestyle products
- (2) Study current consumer demand trends
- (3) Analyze and synthesize global trends and consumer needs. that will affect the development of business and/or the development of fashion and lifestyle products Thai local

RESEARCH METHODOLOGY

This study There is a research process. details of the study method, pattern, data collection, the data analysis was divided into 3 parts as follows:

Part 1. Study and collect information, content, examples related to the context of global trends. from various academic articles Both domestically and internationally published on the website (Documentary Research) and in-depth interviews (In-depth Interview) with various experts. related to the study context

Part 2. Study current consumer demand trends

Part 3. Analysis and synthesis of global trends and consumer needs That will affect business development and/or local product development in Thailand, divided into 4 issues: **1)** business development direction **2)** local product development in Thailand **Types of clothing 3)** Development of Thai local products **Types of lifestyle products 4)** Development of Thai local products type of food

Research Results

Part 1. The researcher has studied data, content, examples related to the context, trends, changes and the importance of global trends. from various academic articles both from Thai language and translate English articles into Thai Published on the website (Documentary Research) by separating the main impacts into 5 factors below. The data is collected from reliable online sources such as the websites of Trend Forecasting organizations, Market and

Consumer Research agencies, journals, reports and studies websites.), both of the university and of government agencies Online News, Online Magazines and Online Articles of private organizations

Trends of change and the importance of global trends that affect business development and/or product development The researcher has defined the dimensions used as study factors, consisting of 5 factors: 1) environmental factors, 2) social factors, 3) technology factors, 4) market factors, and 5) factors from the situation of COVID-19. The important study is

Environmental factors with the world is experiencing the problem of global warming. That is mainly caused by the release of carbon dioxide into the atmosphere of the world in increasing amounts every year. until greenhouse gas emissions Including taking full advantage of natural resources, including water, soil and forests, resulting in an imbalance in the world. loss of ecosystem Rising sea levels, landslides, and landslides are seen from natural disasters that are becoming more severe every year. rapidly changing global temperature and not seasonal into a state of food shortage famine population to the decline of biodiversity forest loss a lost ecosystem until affecting the lives of citizens agricultural crops and the economic situation of countries around the world. In the end, we may face an uninhabitable world. And that is something that humanity must turn to realize very much, as in Figure 1.



Figure 1. Natural Disasters in 4 Areas

From the above event the world community therefore began to focus on the conservation of natural resources. water saving save energy use of clean energy Creating products made from recycled materials Products that are friendly to animals, environment and society, which are important factors that local business operators must pay attention to. And used to define the basic concept of the product as shown in Figure 2.



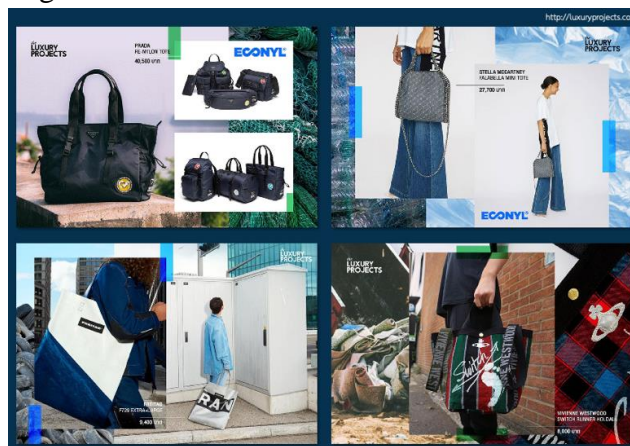
Figure 2. Clean energy sources or power from nature environmentally friendly does not pollute

Prime example which come from the above concepts, such as products made from renewable biomass raw materials such as corn starch, vegetable waxes, oil, straw, bagasse, corn cob, wood chips, sawdust, etc. (Wikipedia, MPC) as shown in Figure 3.



Picture 3. Bioplastic product picture. (Bioplastics) compared to plastic

Use of waste materials industrial waste Let's recycle Examples of brands that make concept products include FREITAGE, PRADA, STELLA McCARTNEY and Vivienne Westwood handbags as shown in Figure 4.



Picture 4. An example of a luxury brand's cloth bag made from recycled materials.

Social factors with the tendency to increase the proportion of the elderly population structure until within the next 10 years, the world will enter a completely aging society. Therefore, the elderly will have a greater demand for niche products that can respond to the problems and needs of the elderly. While some countries do not yet have birth control. There will still be a growing population of reproductive age groups. These countries will continue to be important markets for children, adolescents and working-age groups.

At the same time, many countries tend to have a higher proportion of the female population than males. And the social context places more emphasis on the role of women. both in the field of work Social, political and economic leadership of the country. Therefore, women are expected to play a role. and its important influence on future market direction as shown in Figure 5.



Figure 5. Countries with older workers over 65 years old in 2016 and population aged over 60 years old

In addition, with the growth of the capital and the spread of economic prosperity to more rural areas. Causing urban expansion and spreading economic prosperity to more rural areas The expansion of these megacities has resulted in employment. public utility development education system development Improving the quality of life of urban people Changing lifestyles from rural people to urban people are used to being more comfortable There is a more competitive and fast-paced lifestyle. and smaller families



Figure 6. The expansion of urban society



Figure 7. Female consumers with consumption power

Social factors should be a top priority for entrepreneurs. The product must be able to meet the needs of specific groups well. Products have clearly defined market segments by presenting the value of that product. and even products for women that can reflect the identity of the user by allowing participation or choice in designing products that are specific for themselves. (Customization) as shown in Figure 8.



Figure 8. Female consumers with consumption power

Technology factor the advancement of technology and the presence of innovations will lead to sub-trends as follows

1. Technology spreads rapidly in every aspect of living There is a 34% increase in mobile Internet users, and the gap between developed and developing countries is narrowing, as in Figure 9.



Figure 9. Technology advancement in the 1G to 5G era

2. The power of innovation, an era where Information Communication Technology (ICT) will greatly influence life and business. Robots replace humans The automation system will replace the traditional operation as shown in Figure 10.



Figure 10. The Power of Innovation

3. The era of life sciences is about research and development (R&D) and future demographic challenges. It is about many important sciences, namely biotechnology. (Biotechnology), medicine (medicine) and pharmaceuticals (pharmaceuticals) vertical farming (Mintel, 2020) using land on high buildings and most importantly, urban farming (Urban Farming) (Teerakiat Kerdcharoen, 2012) as shown in Figure 11.



Figure 11. The era of biological sciences.

Take a retail store for example. That has expanded its social media channels in response to consumer behavior, with Walmart and Target offering consumers the ability to shop from their mobile devices and then pick up their products. (School for Communication and Journalism University of Southern California, n.d.) When: Consumers can do transactions, shop, find information online easily and anytime. causing consumer behavior to change Can access a variety of products from all over the world and find comparable information to make a faster purchase decision through online marketplaces. get the product faster at a lower price The online market system is another channel that expands distribution channels. And entrepreneurs should have to formulate strategies for sales, marketing, and after-sales service. Product quality assurance This is to increase sales and the opportunity to reach more specific consumers than before. Consumers' ability to find information online comes in part from users becoming part of the content creators themselves based on reviews of past product experiences. Entrepreneurs should create community groups that are passionate about the product (fans) in order to be a good market reference for the product as shown in Figure 12.



Figure 12. Major retailers Walmart and Target, and AMAZON GO stores in Seattle and Chicago.

Market factors After the COVID-19 situation resolved and the global economy began to return to normal conditions. Countries with severe problems from COVID-19, such as the United States, European Union, Brazil, India, may need a period of time to recover their domestic economy. While countries with strong economic recovery such as China will be important markets for Thai local products. Especially from the market of Chinese tourists who will travel to Thailand more during the COVID-19 situation, which entrepreneurs must be prepared to prepare products that can meet the tastes of Chinese tourists. There is a system to support payment through the E-Payment system and a system to support a large number of orders for delivery to China as shown in Figure 13.



Figure 13. E-Payment in technological advancement

Factors from the COVID-19 situation during the COVID-19 epidemic resulted in severe changes in behavior in the short term. Until many behaviors are permanent and have become a new normal or New Normal, the consumer's importance on the quality and safety of products, personal and social health including more locations as consumers are concerned about the COVID-19 virus infection This has led to changes in consumption patterns and food choices.

Part 2. Study the trend of the current consumer needs.

- 1) Consumer needs To the fashion industry
- 2) The need for business to show social and environmental responsibility
- 3) Demand for product information that is clear, transparent, to make a purchase decision
- 4) Happy to pay In exchange for the convenience of buying-using-after sales service
- 5) Demand in the COVID-19 crisis that changed consumer behavior

The trend of change and affecting fashion consumption behavior

- Circular Economy (recycle, resale, rental, reuse, repair and re-commerce)
- Sustainable Economy (Production: Wastewater Cotton Dying System, Less chemical/half the water, environmental friendly clothing, zero-carbon)
- Sustainable Supply Chain (relies on three contributory factors: social, environmental and financial)
- Retail space reduction
- Slow and Seasonless fashion
- Digitalization and connectivity

Trending now Circular Economy

The principle is the economy that focuses on the value of raw materials. Resources and products that must be maintained as long as possible and the lowest waste, such as when reducing chemicals used to dye fabric Resulting in less water The water used to dye is cleaner. Able to bring water back to use more easily Is to reduce energy



Figure 14. Find other options that reduce chemical use. Reduce the use of pollution energy
 Reduce consumption of waste resources While still maintaining the environment
 Reduce environmental impacts to a minimum

Circular Economy: Resale

The survival of the business must keep an eye on important trends in the industry. that affect purchasing choices and customer communication how is it but anyway It is noted that resale or second-hand purchases Not a good eco-friendly choice While that's good for the low price and good value for money.



Figure 15. Examples of resale or second-hand purchases

Circular Economy: Rental

In the economy, sharing RENT THE RUNWAY and various rental services Helps to encourage more good effects on the environment on reducing carbon. However, this trend is still not a sustainable answer because the purchase rate of new clothes is still higher than the rental rate.

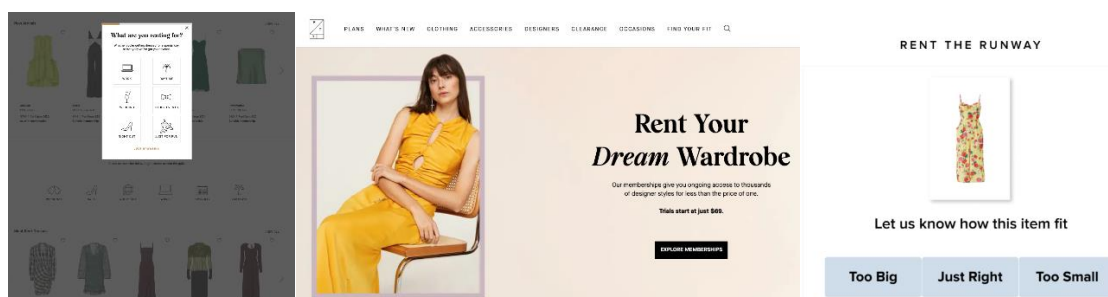


Figure 16. Example of clothing rental business

Circular Economy: Recommerce

Recommerce stands for Resale Commerce or Reverse Commerce. If easy to say, it is 'selling secondhand products'. The largest proportion in this market is fashion.

The solution that will help prevent enormous amount of waste from putting on and leaving is to use the most worthwhile products. May be wearing often Or will be the sale or buy secondhand products To extend the usage of the product as long as possible

With the behavior of consumers that change from COVID-19 permanently, that people can easily access secondhand products online, not just Gen Z people, but other generations as well.

For example, a luxury brand GUCCI came down to be one of the gamers in the RECOMMERCE market in October last year. In collaboration with The Realreal website. In addition to GUCCI, there are also brands like Levi's with their own Levi's Secondhand project. By allowing customers to sell secondhand clothes to the brand In exchange for a gift card for future purchases And also allow customers to buy secondhand products directly through the brand via the website as well



Figure 17. GUCCI in the market.

Trending now Sustainable Economy

Both Millennials and Gen Z to the age and income that can determine their own closet. With the value of Eco-CONSCUUS. On the other hand, the brand must accelerate more clearly. And there is a more sustainable practice Because consumers are looking for true values

Sustainability will only occur when all parties in the supply chain are aware. Give reliability to consumers and are transparent in business operations. Consumers will continue to tell. Causing the brand to be sustainable



Figure 18 shows the supply chain.

Trending now Retail Space Reduction

Change from retail space Is a distribution area Due to the effect of COVID-19, it is like forced the shop to close down the traffic of the consumers, so move from the store to the online, but instead of the store must be dark. The storefront can become a smaller shop. Focusing on

the Fulfillment and Delivery on time. The shop will become a valuable asset. Rather than the remaining anchor, the rest is to organize the store plan to participate between employees and customers.



Figure 19. Example of the shop plan in the form of Mini or Micro-Fulfillment Center

Trending now Slow and Seasonless fashion

While consumers began to deny Fast Fashion more due to short lifespan Now almost every brand is trying to cause serious changes in the fashion industry. Is trying to show responsibility to the world and to the future Gen consumers because Gen Z and Millennial require transparency. Want to know the source and is well aware of the environment, which is known as the sustainability is the principle that all brands must focus on sustainability. Not only means the material used But also the procedures since the use of labor fairly Hiring that local labor The source that produces that product Including environmentally friendly production processes as well

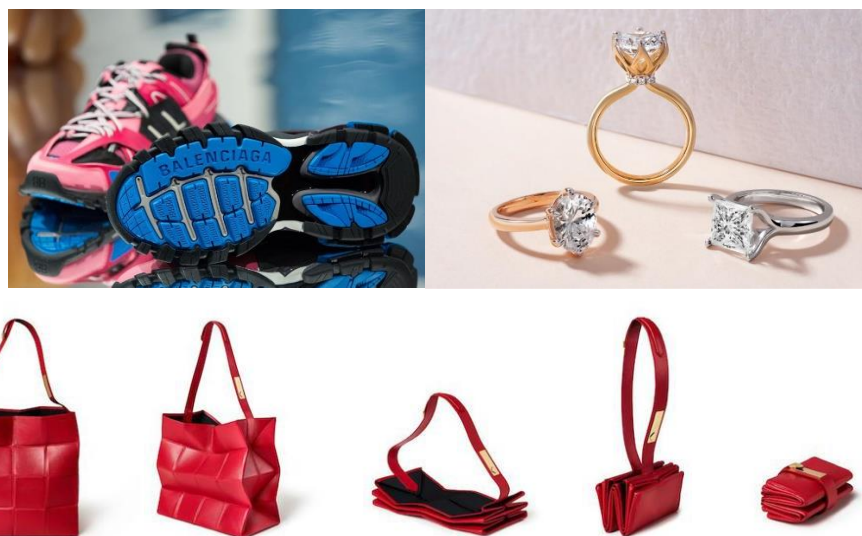
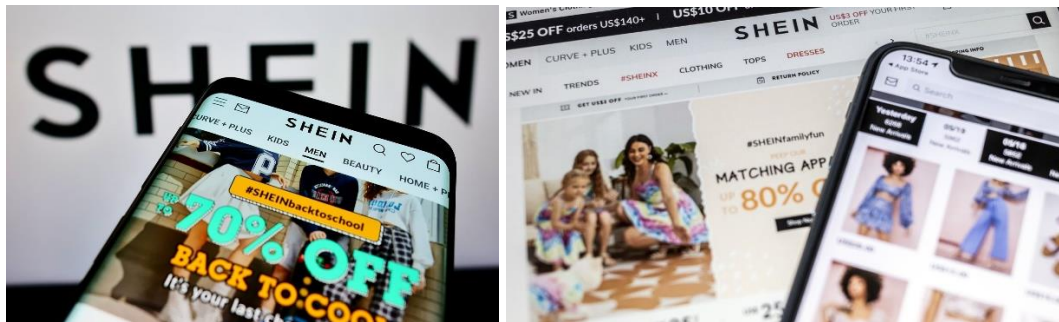


Figure 20. Faldan luxury Eco bags can be folded in geometric shapes. Turned into an iPhone bag

Trending now Digitalisation and connectivity

Chinese brand that has become a favorite brand of Gen Z for the price and access with social media. With strategies to stimulate purchase Invitation with promotions and prices allowing sales to grow enormous.

But on the contrary In the supply chain that the company hires a factory to be a manufacturer A company that really understands the reduction of carbon is very few and makes the clothes more effective. Or more to stimulate consumption The fashion industry has pushed such changes, that is, it is not better. "It's better or faster" (translated from Harvard Business Review, Business and Society: The Myth of Sustainable Fashion by Kenneth P. Pucker, 2022).



Picture 21. Shein (Pronounced She-in) Fast Fashion's future

Fashion Brand trend

Balmain luxury brand joins hands with the American Streetwear Fitness brand Dogpound with the unique Dogpound identity that sells clothes, dietary supplements, drinking, vitamins, as well as the brand's Fitness Gym as Luxe-Meets-Rebel.



Picture 22. Balmain brand

Part 3. Analyze and synthesize trends, changes and needs of consumers. That will affect the development of fashion business and/or the development of Thai fashion products, divided into 2 issues

Directions for developing in fashion businesses

- Secondhand products that the brand manages
- Every business must be a hybrid, which is not able to be one side. With agility, agile

- Should connect consumers or customers. With social media (Social) in all dimensions because it is the only communication tool that has access to the lifestyle of the new generation of consumers
- Should focus on Gen Z and Millennial consumers, especially the environment. And sustainability

The direction of Thai fashion product development

- Use Technology in all channels to publish the brand. To the target audience via online channels
- Bring the strengths of each area. To develop in the design
- May bring geometric shapes to the pattern. Or the workpiece on the garment To be able to wear in many forms, such as the shape of the Origami shape, removed and then assembled again
- There are still consumer groups. That is an adult who likes to be a child Therefore able to bring colorful patterns Cartoon pattern Child printed pattern To develop design work for showing playful identity
- The proportion may be used to be exaggerated to create interest.

Discussions, Conclusions, and Recommendations

Natural environment, both from its own existing resources And from human actions All resulting in all changes But the human actions that fully grab natural benefits All cause the world to lack balance. And with the spread of the COVID-19 virus that affects the world Resulting in a great change in the business world and consumer behavior While various technology More progressive until almost becoming a part of the life of consumers Especially from the elderly to young people Already familiar with the use of online Both complex public health Finding information for various facts And buying products. Therefore, the business sector should use Technology to publish the brand To the target group through online as the main channel Giving importance to the circulating economy Emphasize the value of raw materials Resources and products that must be maintained as long as possible Presenting products that respond to a variety of needs But more specific, sincere, not deceiving consumers Will make the consumer mind easily. In addition, the development of local products in Thailand Should find outstanding features, identity of each area Allowing each community to combine technology and local wisdom In order to create innovation (IDEA) to create new things To meet the target customers such as patterns, colors and styles, etc.

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