FINANCE MARKET SNAPSHOT

Access consumer financial products usage and understand brand relationship to help you enhance brand strategic direction

With rapidly growth in trend of digital disruption, financial industry landscape has been changed. Apart from regulations reformed to enhance digital economy and consumer benefits, technology advancements also paving the way for new forms of businesses/companies to be emerged. This transformation also affects consumers' behaviors and expectation.

This report provides Financial industry overview, Financial product landscape, as well as exploring Brand Health of Banking, Life Insurance, and Auto insurance to strategize and grow their business.

3-MODULE INFORMATION COVERAGE AREAS

Industry Overview

- Overview of Business's Market size and growth (e.g., Asset, Liabilities, Equity, Revenue, Cost, and Profit)
- Number of Players (New & Existing)
- Key Player Performance
- Market movement (Financial News Update)

Financial Product Usage

- Financial Product Usage
  - Deposit & Investment products
  - Loan products (Personal loan & Business loan)
  - Insurance products
  - Other products e.g., ATM/Debit card, E-wallet
- Brand of product owned
- Usage duration

Brand Health

Banking / Life Insurance / Auto Insurance

- Brand leverage
  - Brand awareness
  - Brand consideration
  - Brand penetration (Brand usage)
  - Favorite brand
  - Recommended Brand
  - Brand reject
- Brand Equity Index (BEI)
- Customer Loyalty (Net Promoter Score: NPS)

OTHER INFORMATION AREAS

Channel usage

- Channel of purchasing Insurance products by subtypes (Life Insurance, Accident Insurance, Health Insurance, and Auto Insurance)
- Channel for making financial transaction in the past 3 months & Usage frequency
- Product & Service payment mode / payment channel

Media Consumption

- Financial media consumption

FOR MORE INFORMATION

Please contact your local NielsenIQ Consumer Insights representative or
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RESEARCH DESIGN

Target Respondent:
Aged between 18-70 years, mixed gender (Male / Female / LGBTQ+), mixed personal income, having at least one financial products & are decision makers for financial products

Methodology: Face to Face Interview / Street intercept (Random Sampling)
Sample Size: 600 samples per quarter

Area coverage: GBKK & UPC* (Urban & Rural)

(*) North: Chiang mai, Chiang rai/ NE: Nakhon ratchasima, Khon kaen/ Central&East: Chon buri, Phra nakhon sri ayuthaya/ South: Songkhla, Nakhon si thammarat

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