

# A Management Report for

## *The Social and Economic Contribution from Direct Selling industry in Thailand' 2007*

Prepared for:



By : **tns**

89 Chao Phya Tower  
6<sup>th</sup> Floor, Soi Wat Suan Plu, New Road  
Bangrak, Bangkok, Bangkok 10500  
Thailand  
Phone: +662 267 7755 Fax: +662 267 8546  
E-mail: [Bangkok.th@tns-global.com](mailto:Bangkok.th@tns-global.com)  
Website: [www.tnsglobal.com](http://www.tnsglobal.com)

TNS Consultants:  
Khun Yupin Suwanjai  
Khun Napawan Kongrugsa



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## Background & Objective

- Thai Direct Selling Association (TDSA) would like to conduct a study of the socio-economic impact of the direct selling industry in Thailand. The objective for this study is to present the direct and indirect social and economic impact of the Thailand direct selling industry.
- TDSA aims to monitor and measure the following surveys for year 2006 and 2007 which are:
  1. Individual direct sellers
  2. Direct selling companies
- As now direct selling business is growing year by year and plays more crucial role in Thai economy, the market environment now is very competitive that both retailer and direct seller are trying to find the ways to draw selling opportunity and customer's stickiness to product and service.
- Therefore, it is very essential to understand the interaction of producers, consumers and intermediate suppliers in order to enhance the opportunity growth of direct selling business in Thailand.

# Research Design



## 3. Direct Seller (ผู้จำหน่ายอิสระขายตรง)

### Objective

- To identify the key motivation factors to become a direct seller
- To understand direct seller experience
- To understand the attitude and satisfaction toward direct selling business.
- To identify key media consumption
- To estimate business expenditure, investment and sales value
- To identify selling approaches of direct seller
- To identify their target consumers
- To identify direct seller profile
- To clarify the social contribution from direct business

### Research Method

- Face-to-face interview
- Interview using structured questionnaire based on previous study
- Estimated interview length 30 mins.

### Respondent Profile

- Male/Female, aged 18-55 years
- All SES (ABCDE)
- Direct seller of any brands by not including members who only buy product for personal use
- Must be active direct seller since 2005



# Research Design - Cont'd

## 3. Direct Seller (ผู้จำหน่ายอิสระขายตรง)

### Sampling Area

Province/Region	Total
<b>Bangkok</b>	<b>600</b>
<b>Central</b>	<b>350</b>
- Chonburi	175
- Ratchaburi	175
<b>North</b>	<b>350</b>
- Chaingmai	175
- Nakornsawan	175
<b>Northeast</b>	<b>350</b>
- Khonkean	175
- Ubonratchathani	175
<b>South</b>	<b>350</b>
- Had Yai	175
- Suratthanee	175
<b>TOTAL</b>	<b>2,000</b>



*Executive  
Summary*

## Executive Summary

### Direct Sellers Activity

- The majority has involved with direct selling no more than 3 years (77%), and particularly for 1-3 years (51%) counted an average of 2.75 years. This is mainly driven by aged  $\leq 35$  years, while the older age groups show longer experience with direct selling.
- The majority of direct sellers had worked full-time before (75%) whom skew towards aged 26-35 years, and some are self-employed (18%) whom skew towards aged 36+ years and in UPC.
- Two main reasons to become a direct seller are ‘to earn additional income’ (73%) and ‘to buy product for own use’ (65%), which are particularly driven by female. Noted that people aged  $\leq 35$  years shows stronger intention to earn additional income more than other age groups.

Other reasons to become a direct seller are ‘to have my own business’ (44%), ‘to meet new people’ (40%), ‘to become independent’ (38%), ‘to have stable future’ (37%), ‘to learn something new’ (36%), ‘to have more flexibility’ (33%), ‘can pass down to children’ (30%), ‘to earn for specific purchase’ (19%), and ‘to get major income source’ (14%).

- Male shows stronger intention to have own business, have stable future, more flexibility, pass down to children, earn for specific purchase, and get more income source.
- And, interestingly that people in BKK is more business/income driven that aim to own business and to get major income source. Whereas, people in UPC intend to buy product for own use, meet new people, learn something new, have more flexibility, pass down to children, and earn for specific purchase.

## Executive Summary - Cont'd

- In the past 2 years, the majority represent only 1 direct selling company (79%) and this shows higher trend to be 88% currently, particularly driven by male and aged  $\leq 25$  years.

Those who represent more than 1 company claim need for ‘better offer product variants to satisfy different consumer groups’ (58%) and ‘additional income channel’ (55%).

- Nowadays; there are 85% as on-going direct sellers, and 15% as seasonal.
- The direct sellers are mainly part time (81%), with 67% work for additional income and 14% without other employment. On the other hand, there is only 19% is full time direct seller.
- Regarding hours spent on business, it is mostly for 1-4 hours/week; especially among female, people aged 26-34 years, and in UPC.
- For training, 67% had been trained during year 2007. They mostly had been trained from direct selling company (54%) and from upline (42%).
  - Both trainings from direct selling company and from upline are significantly claimed among male and aged 26+.
  - There is significant training from direct selling company in BKK and training from upline is significant more than in UPC.
  - On the other hand, female and aged  $\leq 35$  years claim not to receive training.



## Executive Summary - Cont'd

- Almost all is self-employed as the current status of being direct seller (96%), and very few represent as employee (3%), and self-employed & have employees working for (1%).
  - Among those who is self-employed & have employees working for, there is mostly less than 5 people employed to support direct selling activities.

The total business expense for this group is 2,961,099 Baht, which composing top three expenses of travel (25.4% or 752,000 Baht), telecommunications (16% or 472,499 Baht), and vehicle leasing (12.2% or 360,000 Baht).

- Among those who are self-employed and employee, the total business expense is 80,825,173 Baht, which composing top three expenses of products for own consumption (37.9% or 30,601,768 Baht), travel (31.2% or 25,217,414 Baht), and telecommunications (10.7% or 8,611,842 Baht).
- Among all, 71% has counted 0-23.8% of retail sales used for personal consumption.
- Approaches that mostly used to sell product are ‘*contact through other people*’ (96%), and ‘*friends*’ (95%). Note that friends is outstanding among aged ≤ 25 years and in BKK.
 

Telephone is also commonly used (75%), followed by advertisement/flyers (49%), home parties (45%), and customer’s workplace (40%).
- Majority of customer is people aged 18-60 years old (88.5%) and living in urban (68.3%).

## Executive Summary - Cont'd

### Impact of Direct Selling

- Overall, people are satisfied with direct selling business (96% top-2-box) and 62% is very satisfied.
- Specific to the attribute, all attributes are also received high satisfaction level, particularly on product quality (99% top-2-box and 76% top-box).

Other satisfactory attributes are:

- Convenience in ordering/ getting product (96% top-2-box and 68% top-box)
- Warranty/ guarantees (96% top-2-box and 63% top-box)
- Rewards/ salaries (95% top-2-box and 64% top-box)
- Marketing activities (94% top-2-box and 61% top-box)
- Salaries when compared to other full-time job (86% top-2-box and 52% top-box)

- Two key perceived benefits from being direct seller are ‘*to earn more money*’ (82%) and ‘*can buy products at lower price*’ (78%), driven by people aged 26+ years. And noted that male show stronger intention to earn more money than female, while female and in UPC show strong intention to buy products at lower price.

Other benefits are for socialize (59%), develop new personal & business skills (53%), be own boss (53%), independence (51%), flexibility (50%), own my own business (45%), able to take better care of family (42%), and improve family’s quality of life (40%).

- In addition, direct selling activities are agreed in all dimensions to help improving professional skills i.e., build self-esteem and confidence, work better with others, build better sales skills, feel more at ease in front of an audience, take more initiatives, better organize your agenda, build business management skills, and improve performance on other jobs.

## Executive Summary - Cont'd

- Almost all perceived participating in direct selling benefits to part of life (99%).
- 94% of people perceive direct selling's benefits carried into private life, and 70% perceived into another job.

These carried over benefits are perceived among all subgroups, and particularly strong in UPC and aged 36 years and up. While, male perceived benefits to another job more than female.

- This translates to fact that money earned are mostly used for daily expense (86%); followed by savings (48%), improve your quality of life (44%), personal development (36%), telecommunication & IT (29%), holidays & vacations (28%), education (17%), car (13%), and new house/home improvement (10%).
- Nevertheless, the majority do not invest on any equipment to assist direct selling business (64%). However, among all equipments, mobile phone (27%) is the top list for investment which driven by male.
- Considering the social program contribution; 'human services/charity' (64%) is where money/goods/services are contributed the most which significant in UPC, male, and people aged 26+ years.

Other contributions are education (19%), environment (13%), arts & culture (6%), and sports (4%).

## Executive Summary - Cont'd

- Benefits from direct selling are reinforced from spontaneous mention are:
  - Additional income (57%) - *driven from UPC*
  - To socialize in different groups & exchange experience in sales (25%) - *driven from UPC*
  - Training/ knowledge/ skill improvement (27%) - *particularly in BKK & aged < 45 years*
  - Discounts/ rewards/ free gifts (24%) - *particularly in UPC & female*
  - Stability/better quality of life (20%) - *particularly among male and aged 26+ years*
  - Time/freedom of work (17%) - *particularly ≤ 25 years*
  - Quality products (14%) - *particularly in UPC and aged 46+ years*
  - Social benefits/special rewards/life insurance (14%) - *particularly in BKK, female, aged 26+ years*
  - Monetary freedom/ increase savings (14%) - *particularly in UPC and aged ≤ 25 years*
  - Health (11%) - *particularly in UPC and aged 26+ years*
  - Own my own business (11%) - *particularly among male and aged 36+ years*

## Executive Summary - Cont'd

### Media Consumption

#### Print Media:

- Company's magazine is widely read (87%); followed by newspaper (71%), magazines (45%), business newspaper (21%), and book/ pocket book (16%).
- Top lists of each print media are:
  - Newspaper: Thai Rath, Daily News
  - Magazines: TV Pool, Koosang Koosom
  - Business newspaper: Matichon, Krungthep Thurakit
  - Book/ pocket book: Rich Dad Poor Dad

#### Internet Usage:

- About half (52%) use the internet, and mostly use 5-7 days/week (23%).
  - Key reasons for using internet are 'search for info/news' (90%), 'check company's news' (51%), 'chat/icq/msn' (36%), and 'email' (25%).
- There are also business related usage i.e., public relation for selling product (14%), and product order of member company (12%).
- Noted that Internet is used for searching info/news particularly in UPC and aged  $\leq 35$  years. Male and people aged 26+ years particularly use internet to check company's news.

A photograph of a person's legs in blue jeans walking on a sidewalk. The person is walking away from the camera. The sidewalk is made of large, light-colored tiles. In the background, other people are walking, but they are out of focus. On the right side of the image, there is a maroon sign with the word "Conclusion" written in white, italicized font. The sign is supported by wooden legs.

*Conclusion*

## Conclusion

- Majority has experience with direct selling business 1-3 years, and mainly among young to mid age groups (i.e.,  $\leq 35$  years). Before joining direct selling business, most direct sellers had worked full-time before, and some are self-employed.
- The two main reasons that trigger to be a direct seller are ‘to earn additional income’ and ‘to buy product for own use’, which particularly required among female. In addition, people aged  $\leq 35$  years shows stronger intention to earn additional income, while people in UPC particularly buy product for own use.
- There is a positive trend of representing 1 direct selling company that currently become 88% from 79% in the past 2 years. Whereas, those who represent more than 1 company claim need for ‘better offer product variants to satisfy different consumer groups’ and ‘additional income channel’.
- Nowadays, the direct sellers are mainly part-time; with majority work for additional income, and some are without other employment. On the other hand, almost all is self-employed as the current status, and very few represent as employee and self-employed & have employee working for.
- Approaches for selling products are mostly ‘contact through other people’, and ‘friends’. While, telephone is also commonly used, followed by advertisement/flyers, home parties, and customer’s workplace.

## Conclusion - Cont'd

- Regarding satisfaction comments, the direct sellers are satisfied with direct selling business, especially specific comment on product quality.
- They perceive top two benefits as ‘to earn more money’ and ‘can buy products at lower price’ which same as trigger to be a direct seller. Other benefits are for socialize, develop new personal & business skills, be own boss, independence, flexibility, own my own business, able to take better care of family, and improve family’s quality of life.

In addition, direct selling activities are agreed to help improving professional skills.

- As a result; participating in direct selling benefits to part of life, both private life and into another job. This translates to fact that money earned are mostly used for daily expense, followed by savings and improve quality of life. Other benefits are for personal development, telecommunication & IT, holidays/vacations, education, car, and new home improvement.
- Specific on media consumption; company’s magazine is widely read, followed by newspaper, magazines, business newspaper, and book/ pocket book.

Internet is used by half, mainly on purpose of search for info/news, check company’s news, chat/icq/msn, and email. While, there is still lesser business usage i.e., public relation for selling product, and product order of member company.





## *Demographics of Direct Sellers*

Fig in %

## Gender

	Total	AREA		AGE (yrs.)			
		BKK (A)	UPC (B)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	2,000	600	1,400	389	698	562	351
■ Male	31	32	30	31	29	32	32
■ Female	69	68	70	69	71	68	68

## Age

	Total	AREA		GENDER	
		BKK (A)	UPC (B)	Male (G)	Female (H)
n =	2,000	600	1,400	616	1,384
■ Below 25 yrs.	19	23 <sub>B</sub>	18	19	20
■ 26-35 yrs.	35	32	36	33	36
■ 36-45 yrs.	28	28	28	29	28
■ 46 yrs. and above	18	18	18	18	17

## Marital Status

	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	2,000	600	1,400	616	1,384	389	698	562	351
■ Single	39	44 <sub>B</sub>	37	43 <sub>H</sub>	38	88 <sub>JKL</sub>	45 <sub>KL</sub>	17 <sub>L</sub>	10
■ Married/ Living together	55	50	57 <sub>A</sub>	54	55	11	52 <sub>I</sub>	76 <sub>IJ</sub>	75 <sub>IJ</sub>
■ Divorced/ Widowed	6	6	6	3	7 <sub>G</sub>	1	3 <sub>I</sub>	7 <sub>IJ</sub>	15 <sub>IJK</sub>

## No. of Family Member

■ 1 person	9	13 <sub>B</sub>	7	9	8	12 <sub>KL</sub>	9	7	7
■ 2 person	15	18	14	15	16	12	19 <sub>IK</sub>	13	16
■ 3 person	24	20	25 <sub>A</sub>	25	23	21	25	23	25
■ More than 4 person	52	49	54	51	53	55 <sub>J</sub>	47	56 <sub>J</sub>	52

## Occupation – By Subgroup

Base : Total respondents (n=2,000)

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
Academics	1	1	1	2 <sub>H</sub>	1	0	2 <sub>I</sub>	1 <sub>I</sub>	1 <sub>I</sub>
Administrative/ Middle management/ Executive	1	1	1	2 <sub>H</sub>	1	1	1	1	1
Business owner	13	9	15 <sub>A</sub>	14	13	5	15 <sub>I</sub>	17 <sub>I</sub>	15 <sub>I</sub>
Street vendor	5	4	6	5	6	1	6 <sub>I</sub>	7 <sub>I</sub>	7 <sub>I</sub>
Skilled white collar	6	8 <sub>B</sub>	5	5	7 <sub>G</sub>	6 <sub>L</sub>	9 <sub>KL</sub>	6 <sub>L</sub>	3
Unskilled white collar	14	19 <sub>B</sub>	12	13	14	16 <sub>KL</sub>	20 <sub>KL</sub>	9	6
Government agency/ Government staff (Top management)	1	0	1	1	1	0	0	1 <sub>IJ</sub>	2 <sub>IJ</sub>
Government agency/ Government staff (Middle management)	4	2	5 <sub>A</sub>	4	4	0	2 <sub>I</sub>	4 <sub>IJ</sub>	12 <sub>IJK</sub>
Government agency/ Government staff (General staff)	5	3	6 <sub>A</sub>	4	5	2	7 <sub>I</sub>	5 <sub>I</sub>	5
Skilled blue collar	5	4	6 <sub>A</sub>	6	5	2	7 <sub>IL</sub>	6 <sub>I</sub>	4
Unskilled blue collar	8	9	8	8	8	7	10 <sub>IL</sub>	9	6
Farmer	2	0	3 <sub>A</sub>	2	2	0	1	2 <sub>I</sub>	5 <sub>IJK</sub>
Retired	0	0	0	0	0	0	0	0	1 <sub>JK</sub>
Housewife	4	4	4	1	6 <sub>G</sub>	2	4	6 <sub>I</sub>	5 <sub>I</sub>
Student	8	6	8	7	8	39 <sub>JKL</sub>	0	0	0
Unemployed	5	6 <sub>B</sub>	4	5	4	8 <sub>JL</sub>	2	5 <sub>J</sub>	5 <sub>J</sub>
Others	0	0	0	0	0	0	0	1	0
No other occupation, direct seller only	17	23 <sub>B</sub>	14	20 <sub>H</sub>	15	11	14	20 <sub>IJ</sub>	23 <sub>IJ</sub>

## Personal Income – By Subgroup

Base : Total respondents (n=2,000)

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ Less than 5,000 Baht	2	1	3 <sub>A</sub>	1	3	3	2	2	3
■ 5,000-7,999 Baht	10	6	12 <sub>A</sub>	6	12 <sub>G</sub>	11	12 <sub>K</sub>	8	9
■ 8,000-9,999 Baht	8	5	9 <sub>A</sub>	6	8	6 <sub>L</sub>	12 <sub>IKL</sub>	6 <sub>L</sub>	3
■ 10,000-11,999 Baht	8	7	8	9	7	6	11 <sub>IKL</sub>	6	7
■ 12,000-13,999 Baht	5	6	5	6	5	3	8 <sub>IKL</sub>	4	3
■ 14,000-15,999 Baht	7	10 <sub>B</sub>	6	7	7	3	10 <sub>IL</sub>	8 <sub>I</sub>	5
■ 16,000-19,999 Baht	2	4 <sub>B</sub>	2	2	2	1	3	3 <sub>I</sub>	2
■ 20,000-24,999 Baht	8	8	7 <sub>A</sub>	8	7	2	7 <sub>I</sub>	10 <sub>IJ</sub>	10 <sub>I</sub>
■ 25,000-29,999 Baht	3	3	3	3	3	0	3 <sub>I</sub>	3 <sub>I</sub>	4 <sub>I</sub>
■ More than 30,000 Baht	14	11	15 <sub>A</sub>	18 <sub>H</sub>	12	3	13 <sub>I</sub>	17 <sub>I</sub>	22 <sub>IJK</sub>
■ No income	33	40 <sub>B</sub>	31	33	34	60 <sub>JKL</sub>	19	32 <sub>J</sub>	33 <sub>J</sub>
<b>MEANS</b>	<b>40,635</b>	<b>23,231</b>	<b>47,077</b>	<b>32,978</b>	<b>44,076</b>	<b>13,259</b>	<b>22,026</b>	<b>82,148</b>	<b>35,654</b>

## Income from Direct Selling Activities – By Subgroup

Base : Total respondents (n=2,000)

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ Less than 5,000 Baht	51	44	53 <sub>A</sub>	37	57 <sub>G</sub>	68 <sub>JKL</sub>	53 <sub>KL</sub>	43	39
■ 5,000-7,999 Baht	11	13	10	12	11	11	12	10	13
■ 8,000-9,999 Baht	3	3	3	4	3	2	2	4	3
■ 10,000-11,999 Baht	6	6	6	8 <sub>H</sub>	5	4	6	6	7
■ 12,000-13,999 Baht	2	3	2	4 <sub>H</sub>	2	1	3	3 <sub>IL</sub>	1
■ 14,000-15,999 Baht	4	6 <sub>B</sub>	4	6 <sub>H</sub>	4	3	4	4	7 <sub>IJK</sub>
■ 16,000-19,999 Baht	1	2 <sub>B</sub>	1	2	1	1	1	1	1
■ 20,000-24,999 Baht	6	8 <sub>B</sub>	5	7 <sub>H</sub>	5	3	5	8 <sub>I</sub>	5
■ 25,000-29,999 Baht	2	2	1	2	1	1	2	3 <sub>I</sub>	1
■ More than 30,000 Baht	13	14	13	18 <sub>H</sub>	11	3	10 <sub>I</sub>	18 <sub>IJ</sub>	21 <sub>IJ</sub>
<b>MEANS</b>	<b>16,826</b>	<b>14,119</b>	<b>18,004</b>	<b>22,261</b>	<b>14,384</b>	<b>6,387</b>	<b>12,961</b>	<b>21,588</b>	<b>28,129</b>

## Area that You Live in – By Subgroup

Base : Total respondents (n=2,000)

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
		600	1,400	616	1,384	389	698	562	351
Urban	75	90 <sub>B</sub>	69	74	76	77	77	72	75
Suburban	23	10	28 <sub>A</sub>	24	22	21	22	25	22
Rural	2	0	3 <sub>A</sub>	2	2	2	2	2	3

## Highest Education Level – By Subgroup

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
		600	1,400	616	1,384	389	698	562	351
Secondary or below	23	23	23	18	25 <sub>G</sub>	12	16	28 <sub>IJ</sub>	43 <sub>IJK</sub>
High school	21	22	20	20	21	43 <sub>JKL</sub>	16 <sub>L</sub>	18 <sub>L</sub>	10
College degree	17	14	18 <sub>A</sub>	21 <sub>H</sub>	15	14	20 <sub>IL</sub>	18 <sub>L</sub>	10
Bachelor degree	37	40	35	37	37	31	45 <sub>IKL</sub>	34	31
Master degree	3	2	3	4	2	0	3 <sub>I</sub>	3 <sub>I</sub>	5 <sub>I</sub>



*Detailed Findings*

# Direct Sellers Activity



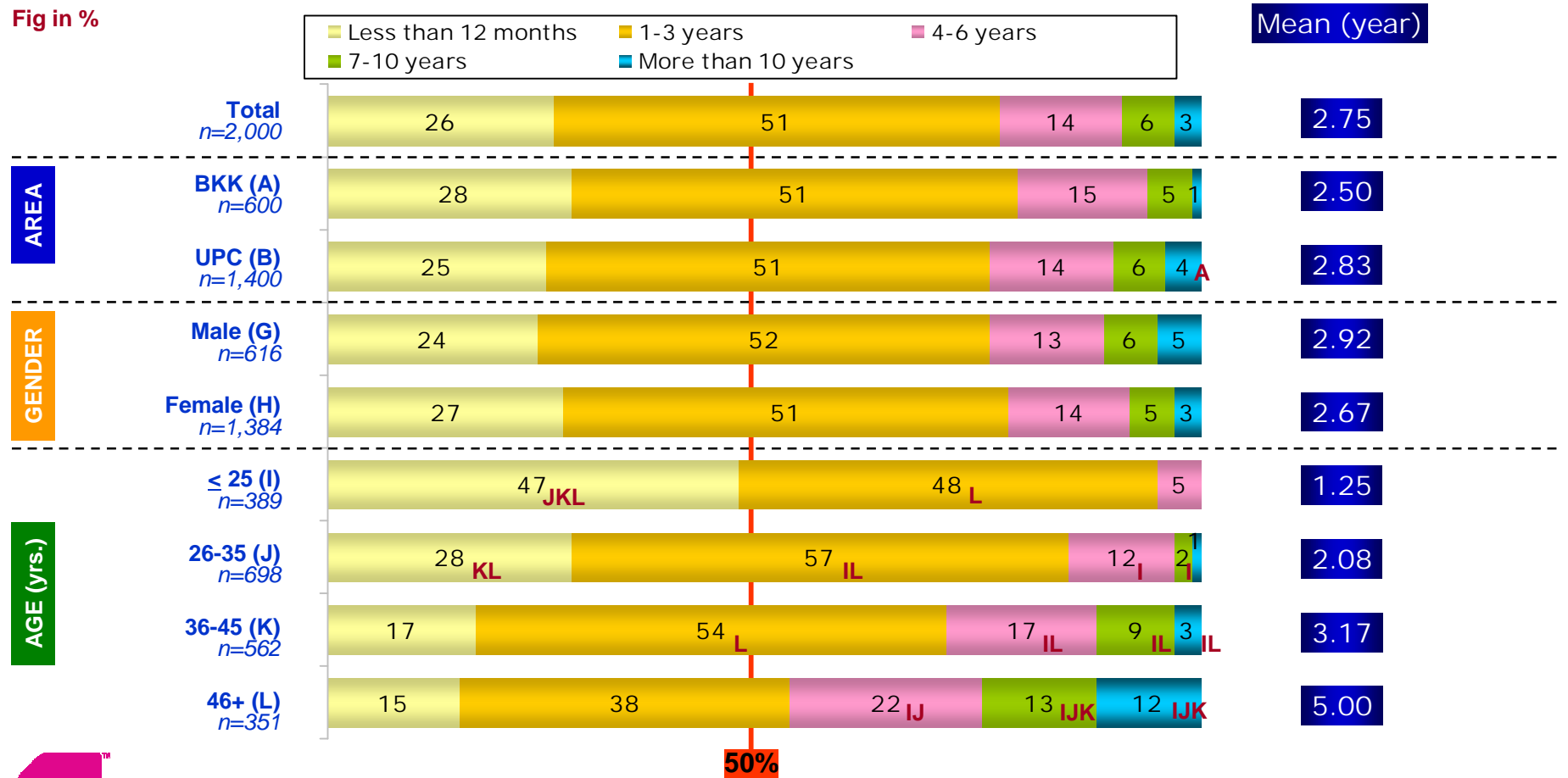
# Length Being Involved with Direct Selling – By Subgroup



Base : Total respondents (n=2,000)

- The majority has involved with direct selling no more than 3 years (77%), particularly for 1-3 years (51%) counted an average of 2.75 years. This is also true by subgroups of area and gender. While, the higher age groups show longer experience with direct selling more than the younger age groups.

Fig in %



# Have Worked Before Became A Direct Seller

Base : Total respondents (n=2,000)

- The majority had worked before (84%), and mostly worked full-time (75%) and followed by self-employed (18%).
- Who had worked full time skews more towards people aged 26-35 years.
- While, the self-employed skews towards UPC, and people aged 36+ years.

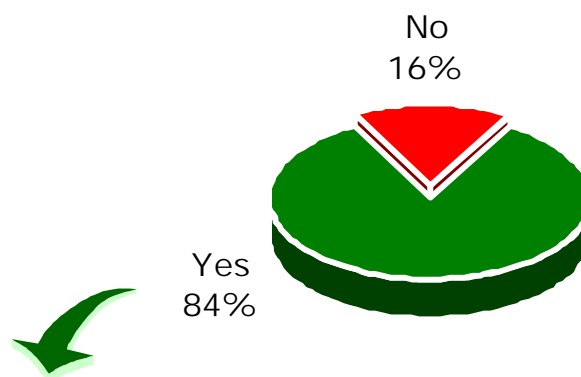


Fig in %

Base : Those who have worked before

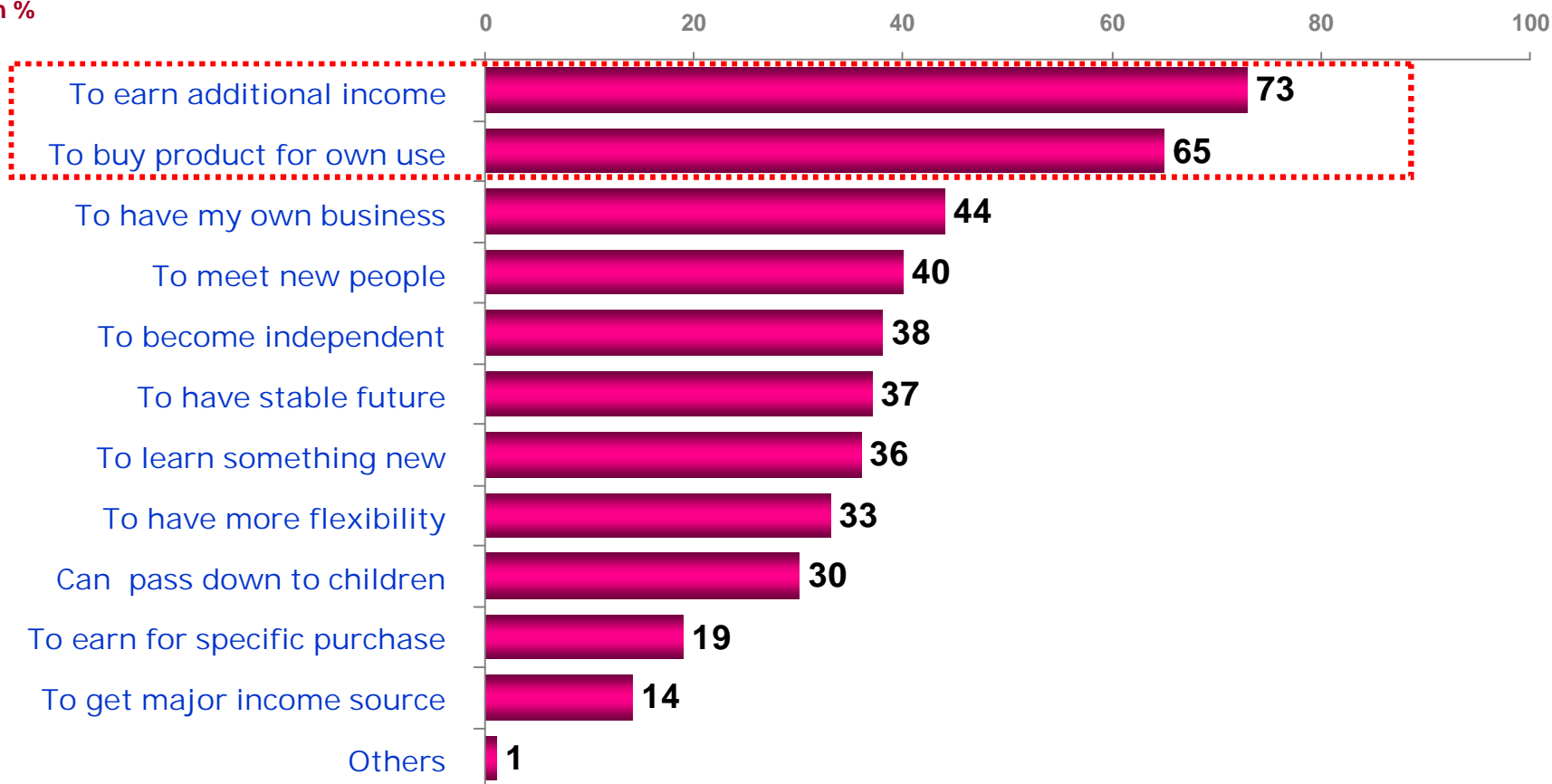
	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	1,683	489	1,194	544	1,139	181	655	521	326
■ Worked as a full-time employee	75	77	74	74	76	73	80 <sub>KL</sub>	72	72
■ Worked as a part-time employee	6	6	6	7	5	15 <sub>JKL</sub>	5	3	6 <sub>K</sub>
■ Self-employed	18	15	19 <sub>A</sub>	19	18	10	14	24 <sub>IJ</sub>	21 <sub>IJ</sub>
■ Unemployed, but worked before	1	1	1	0	1	1	1	1	2

## Reasons to Become A Direct Seller

Base : Total respondents (n=2,000)

- Two key reasons to become a direct seller are 'to earn additional income' and 'to buy product for own use'.

Fig in %



## Reasons to Become A Direct Seller – By Subgroup

Base : Total respondents (n=2,000)

- Female show stronger intention towards the two key reasons to become a direct seller (to earn additional income and to buy product for own use) significantly more than male. While, male shows stronger intention for have own business, have stable future, more flexibility, pass down to children, earn for specific purchase, and get more income source.
- People aged ≤ 35 years group aims to earn additional income more than other age groups.
- Regarding by area, people in BKK aims to own business and to get major income source. Whereas, people in UPC intend to buy product for own use, meet new people, learn something new, have more flexibility, pass down to children, and earn for specific purchase.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ To earn additional income	73	71	73	64	76 <sub>G</sub>	78 <sub>KL</sub>	76 <sub>KL</sub>	68	66
■ To buy product for own use	65	56	69 <sub>A</sub>	57	68 <sub>G</sub>	60	65	65	68 <sub>I</sub>
■ To have my own business	44	49 <sub>B</sub>	41	53 <sub>H</sub>	39	37	39	50 <sub>IJ</sub>	50 <sub>IJ</sub>
■ To meet new people	40	33	44 <sub>A</sub>	42	40	37	38	43	44 <sub>I</sub>
■ To become independent	38	40	38	41	37	41 <sub>J</sub>	35	38	43 <sub>J</sub>
■ To have stable future	37	35	38	49 <sub>H</sub>	31	30	34	42 <sub>IJ</sub>	40 <sub>I</sub>
■ To learn something new	36	32	38 <sub>A</sub>	37	36	36	35	38	35
■ To have more flexibility	33	30	34 <sub>A</sub>	40 <sub>H</sub>	30	32	31	33	36
■ Can pass down to children	30	26	32 <sub>A</sub>	39 <sub>H</sub>	26	20	25	38 <sub>IJ</sub>	38 <sub>IJ</sub>
■ To earn for specific purchase	19	15	20 <sub>A</sub>	23 <sub>H</sub>	17	17	17	22 <sub>J</sub>	19
■ To get major income source	14	18 <sub>B</sub>	13	19 <sub>H</sub>	12	8	13 <sub>I</sub>	18 <sub>IJ</sub>	19 <sub>IJ</sub>
■ Others	1	2 <sub>B</sub>	1	1	1	1	1	1	2

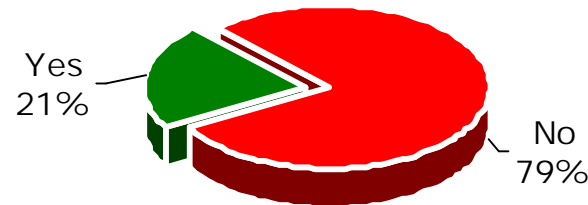
# Number of Direct Selling Company Involved – By Subgroup



Base : Total respondents (n=2,000)

- In the past 2 years, the majority represent only 1 direct selling company (79%).
- Currently, there is more people representing for 1 direct selling company (88%), and skews towards male and aged ≤ 25 years.

## Have represented more than 1 direct selling company at the same time in P2Y?



## Number of current direct selling companies involved

Fig in %

	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	2,000	600	1,400	616	1,384	389	698	562	351
■ 1 company	88	90	87	92 <sub>H</sub>	86	93 <sub>JKL</sub>	88	87	85
■ 2 companies	8	6	9 <sub>A</sub>	5	10 <sub>G</sub>	5	9 <sub>I</sub>	9 <sub>I</sub>	10 <sub>I</sub>
■ 3 companies	2	3	2	2	2	2	2	2	4 <sub>JK</sub>
■ More than 3 companies	1	1	1	1	2	1	1	2	1

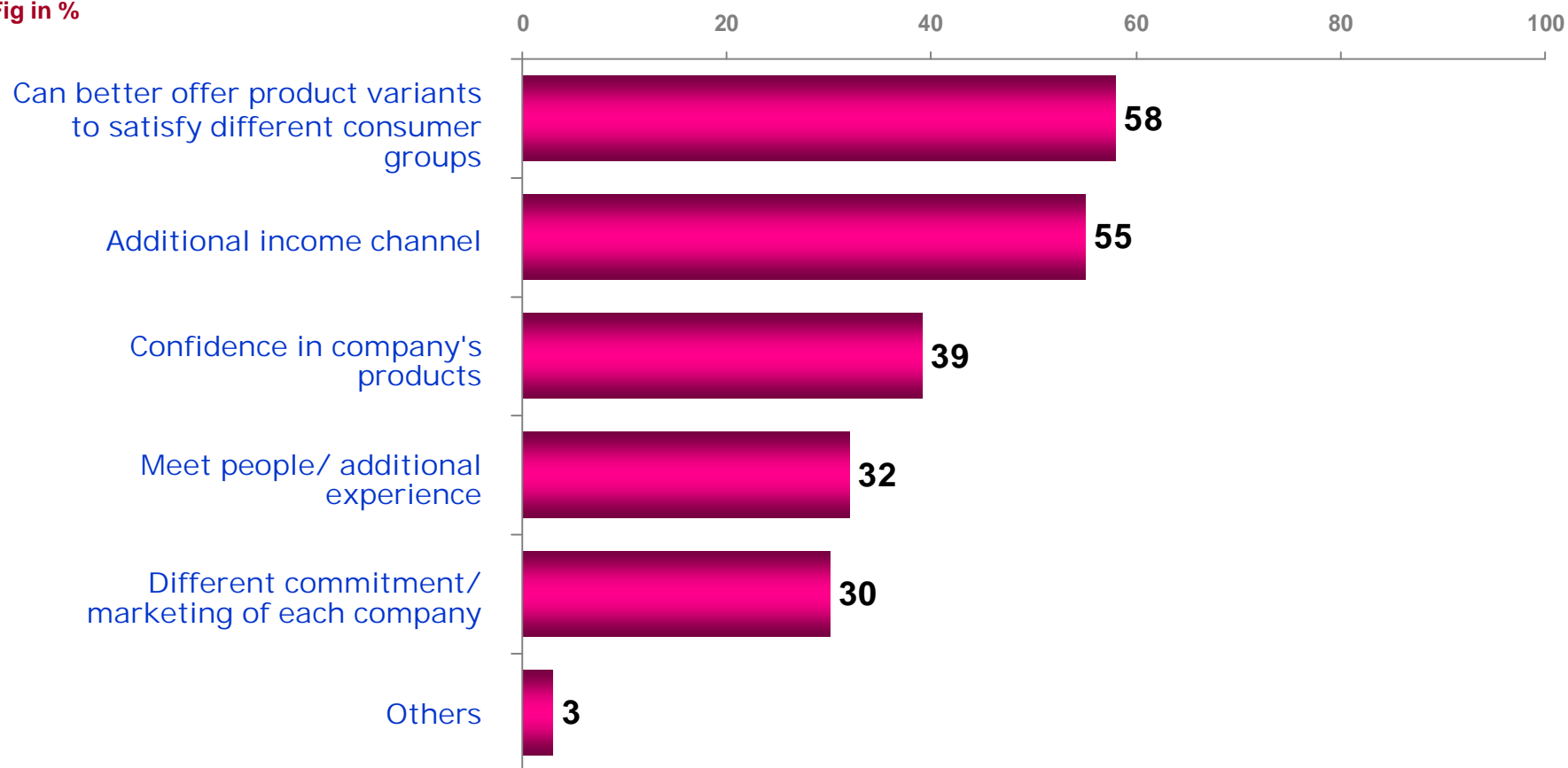


## Reasons to Represent More Than 1 Company

Base : Those who represent more than 1 company (n=236)

- Main reasons for representing more than 1 company are 'can better offer product variants to satisfy different consumer groups' and 'additional income channel'.

Fig in %



## Reasons to Represent More Than 1 Company – By Subgroup

Base : Those who represent more than 1 company (n=236)

- Reasons for representing more than 1 company are in line across subgroup. Only that female has stronger confidence in company's products, while male claims for different commitment/ marketing of each company.

Fig in %

	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	236	59	177	48	188	28*	81	74	53
Can better offer product variants to satisfy different consumer groups	58	56	59	56	59	57	62	59	53
Additional income channel	55	49	57	56	55	46	53	58	58
Confidence in company's products	39	31	42	25	43 <sub>G</sub>	43	37	36	43
Meet people/ additional experience	32	27	33	29	32	18	31	35	36
Different commitment/ marketing of each company	30	32	29	46 <sub>H</sub>	26	11	27	35	38
Others	3	8 <sub>B</sub>	1	2	3	4	2	3	4

## Being On-going or Seasonal Direct Seller

Base : Total respondents (n=2,000)

- The majority is an on-going direct seller.

Fig in %



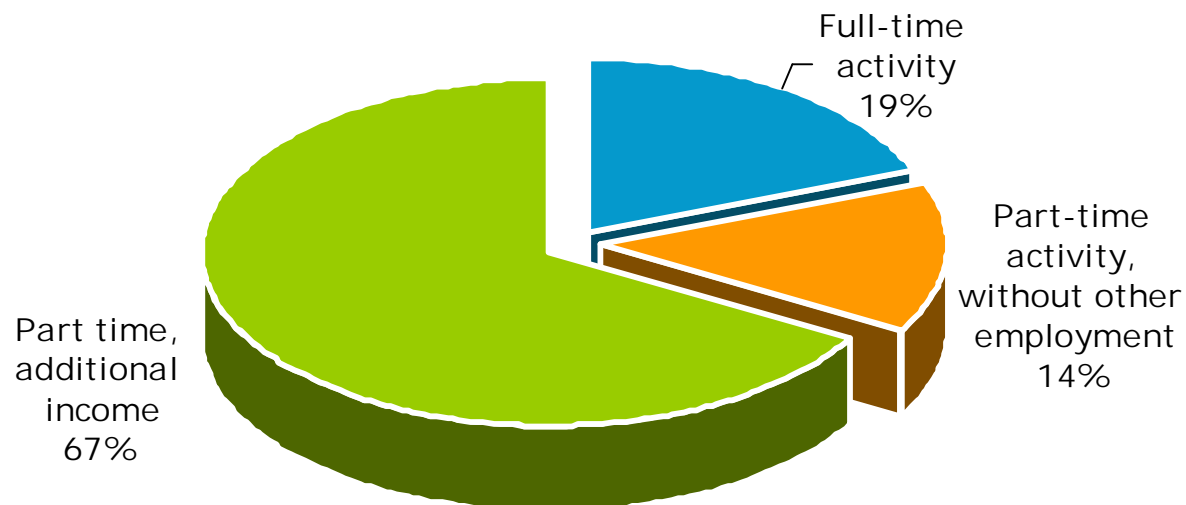


## Whether Direct Selling is Full Time Activity

Base : Total respondents (n=2,000)

- 81% involved with direct selling as part time; with 67% work for additional income and 14% without other employment.
- On the other hand, only 19% is full-time.

Fig in %



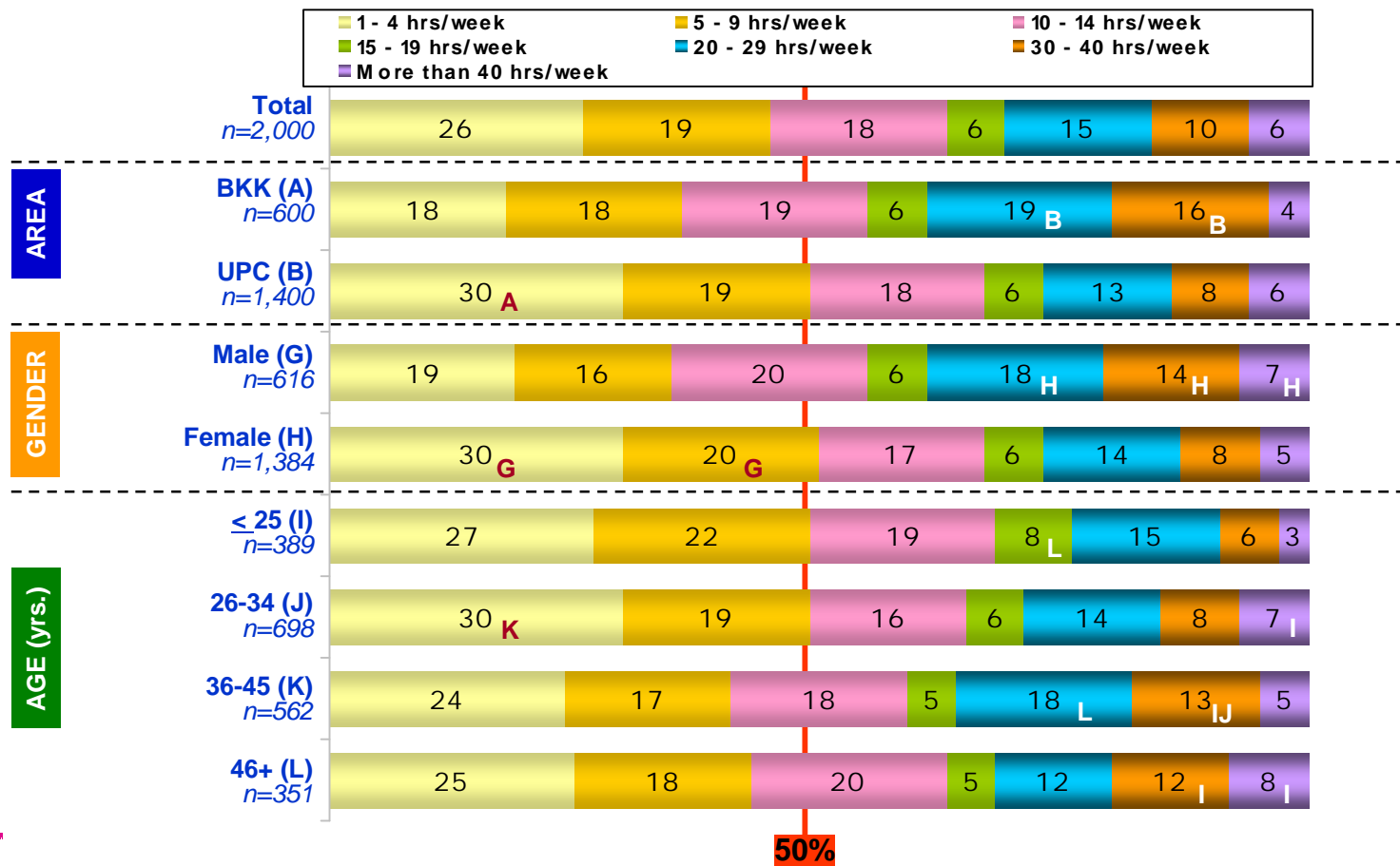
# No. of Hours Spend Per Week on Direct Selling Business – By Subgroup



Base : Total respondents (n=2,000)

- Mostly, it is spent 1-4 hours/week on direct selling especially female, people aged 26-34 years, and in UPC.

Fig in %

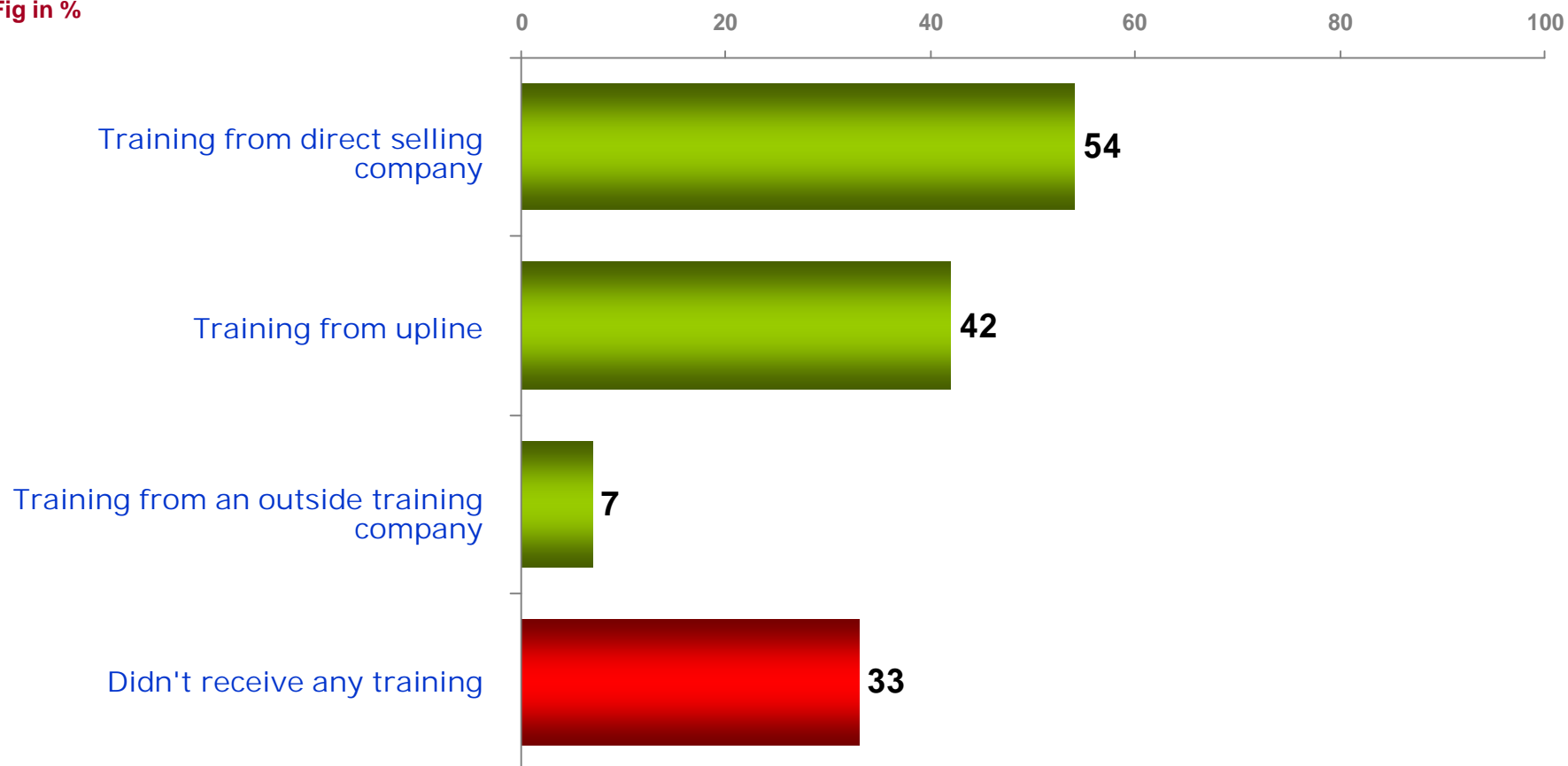


# Have You Received Any Training in Year 2007?

Base : Total respondents (n=2,000)

- 67% people had been trained during year 2007.
- Trainings are mostly from direct selling company (54%) and from upline (42%).

Fig in %



## Have You Received Any Training in Year 2007? – By Subgroup

Base : Total respondents (n=2,000)

- Both trainings from direct selling company and from upline are significantly claimed among male and aged 26+.
- While, there is significant training from direct selling company in BKK and training from upline is significant more in UPC.
- On the other hand, female and aged  $\leq 35$  years claim not to receive training.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	$\leq 25$ (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ Training from direct selling company	54	61 <sub>B</sub>	51	63 <sub>H</sub>	50	38	52 <sub>I</sub>	60 <sub>IJ</sub>	66 <sub>IJ</sub>
■ Training from upline	42	35	44 <sub>A</sub>	48 <sub>H</sub>	39	32	43 <sub>I</sub>	46 <sub>I</sub>	42 <sub>I</sub>
■ Didn't receive training	33	31	34	25	37 <sub>G</sub>	50 <sub>JKL</sub>	33 <sub>KL</sub>	27	26
■ Training from an outside training company	7	9	7	10	6	5	8	8	7

## Status of Being Direct Seller – By Subgroup

Base : Total respondents (n=2,000)

- Self-employed is the most current status of being direct seller, which is true across the board.

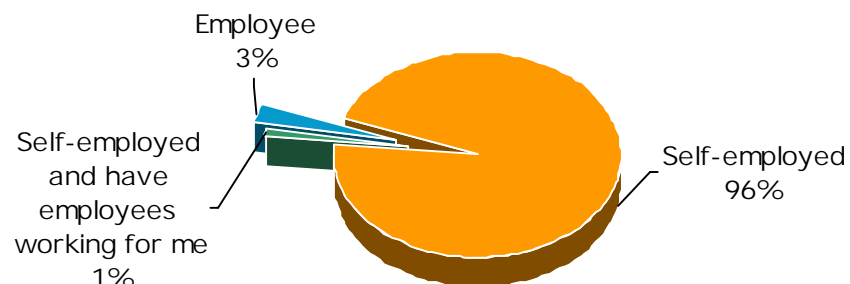


Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
		Self-employed	96	94	97 <sub>A</sub>	96	95	92	96 <sub>I</sub>
Employee	3	6 <sub>B</sub>	2	3	3	8 <sub>JKL</sub>	3	2	2
Self-employed and have employees working for me	1	1	1	1	1	0	1	2 <sub>I</sub>	2 <sub>I</sub>

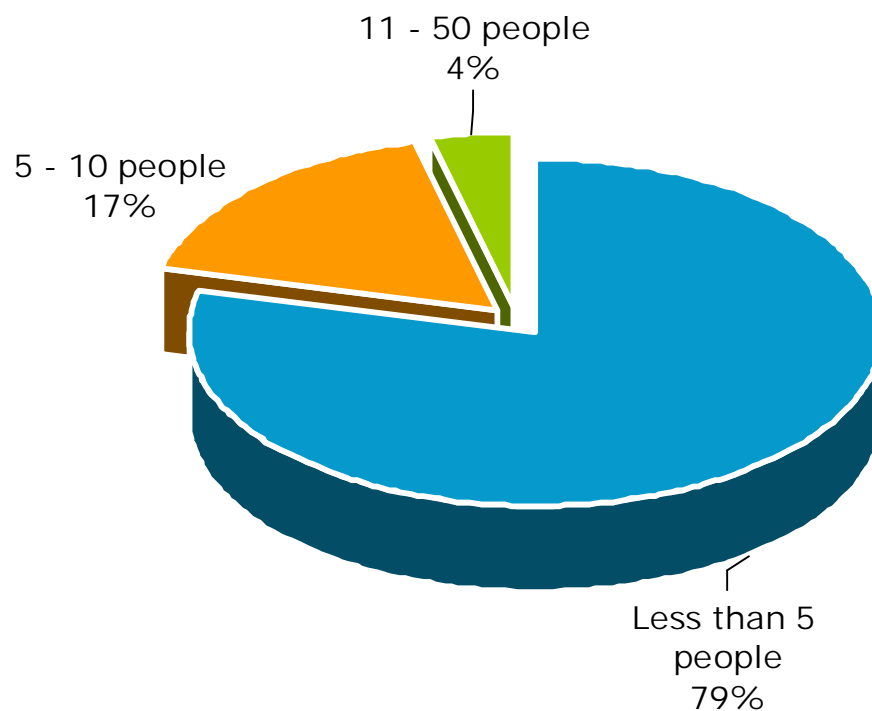
# Number of People Employed in Year 2007 to Support Direct Selling Activities



Base : Those who is self-employed and have employee working (n=24\*)

- There is mostly less than 5 people employed in year 2007 to support direct selling activities.

Fig in %



\* Small base, please read with caution

# Total Business Expense in Year 2007 (Self-employed and Have Employee)



Base : Those who is self-employed and have employee working (n=24\*)

- Total business expense for those who is self-employed and have employee working is 2,961,099 Baht, which composing top three expenses of travel (25.4%), telecommunications (16%), and vehicle leasing (12.2%).

	SUM	%
■ Advertising	230,000	7.8
■ Travel	752,000	25.4
■ Meals & Entertainment	283,500	9.6
■ Special events	217,000	7.3
■ Telecommunications	472,499	16.0
■ Postal&Courier services	115,100	3.9
■ Vehicle leasing	360,000	12.2
■ Printing & Publishing	26,800	0.9
■ Packaging	17,000	0.6
■ Purchasing supplies	90,200	3.0
■ Employee training	35,500	1.2
■ Office rental	60,000	2.0
■ Employees salaries/wages	301,500	10.2
	<b>2,961,099</b>	<b>100.0</b>



\* Small base, please read with caution

# Total Business Expense in Year 2007 (Employee & Self-employ)



Base : Those who are employee and self-employ (n=1,976)

- Total business expense for those who are employee and self-employed is 80,825,173 Baht, which composing top three expenses of products for own consumption (37.9%), travel (31.2%), and telecommunications (10.7%).

	SUM	%
Travel	25,207,414	31.2
Training/conference/meeting	4,599,920	5.7
Meals & Entertainment	3,383,630	4.2
Telecommunications	8,611,842	10.7
Postal & Courier services	1,597,438	2.0
Vehicle leasing	2,569,076	3.2
Product for demonstration	2,908,265	3.6
Business media channels	1,345,820	1.7
Products for own consumption	30,601,768	37.9
	80,825,173	100.0





## % of Retail Sales Used for Personal Consumption – By Subgroup

Base : Total respondents (n=2,000)

- 71% has counted 0-23.8% of retail sales used for personal consumption.

Fig in %

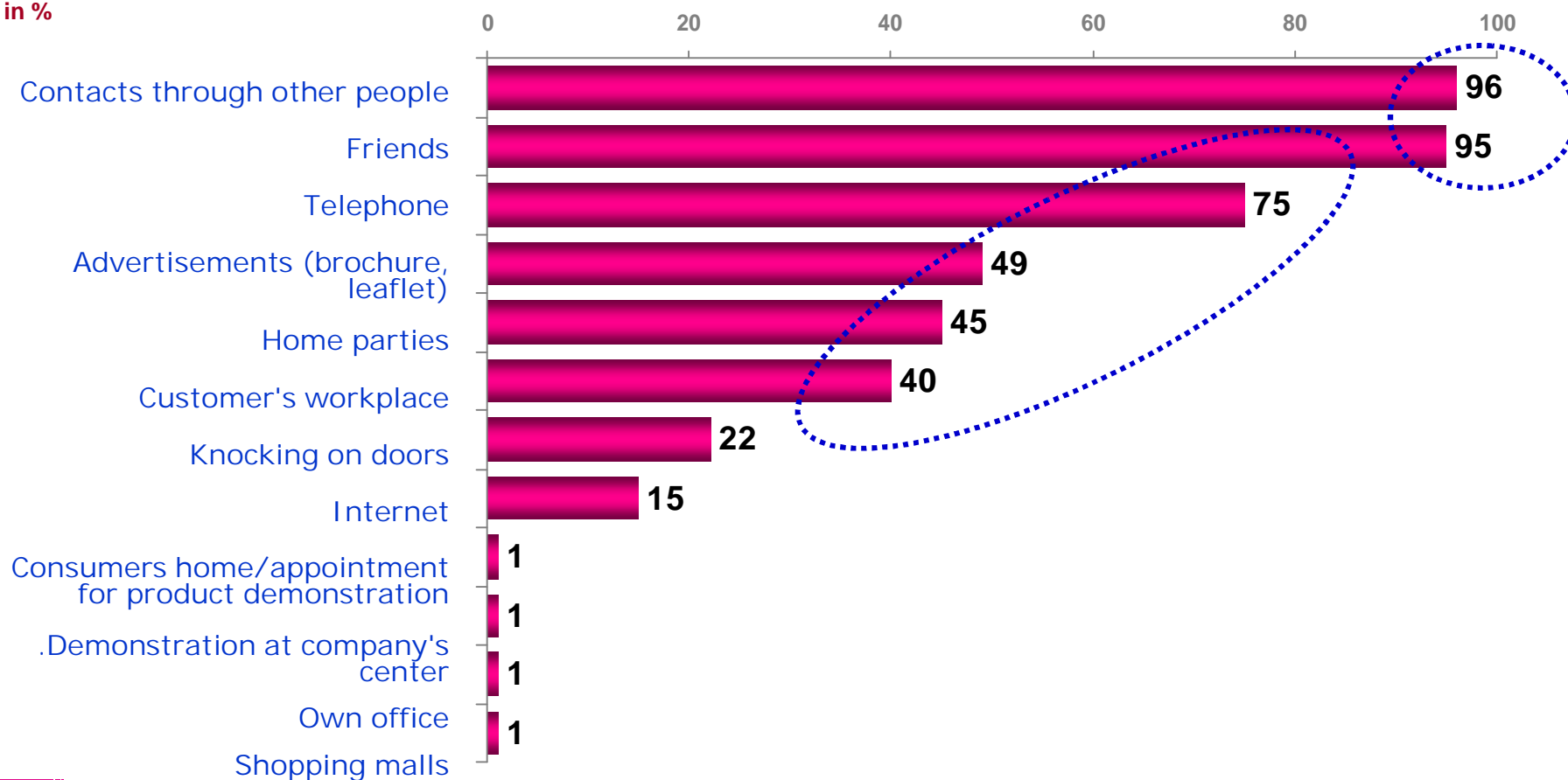
	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
0-0.2 %	24	25	23	22	25	42 <sub>JKL</sub>	24 <sub>KL</sub>	17	14
0.21-0.7 %	2	3	2	4 <sub>H</sub>	1	1	1	3 <sub>IJ</sub>	4 <sub>IJ</sub>
0.71-1.2 %	2	3	2	3	2	2	1	4 <sub>IJ</sub>	3
1.21-2.0 %	3	5	3	5 <sub>H</sub>	3	2	4	4 <sub>I</sub>	3
2.01-3.6 %	6	6	6	8 <sub>H</sub>	5	4	5	8 <sub>I</sub>	6
3.61-6.0 %	6	8	5	6	6	3	7 <sub>I</sub>	6 <sub>I</sub>	7 <sub>I</sub>
6.01-9.0 %	5	7 <sub>B</sub>	5	5	5	6	5	4	6
9.01-11.2 %	8	10 <sub>B</sub>	7	7	8	6	9	9	8
11.21-16.50 %	7	6	7	6	7	5	6	9 <sub>I</sub>	6
16.51-23.8 %	8	6	8	7	8	6	7	8	9
23.81-37.5 %	11	9	12	10	12	11	11	12	12
37.51-50.0 %	8	8	8	8	8	6	10	7	8
50.1-60.0 %	3	2	3	2	3	3	3	2	5 <sub>K</sub>
60.1-73.0 %	3	2	3	2	3	2	2	3	3
73.1-84.0 %	3	1	4 <sub>A</sub>	3	3	2	2	3	6 <sub>IJK</sub>
84.01 % or more	1	0	1	1	1	0	1	1	1
<b>MEANS</b>	<b>18</b>	<b>14</b>	<b>19</b>	<b>16</b>	<b>18</b>	<b>14</b>	<b>18</b>	<b>18</b>	<b>22</b>

# Approach to Sell Product

Base : Total respondents (n=2,000)

- Approaches that mostly used to sell product are 'contact through other people' (96%), and 'friends' (95%).
- Telephone is also commonly used (75%), followed by advertisements (49%), home parties (45%), and customer's workplace (40%).

Fig in %



## Approach to Sell Product – By Subgroup

Base : Total respondents (n=2,000)

- ‘Friends’ is outstanding among aged  $\leq 25$ . ‘Friends’ and ‘advertisement’ are commonly used in BKK more than in UPC. While, UPC has been using ‘customer’s place’ and ‘Knocking on doors’.
- Male is more using the telephone, home parties, and internet than female.
- ‘Internet’ is the best channel for younger direct sellers to approach customers.

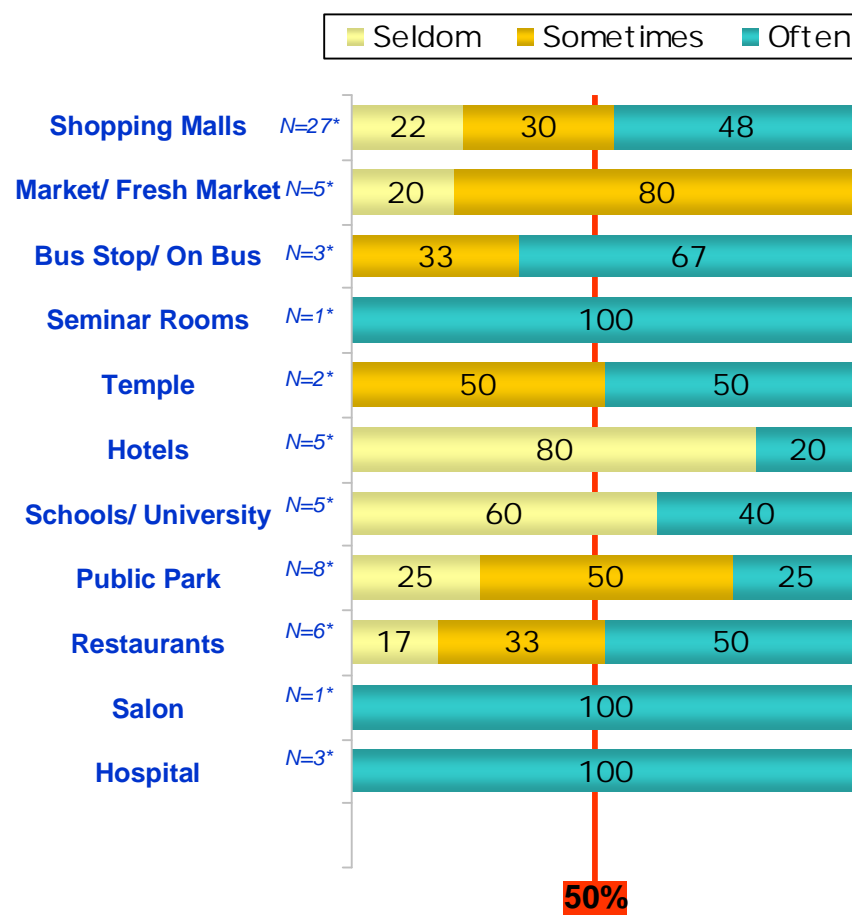
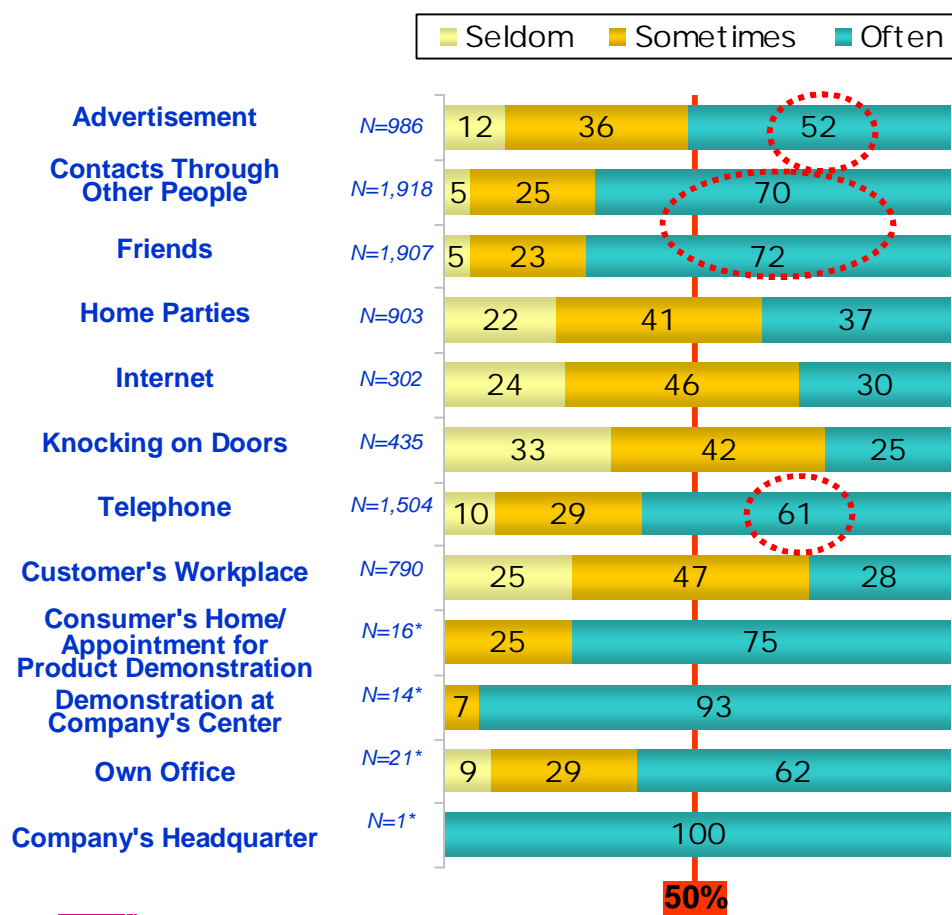
Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	$\leq 25$ (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
		■ Contacts through other people	96	97	96	97	96	96	97
■ Friends	95	97 <sub>B</sub>	95	96	95	98 <sub>JL</sub>	95	96	93
■ Telephone	75	74	76	81 <sub>H</sub>	72	68	77 <sub>I</sub>	77 <sub>I</sub>	78 <sub>I</sub>
■ Advertisements (brochure, leaflet)	49	54 <sub>B</sub>	47	51	49	43	51 <sub>I</sub>	51 <sub>I</sub>	51 <sub>I</sub>
■ Home parties	45	44	46	54 <sub>H</sub>	41	30	45 <sub>I</sub>	54 <sub>IJ</sub>	49 <sub>I</sub>
■ Customer's workplace	40	33	42 <sub>A</sub>	42	39	23	43 <sub>I</sub>	46 <sub>I</sub>	41 <sub>I</sub>
■ Knocking on doors	22	17	24 <sub>A</sub>	20	22	19	23	22	23
■ Internet	15	16	15	20 <sub>H</sub>	13	21 <sub>KL</sub>	17 <sub>KL</sub>	11	10
■ Consumers home/appointment for product demonstration	1	1	1	1	1	0	1 <sub>I</sub>	1 <sub>I</sub>	1
■ Demonstration at company's center	1	1	1	1	1	0	0	1	2 <sub>IJK</sub>
■ Own office	1	1	1	1	1	0	1	2 <sub>I</sub>	2 <sub>IJ</sub>
■ Shopping malls	1	4 <sub>B</sub>	0	1	1	1	1	2	1

# Frequency of Approach to Sell Product

Base : Total respondents (n=2,000)

- As such, there is often used for the top approaches.



\* Small base, please read with caution

## Customer Profile By Age & Place

Base : Total respondents (n=2,000)

- Majority of customer is people aged 18-60 years old (88.5%) and living in urban (68.3%).

Age	%
■ Younger than 18 yrs old	5.8
■ 18-60 yrs old	88.5
■ Older than 60 yrs old	5.6

Place	%
■ Urban	68.3
■ Semi-Urban	24.3
■ Rural	7.4

# Impact of Direct Selling



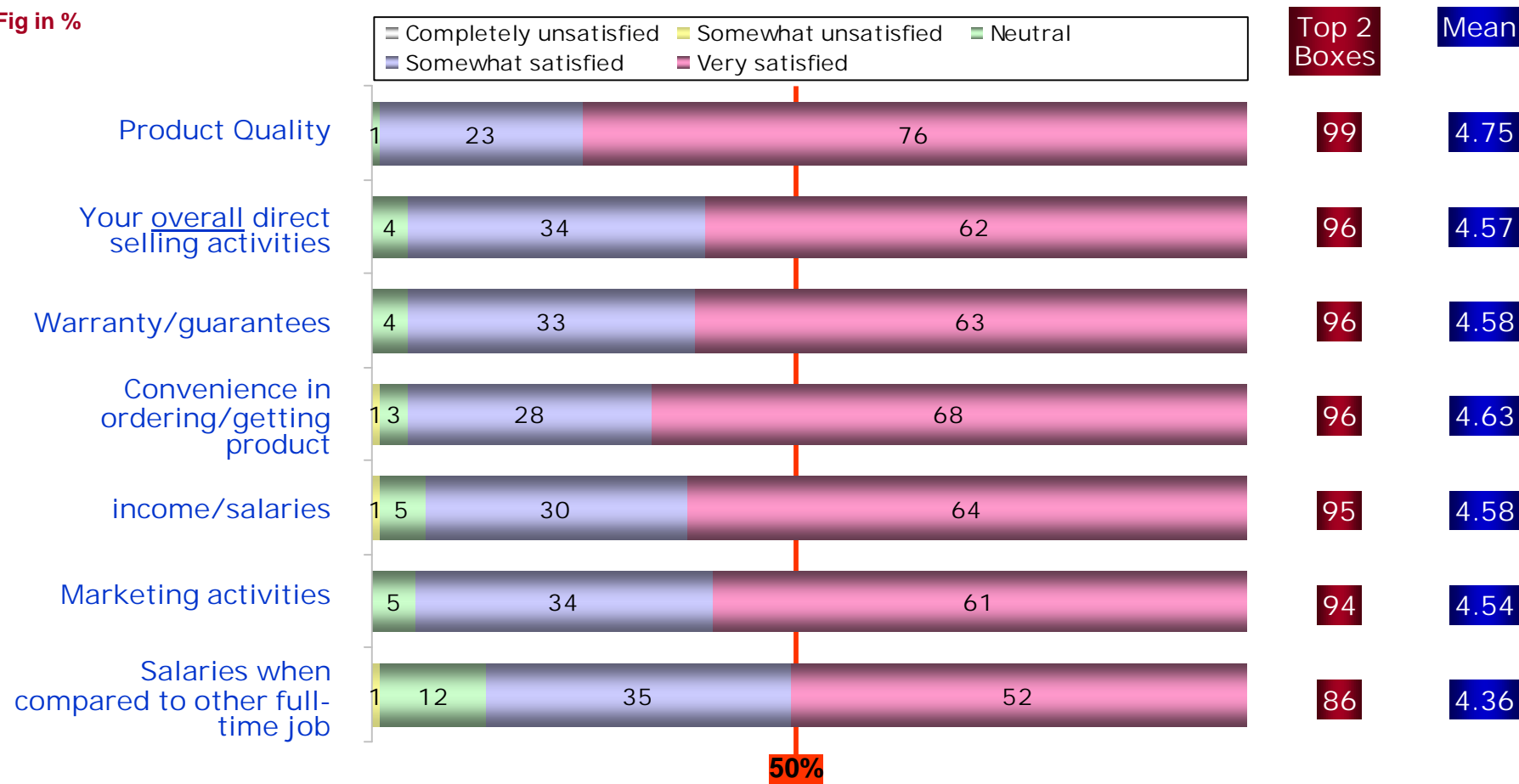
the sixth sense of business™

# Level of Satisfaction on The Below Activities

Base : Total respondents (n=2,000)

- In overall, people are very satisfied with direct selling business (62%).
- They are also very satisfied with specific direct selling activities, especially on product quality (76%).

Fig in %

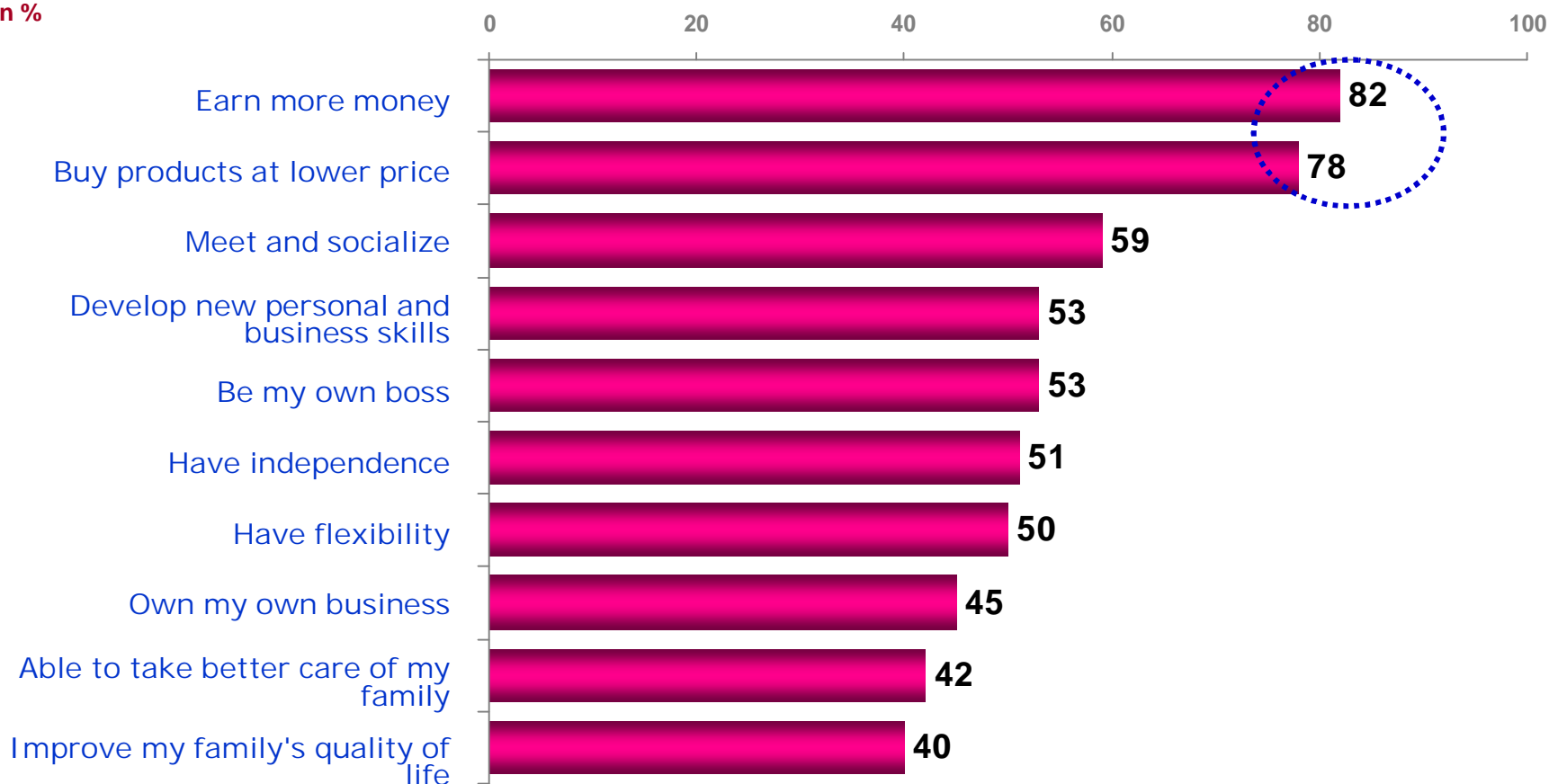


## Benefit of Being Direct Seller

Base : Total respondents (n=2,000)

- Key perceived benefits from being direct seller are 'to earn more money' and 'can buy products at lower price'.
- Other benefits are for socialize, develop new personal & business skills, be own boss, independence, & flexibility etc.

Fig in %





## Benefit of Being Direct Seller – By Subgroup

Base : Total respondents (n=2,000)

- People aged 26+ years show strong intention to earn more money as well as to buy products at lower price.
- Male show stronger intention to earn more money than female, while female and in UPC show strong intention to buy products at lower price.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ Earn more money	82	80	83	84 <sub>H</sub>	81	76	82 <sub>I</sub>	83 <sub>I</sub>	85 <sub>I</sub>
■ Buy products at lower price	78	71	81 <sub>A</sub>	75	80 <sub>G</sub>	72	79 <sub>I</sub>	79 <sub>I</sub>	82 <sub>I</sub>
■ Meet and socialize	59	49	63 <sub>A</sub>	62	58	53	59	61 <sub>I</sub>	63 <sub>I</sub>
■ Develop new personal and business skills	53	48	56 <sub>A</sub>	63 <sub>H</sub>	49	48	52	59 <sub>IJ</sub>	54
■ Be my own boss	53	47	56 <sub>A</sub>	60 <sub>H</sub>	50	45	52 <sub>I</sub>	56 <sub>I</sub>	60 <sub>IJ</sub>
■ Have independence	51	48	53 <sub>A</sub>	57 <sub>H</sub>	49	49	52	51	55
■ Have flexibility	50	46	52 <sub>A</sub>	57 <sub>H</sub>	47	45	47	54 <sub>IJ</sub>	54 <sub>IJ</sub>
■ Own my own business	45	39	47 <sub>A</sub>	54 <sub>H</sub>	40	33	43 <sub>I</sub>	50 <sub>IJ</sub>	54 <sub>IJ</sub>
■ Able to take better care of my family	42	41	42	49 <sub>H</sub>	39	25	39 <sub>I</sub>	51 <sub>IJ</sub>	53 <sub>IJ</sub>
■ Improve my family's quality of life	40	35	42 <sub>A</sub>	47 <sub>H</sub>	37	25	38 <sub>I</sub>	48 <sub>IJ</sub>	48 <sub>IJ</sub>

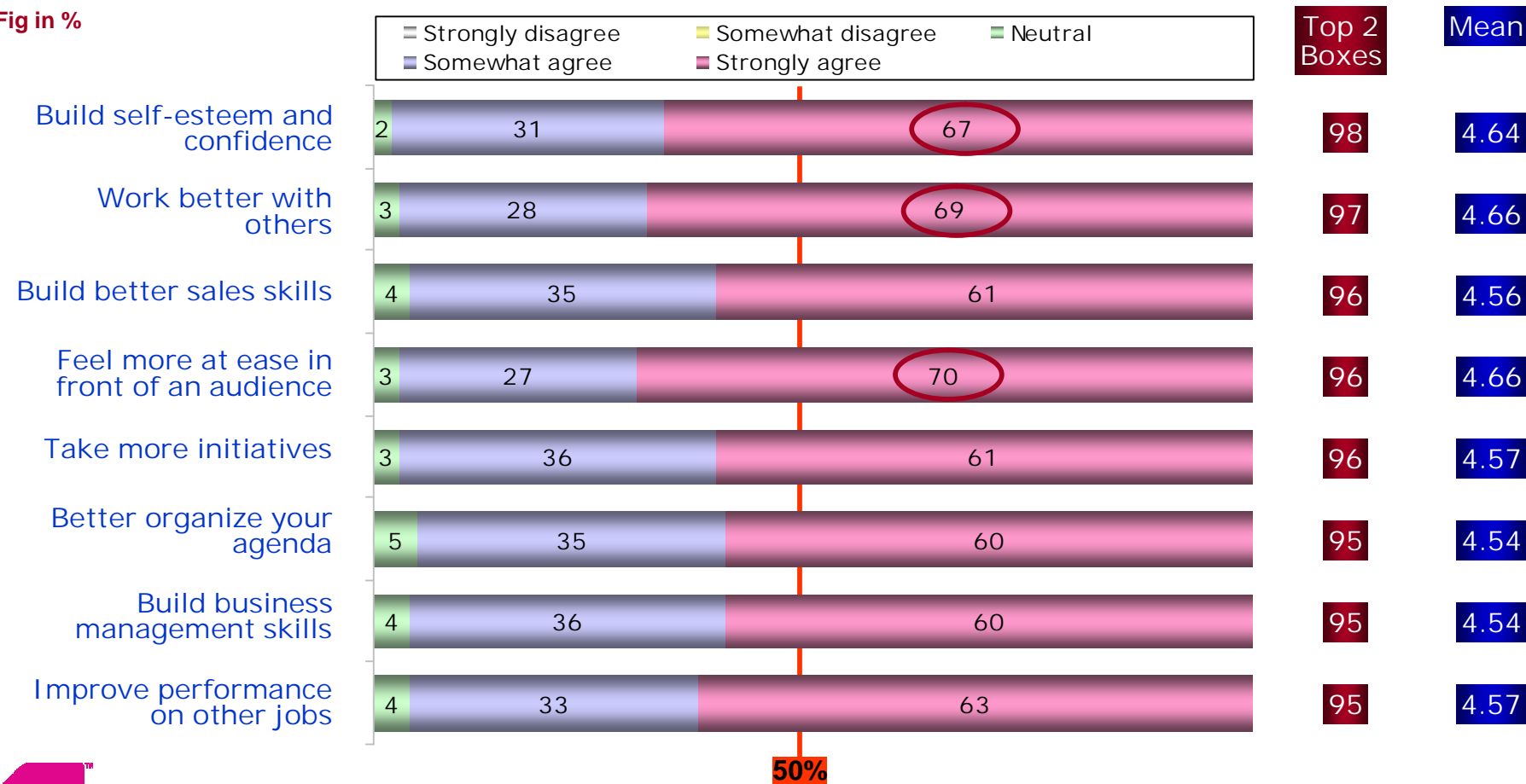
# Agreeable on The Benefit from Direct Selling Activities in Terms of Improved Professional Skills



Base : Total respondents (n=2,000)

- Direct selling activities are agreed in all dimensions to help improving professional skills. This is particularly strong agreement on 'feel more at ease in front of an audience', 'work better with others', and 'build self-esteem and confidence'.

Fig in %

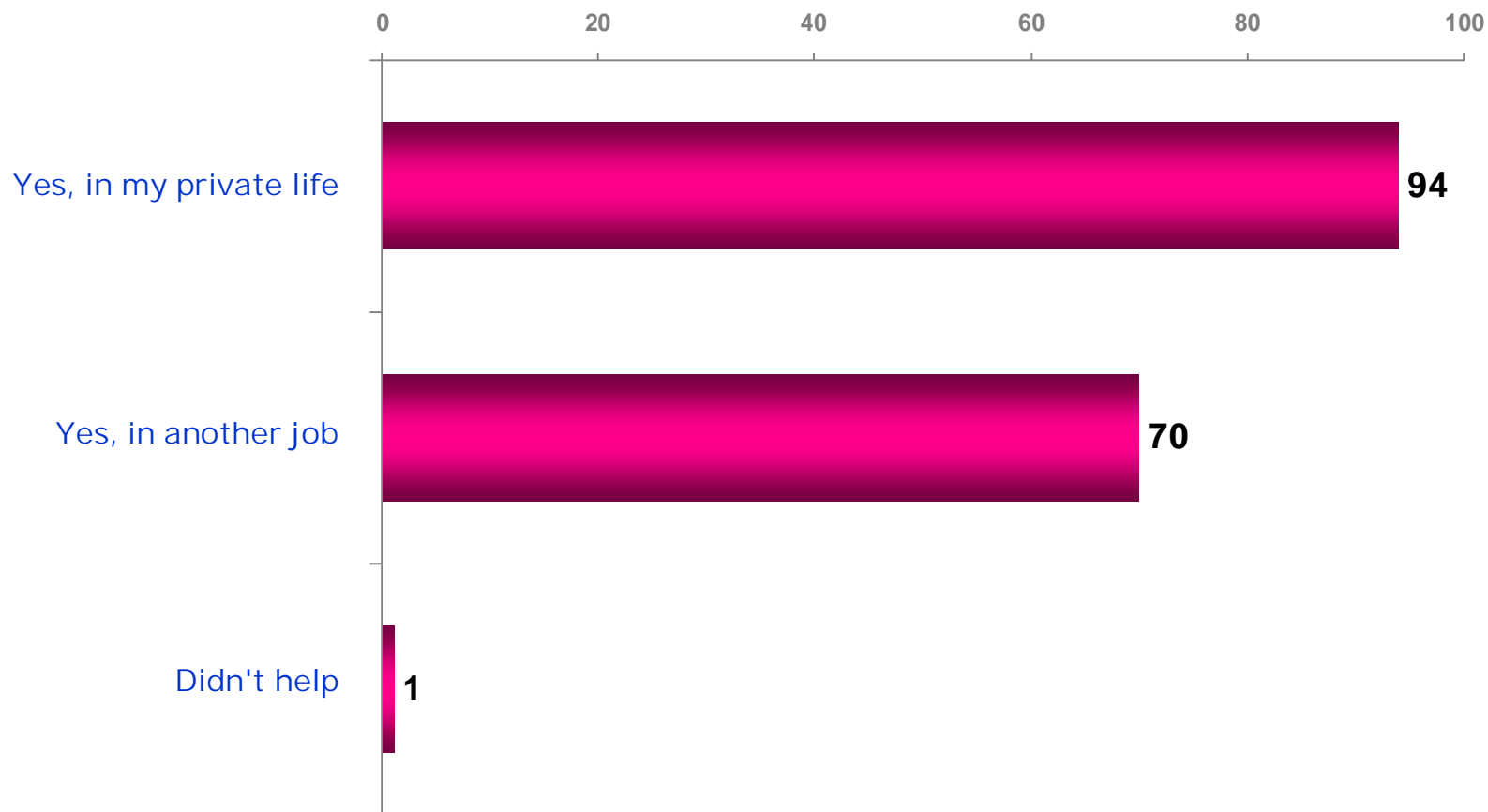


# Have The Benefits Carried Over to Another Part of Your Life?

Base : Total respondents (n=2,000)

- Almost all perceived participating in direct selling benefits to part of life.
- 94% of people perceive direct selling's benefits carried into private life, and 70% perceive into another job.

Fig in %



# Have The Benefits Carried Over to Another Part of Your Life? – By Subgroup



Base : Total respondents (n=2,000)

- Benefits is perceived among all subgroups, and particularly strong in UPC and aged 36 years and up.
- Male perceived benefits to another job more than female.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ Yes, in my private life	94	90	95 <sub>A</sub>	94	93	91	92	96 <sub>IJ</sub>	95 <sub>I</sub>
■ Yes, in another job	70	66	72 <sub>A</sub>	77 <sub>H</sub>	67	66	69	73 <sub>I</sub>	71
■ Didn't help	1	1	1	0	1	1	1	0	1

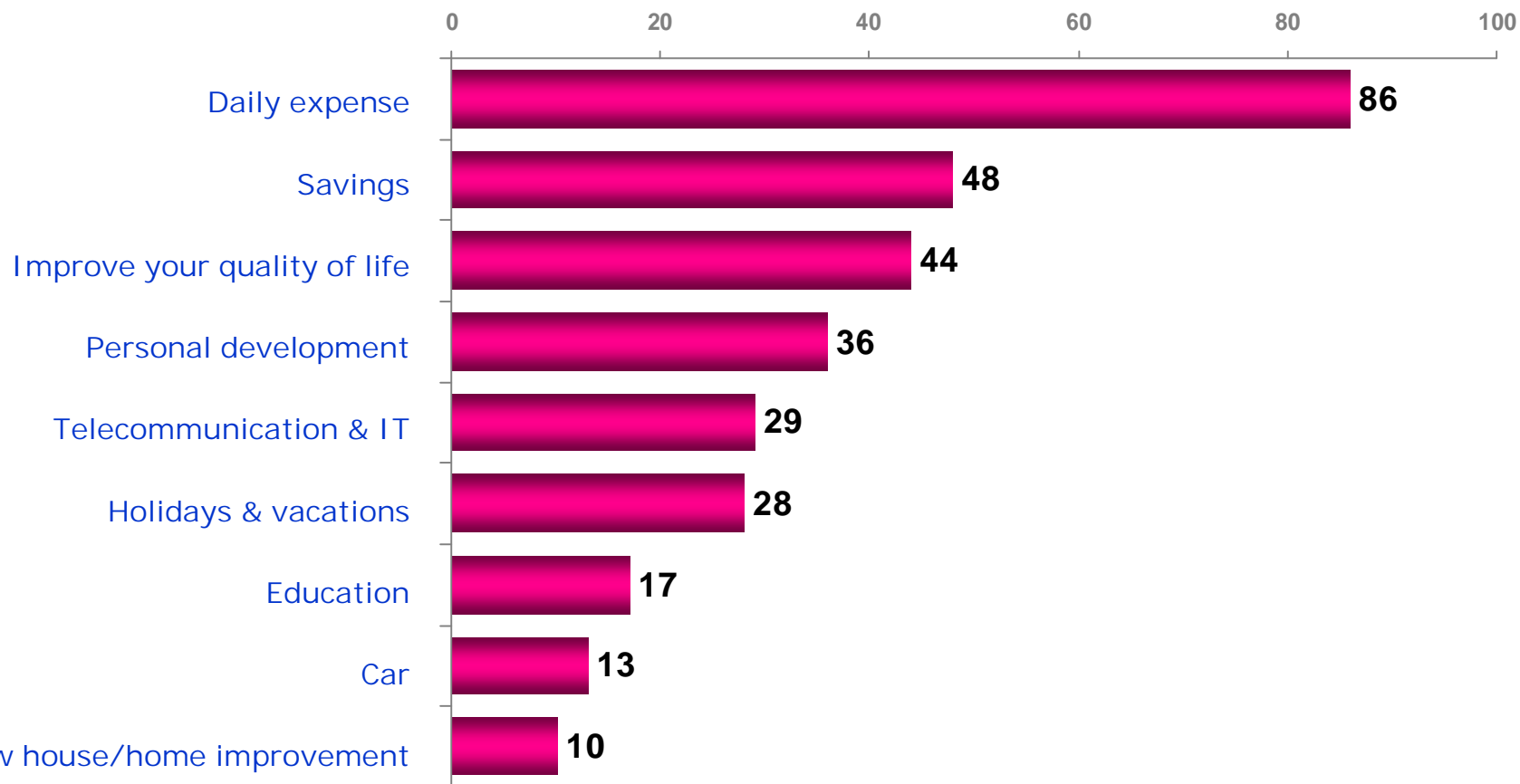


# How to Use Money Earned from Direct Selling Activities?

Base : Total respondents (n=2,000)

- Money earned from direct selling activities are mostly used for daily expense.

Fig in %



# How to Use Money Earned from Direct Selling Activities? – By Subgroup



Base : Total respondents (n=2,000)

- Money used for daily expense and savings are outstanding in UPC.
- Male particularly show variety types of money used more than female e.g. savings, personal development, telecommunication & IT, holidays & vacation, education, car, and new house/home improvement.
- Younger ( $\leq 25$  years) use money for education rather than other sub-groups.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	$\leq 25$ (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ Daily expense	86	83	87 <sub>A</sub>	86	85	86	84	87	87
■ Savings	48	44	49 <sub>A</sub>	55 <sub>H</sub>	44	43	47	49 <sub>I</sub>	50
■ Improve your quality of life	44	46	44	47	43	30	43 <sub>I</sub>	50 <sub>IJ</sub>	54 <sub>IJ</sub>
■ Personal development	36	36	36	43 <sub>H</sub>	33	29	35	41 <sub>IJ</sub>	37 <sub>I</sub>
■ Telecommunication & IT	29	27	30	37 <sub>H</sub>	26	23	28	33 <sub>IJ</sub>	32 <sub>I</sub>
■ Holidays & vacations	28	29	28	34 <sub>H</sub>	25	22	28 <sub>I</sub>	32 <sub>I</sub>	27
■ Education	17	15	18	22 <sub>H</sub>	15	26 <sub>JKL</sub>	10	19 <sub>J</sub>	19 <sub>J</sub>
■ Car	13	10	14 <sub>A</sub>	20 <sub>H</sub>	9	7	11 <sub>I</sub>	18 <sub>IJ</sub>	14 <sub>I</sub>
■ New house/home improvement	10	8	11 <sub>A</sub>	15 <sub>H</sub>	8	4	8 <sub>I</sub>	14 <sub>I1</sub>	15 <sub>IJ</sub>



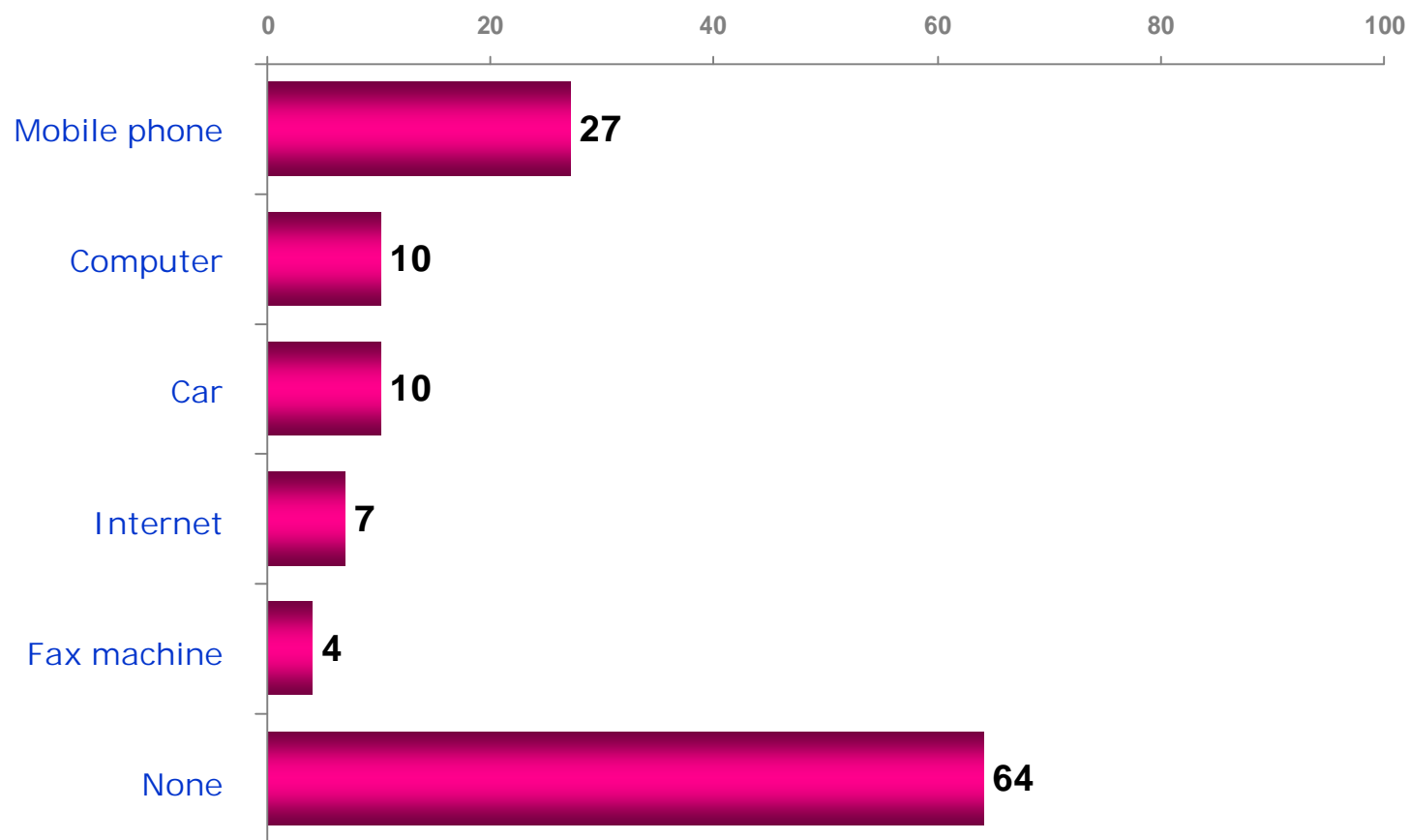
\* Small base, please read with caution

# Invested Equipments to Assist Direct Selling Business

Base : Total respondents (n=2,000)

- The majority do not invest on any equipment to assist direct selling business (64%).
- However, among all equipments, mobile phone is the top list for investment (27%).

Fig in %



# Invested Equipments to Assist Direct Selling Business – By Subgroup



Base : Total respondents (n=2,000)

- Male invest in equipments to assist direct selling business more than female i.e., mobile phone, computer, car, and internet.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ Mobile phone	27	29	27	31 <sub>H</sub>	26	28	26	28	28
■ Computer	10	9	11	16 <sub>H</sub>	8	6	8	14 <sub>IJ</sub>	12 <sub>IJ</sub>
■ Car	10	8	11 <sub>A</sub>	15 <sub>H</sub>	8	4	9 <sub>I</sub>	15 <sub>IJ</sub>	13 <sub>IJ</sub>
■ Internet	7	6	7	10 <sub>H</sub>	5	6	7	7	5
■ Fax machine	4	3	4 <sub>A</sub>	4	4	2	3	6 <sub>IJ</sub>	4
■ None	64	63	65	57	67 <sub>G</sub>	65	66	62	63



\* Small base, please read with caution



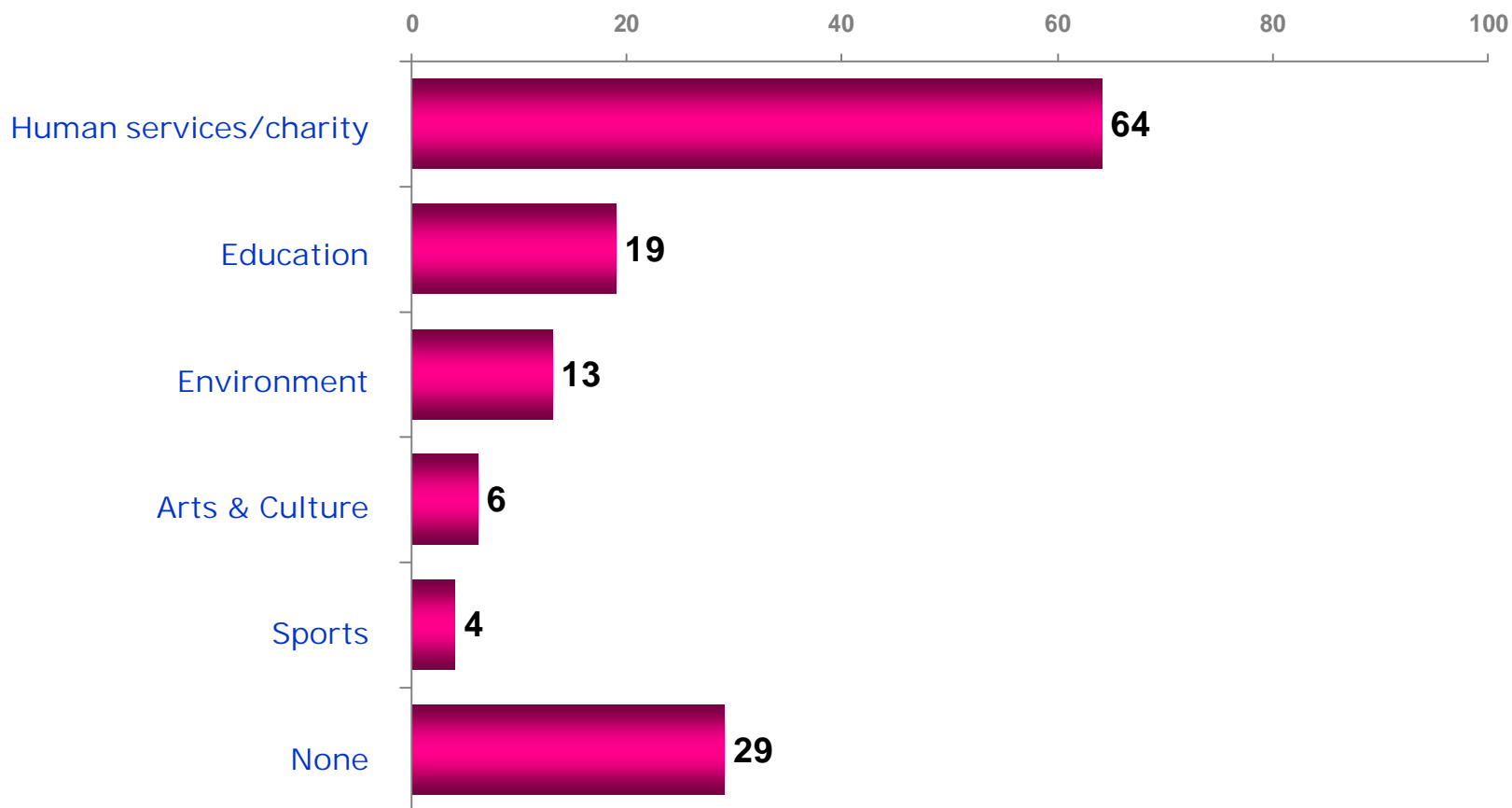
# Area of Contributing Money, Goods, or Services to Social Programs



Base : Total respondents (n=2,000)

- Human services/ charity is where money/goods/services are contributed the most; followed by education, environment, arts & culture, and sports.

Fig in %



# Area of Contributing Money, Goods, or Services to Social Programs – By Subgroup



Base : Total respondents (n=2,000)

- The top contribution, human services/charity, is significant in UPC, male, and people aged 26+ years.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ Human services/charity	64	59	66 <sub>A</sub>	68 <sub>H</sub>	62	48	62 <sub>I</sub>	70 <sub>IJ</sub>	75 <sub>IJ</sub>
■ Education	19	14	21 <sub>A</sub>	21 <sub>H</sub>	17	15	15	23 <sub>IJ</sub>	23 <sub>IJ</sub>
■ Environment	13	14	13	16 <sub>H</sub>	12	14	12	14	13
■ Arts & Culture	6	5	7	8 <sub>H</sub>	5	4	6	7	7
■ Sports	4	3	4	5 <sub>H</sub>	3	2	3	4	5
■ None	29	36 <sub>B</sub>	27	24	32 <sub>G</sub>	43 <sub>JKL</sub>	31 <sub>KL</sub>	25 <sub>L</sub>	18



\* Small base, please read with caution

# Benefit of Direct Selling that Happened to You, Your Friend and Others – By Subgroup



Base : Total respondents (n=2,000)

- Key benefit from direct selling is as ‘additional income’ (57%), followed by perceiving ‘to socialize in different groups & exchanges experience in sales’ (25%). These are particularly driven from UPC.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
<b>BENEFITS OBTAIN FROM BEING A DIRECT SALE REPRESENTATIVE</b>	<b>61</b>	<b>50</b>	<b>66<sub>A</sub></b>	<b>60</b>	<b>62</b>	<b>62</b>	<b>61</b>	<b>61</b>	<b>60</b>
■ Additional income/More income source/More money than regular, full-time job	57	44	62 <sub>A</sub>	55	58	59	57	56	55
■ Commission/percentage from sales/discount from sales	5	4	6	4	6	4	5	6	6
■ Bonus/More bonus if achieve sales target/Bonus points/redemption points from sales	2	2	2	2	2	1	1	3 <sub>IJ</sub>	3 <sub>I</sub>
■ Dividend earned/Additional dividend/Dividend for members	2	2	1	2	2	2	1	2	2
<b>SOCIALIZING/MEET NEW PEOPLE</b>	<b>27</b>	<b>18</b>	<b>31<sub>A</sub></b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>29</b>	<b>26</b>	<b>27</b>
■ Able to socialize in different groups/Meet friends/interact with many people/know more people/ exchanges of experience in sales and others	25	16	29 <sub>A</sub>	27	25	25	28	23	25
■ Recommend people of product awareness/able to help others increase product knowledge/Able to share positive things/product information to others	2	1	2	1	2	1	1	2	3 <sub>J</sub>



\* Small base, please read with caution

# Benefit of Direct Selling that Happened to You, Your Friend and Others – By Subgroup (cont'd)



Base : Total respondents (n=2,000)

• Other benefits are for 'training/knowledge/skill improvement' (27%, particularly in BKK & aged less than 45 years), .....

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
<b>TRAINING, KNOWLEDGE/SKILL IMPROVEMENT</b>	<b>27</b>	<b>30<sub>B</sub></b>	<b>25</b>	<b>29</b>	<b>26</b>	<b>32<sub>L</sub></b>	<b>27<sub>L</sub></b>	<b>26<sub>L</sub></b>	<b>20</b>
■ Speech improvement/more confident in speaking/better express oneself/Overcome fear of public speaking/can better meet strangers	10	10	10	10	10	11	10	10	9
■ Training/knowledge to attract consumers/ways to approach consumers/sales training/Improve skills, confidence in sales/better knowledge in direct sales industry/knowledge on current work	8	9	8	9	8	11 <sub>KL</sub>	9 <sub>L</sub>	7	6
■ Training enhance self-improvement/opportunity to train that can be use in other aspect of life	4	4	5	5	4	7 <sub>JL</sub>	4	5	3
■ Improve characteristics/body gesture/language	4	5	3	4	4	4	4 <sub>L</sub>	5 <sub>L</sub>	1
■ Better product knowledge/Learn about company's products	3	4 <sub>B</sub>	3	3	3	3	3	3	3
■ Improved self/knowledge/thoughts/IQ and EQ enhancement	3	2	3	2	3	3	3	2	3



\* Small base, please read with caution

# Benefit of Direct Selling that Happened to You, Your Friend and Others – By Subgroup (cont'd)



Base : Total respondents (n=2,000)

- .....‘discounts/rewards/free gifts’ (24%, particularly in UPC & female), ‘stability/better quality of life’ (20%, particularly among male and aged 26+ years),.....

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
<b>DISCOUNTS/REWARDS/FREE GIFTS FOR MEMBERSHIP</b>	<b>24</b>	<b>18</b>	<b>27<sub>A</sub></b>	<b>17</b>	<b>28<sub>G</sub></b>	<b>25</b>	<b>27</b>	<b>23</b>	<b>22</b>
■ Product discount/can buy products at cheaper price/buy products in membership rate/buy for own consumption and receive money back	23	17	26 <sub>A</sub>	17	26 <sub>G</sub>	24	26 <sub>KL</sub>	21	20
■ Rewards/special rewards when product target is met/redemption sales points as rewards	3	1	4 <sub>A</sub>	1	3 <sub>G</sub>	3	3	3	2
<b>STABILITY/BETTER QUALITY OF LIFE</b>	<b>20</b>	<b>19</b>	<b>21</b>	<b>24<sub>H</sub></b>	<b>19</b>	<b>14</b>	<b>21<sub>I</sub></b>	<b>23<sub>I</sub></b>	<b>22<sub>I</sub></b>
■ Better quality of life/Increase life's worthiness/Improve family's quality of life/More monetary support for family unit	15	14	16	18	14	10	16 <sub>I</sub>	17 <sub>I</sub>	16 <sub>I</sub>
■ Life stability	6	6	6	7	5	4	6	6	6



\* Small base, please read with caution

# Benefit of Direct Selling that Happened to You, Your Friend and Others – By Subgroup (cont'd)



Base : Total respondents (n=2,000)

- .....‘time/freedom of work’ (17%, particularly ≤ 25 years), ‘quality products’ (14%, particularly in UPC and aged 46+ years), ‘social benefits/special rewards/life insurance’ (14%, particularly in BKK, female, aged 26+ years),.....

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
<b>TIME/FREEDOM OF WORK</b>	<b>17</b>	<b>16</b>	<b>18</b>	<b>19</b>	<b>16</b>	<b>21<sub>JL</sub></b>	<b>16</b>	<b>17</b>	<b>15</b>
More personal time/Sometime from work/Can choose what to do with time available/More time with family	9	9	8	9	8	8	9	9	7
Manage working time/time management be apply to daily lives	7	5	7 <sub>A</sub>	8	6	9 <sub>L</sub>	6	7	4
No need for regular/full-time job/live freely without full-time job obligations	2	2	3	4 <sub>H</sub>	1	2	2	2	3
Constructively use free time	2	1	2 <sub>A</sub>	1	2	4 <sub>JKL</sub>	1	1	1
<b>PRODUCTS</b>	<b>15</b>	<b>12</b>	<b>16<sub>A</sub></b>	<b>16</b>	<b>14</b>	<b>11</b>	<b>15</b>	<b>15</b>	<b>17<sub>I</sub></b>
Quality products/use product of good quality	14	11	15 <sub>A</sub>	15	13	11	14	14	16 <sub>I</sub>
<b>SOCIAL BENEFITS/SPECIAL REWARDS/LIFE INSURANCE</b>	<b>14</b>	<b>20<sub>B</sub></b>	<b>12</b>	<b>11</b>	<b>16<sub>G</sub></b>	<b>8</b>	<b>15<sub>I</sub></b>	<b>15<sub>I</sub></b>	<b>17<sub>I</sub></b>
Life insurance provided, company paid, better insurance for the family	8	9	7	4	9 <sub>G</sub>	4	9 <sub>I</sub>	9 <sub>I</sub>	8 <sub>I</sub>
Travel abroad/Travel to many places/Doesn't incur any cost	5	5	4	5	4	2	4	6 <sub>I</sub>	7 <sub>IJ</sub>
Insurance covering accidents/insurance for membership	2	5 <sub>B</sub>	1	1	2	2	2	2	3



\* Small base, please read with caution

# Benefit of Direct Selling that Happened to You, Your Friend and Others – By Subgroup (cont'd)



Base : Total respondents (n=2,000)

- .....'monetary freedom/ increase savings' (14%, particularly in UPC and aged ≤ 25 years), 'health' (11%, particularly in UPC and aged 26+ years),.....

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
<b>MONETARY FREEDOM/INCREASE SAVINGS</b>	14	9	16 <sub>A</sub>	14	14	18 <sub>J</sub>	12	14	13
■ More savings/accumulated savings for when not working	8	4	10 <sub>A</sub>	8	8	11 <sub>J</sub>	7	8	8
■ Can get whatever desire/monetary freedom/Make dreams come true (i.e. a home, cars, etc.)	7	6	8	6	7	9	6	7	7
<b>HEALTH</b>	11	8	12 <sub>A</sub>	11	11	4	9 <sub>I</sub>	11 <sub>I</sub>	23 <sub>IJK</sub>
■ Improve health conditions, become stronger/better inform of how to take care of health	10	7	11 <sub>A</sub>	8	10	4	8 <sub>I</sub>	9 <sub>I</sub>	21 <sub>IJK</sub>
■ Help other become healthier, use products and improved health/Can help the sick and health-lovers to a better health/Consumers that were recommended to use product, health improved	2	1	3 <sub>A</sub>	4 <sub>H</sub>	2	1	1	4 <sub>IJ</sub>	3 <sub>IJ</sub>



\* Small base, please read with caution

# Benefit of Direct Selling that Happened to You, Your Friend and Others – By Subgroup (cont'd)



Base : Total respondents (n=2,000)

- .....and 'own my own business' (11%, particularly among male and aged 36+ years).

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
<b>OWN MY OWN BUSINESS</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>14<sub>H</sub></b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>12<sub>I</sub></b>	<b>13<sub>I</sub></b>
■ To pass on the benefits to my children/relatives/family	5	7 <sub>B</sub>	4	6	4	4	3	7 <sub>J</sub>	5
■ Own my own business/become my own boss/Build your own business/another business channel/additional income/can become a business owner without investments	5	5	4	6	4	3	5	4	6
■ Help other team members earn additional income/Can share business benefits with others.	2	1	2	2	1	1	1	3 <sub>IJ</sub>	2
<b>PRODUCT PRICE (Somewhat cheap)</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3<sub>H</sub></b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>4<sub>IK</sub></b>



\* Small base, please read with caution



# Media Consumption



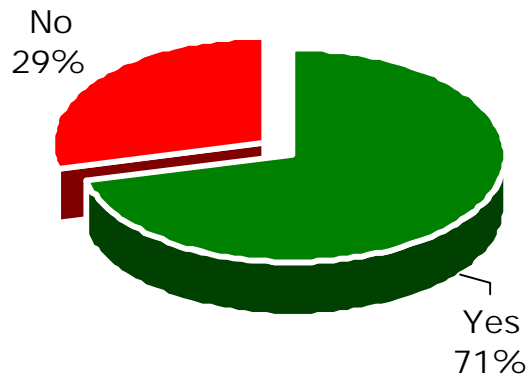
the sixth sense of business™

# Print Media (Newspaper)

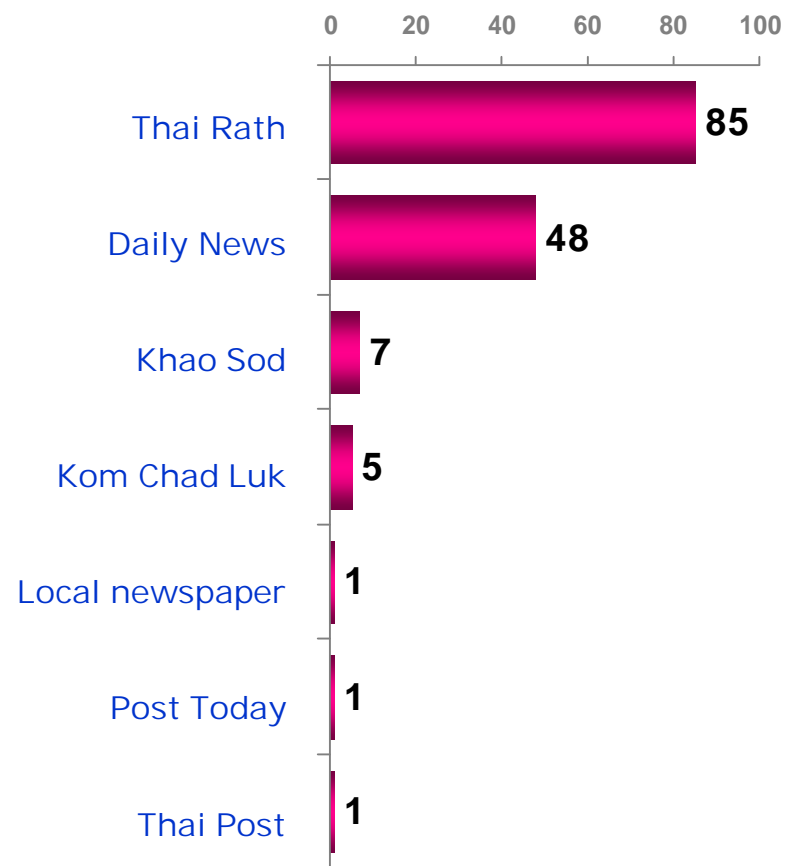
Base : Total respondents (n=2,000)

- 71% of people read the newspaper.
- The popular newspaper are Thai Rath and Daily News.

Fig in %



Base : Those who read newspaper (n=1,417)



## Print Media (Newspaper) – By Subgroup

Base : Those who read newspaper (n=1,417)

- Thai Rath is significant read across the board.
- While, Daily News is outstanding in UPC, male, and aged 36+ years.

Fig in %

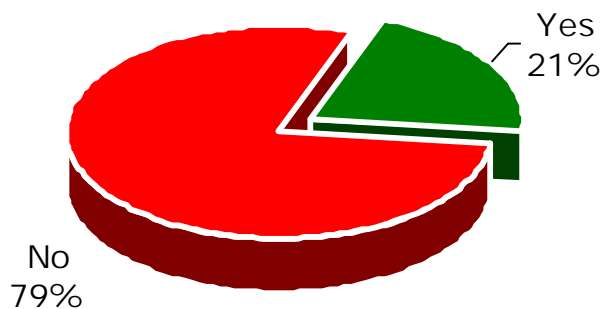
	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	1,417	436	981	463	954	260	536	398	223
■ Thai Rath	85	86	84	83	86	87	86	82	83
■ Daily News	48	43	51 <sub>A</sub>	52 <sub>H</sub>	46	42	48	51 <sub>I</sub>	51 <sub>L</sub>
■ Khao Sod	7	5	8	5	8	7	8	6	6
■ Kom Chad Luk	5	6	4	6	4	3	5	5	5
■ Local newspaper	1	0	2 <sub>A</sub>	1	1	0	1	2	2
■ Post Today	1	1	1	1	1	0	1	1	2
■ Thai Post	1	1	1	1	1	0	1	1	0

# Print Media (Business Newspaper)

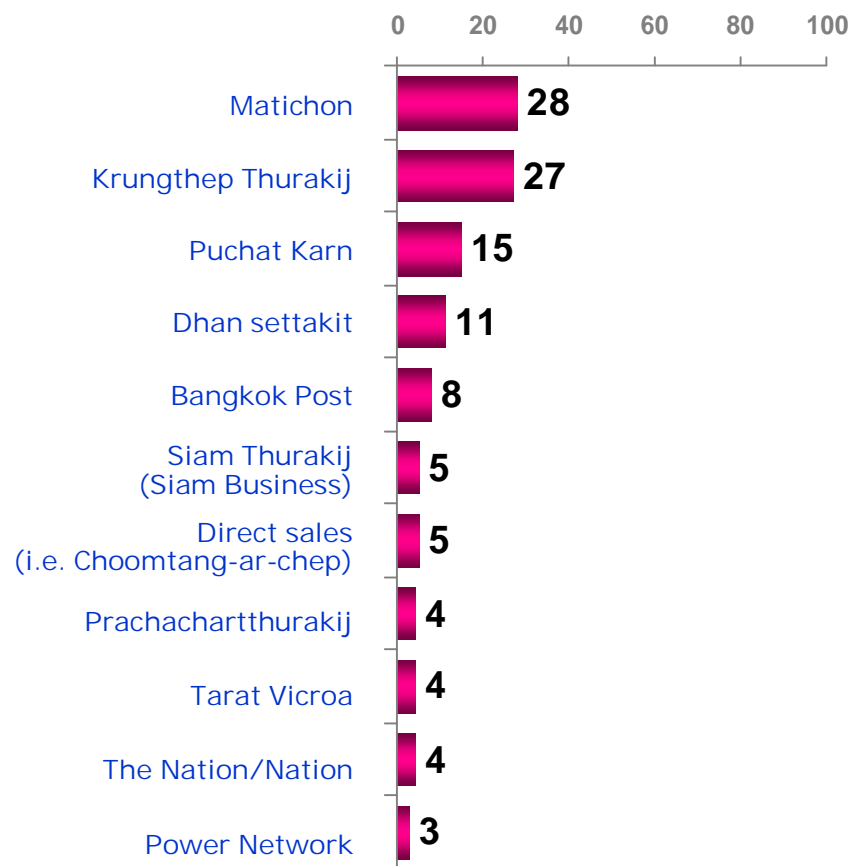
Base : Total respondents (n=2,000)

- Only 21% read business newspaper, where Matichon and Krungthep Thurakij are the most popular.

Fig in %



Base : Those who read business newspaper (n=426)



## Print Media (Business Newspaper) – By Subgroup

Base : Those who read business newspaper (n=426)

- **Matichon is commonly read in UPC and female, while Krungthep Thurakij is more common in BKK.**

Fig in %

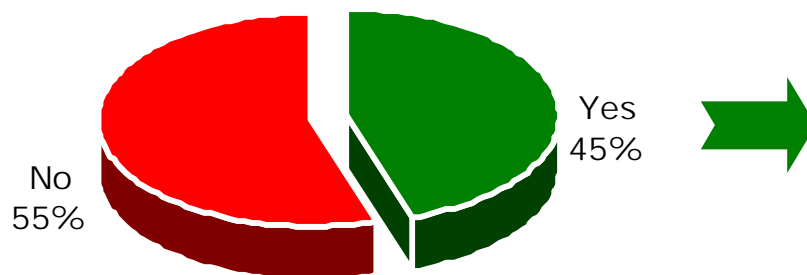
	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	426	133	293	196	230	55	137	146	88
■ Matichon	28	14	35 <sub>A</sub>	19	36 <sub>G</sub>	29	26	25	36
■ Krungthep Thurakij	27	35 <sub>B</sub>	23	31	23	25	31	23	28
■ Puchat Karn	15	14	15	16	13	7	17	16	14
■ Dhan settakit	11	9	12	9	13	13	7	15 <sub>J</sub>	11
■ Bangkok Post	8	10	8	9	8	15	9	7	6
■ Siam Thurakij (Siam Business)	5	6	4	7	3	2	3	8	5
■ Direct sales(i.e. Choomtang-ar-chep)	5	4	5	6	3	4	5 <sub>L</sub>	8 <sub>L</sub>	0
■ Prachachartthurakij	4	2	5	7	2	2	1	5	8 <sub>J</sub>
■ Tarat Vicroa	4	8	2	5	3	4	4	3	6
■ The Nation/Nation	4	5	3	4	4	7 <sub>K</sub>	4	1	6
■ Power Network	3	5	2	4	3	4	4	2	3
■ Bangkok Business	1	2	1	0	2	2	0	2	0
■ Business week	1	2	1	2	0	4	1	1	0
■ Network Time	1	2	0	2	0	4 <sub>JK</sub>	0	0	1
■ Idea Time	1	1	1	1	0	0	1	0	2
■ Other (Saan Tang Nayobuoy/ Enter Time/ Rok Toragit)	2	2	2	3	1	4 <sub>K</sub>	2	0	3 <sub>K</sub>

# Print Media (Magazines)

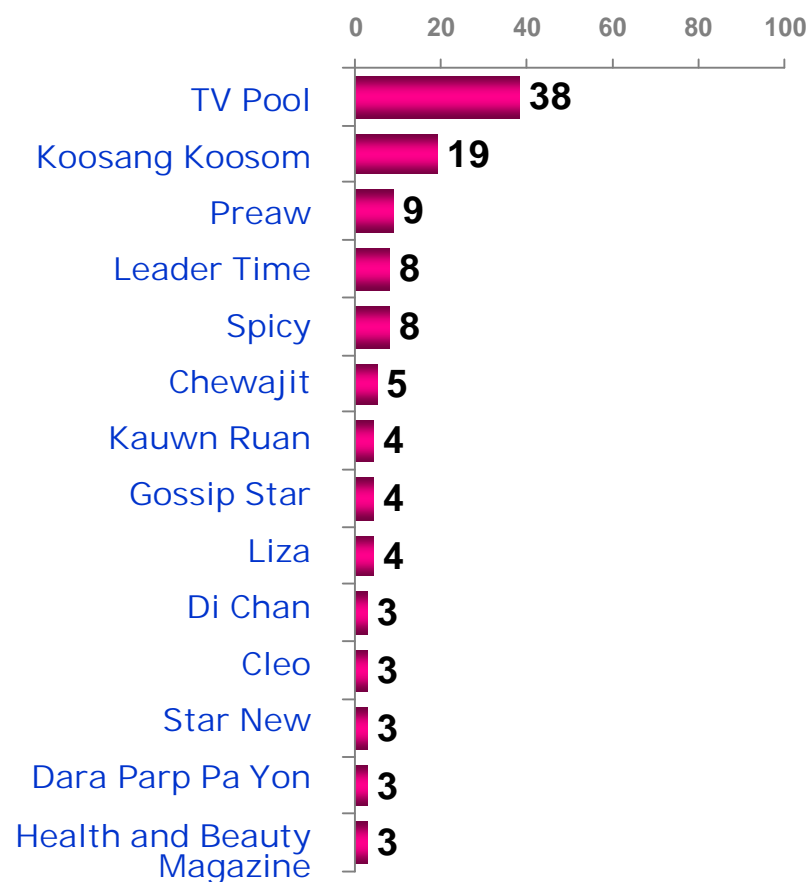
Base : Total respondents (n=2,000)

- 45% of people read the magazines; where TV Pool is the most popular, followed by Koosang Koosom.

Fig in %



Base : Those who read magazines (n=904)



## Print Media (Magazines) – By Subgroup

Base : Those who read magazines (n=904)

- Clearly that the magazine is popular among female, especially TV Pool and Koosang Koosom.
- In addition, TV Pool is particularly read among aged ≤ 45 years. Koosang Koosom is very popular in UPC, female, and aged 26+ years.

Fig in %

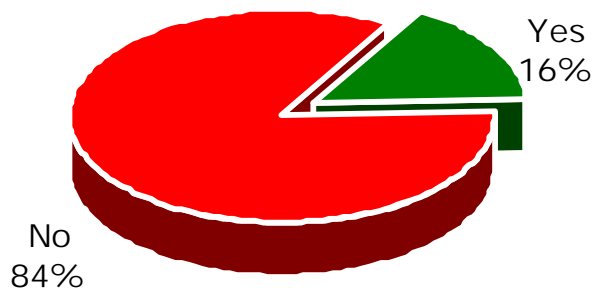
	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	904	226	678	186	718	222	355	230	97
TV Pool	38	32	40	16	43 <sub>G</sub>	55 <sub>JKL</sub>	42 <sub>KL</sub>	25 <sub>L</sub>	12
Koosang Koosom	19	12	21 <sub>A</sub>	10	21 <sub>G</sub>	7	21 <sub>I</sub>	24 <sub>I</sub>	25 <sub>I</sub>
Preaw	9	10	8	8	9	4	7	14 <sub>IJ</sub>	11 <sub>I</sub>
Reader Time	8	4	9 <sub>A</sub>	21 <sub>H</sub>	4	5	7	10 <sub>I</sub>	12 <sub>I</sub>
Spicy	8	4	9 <sub>A</sub>	1	9 <sub>G</sub>	15 <sub>JKL</sub>	6 <sub>L</sub>	5 <sub>L</sub>	0
Chewajit	5	3	6	4	5	2	5	6 <sub>I</sub>	11 <sub>IJ</sub>
Kauwn Ruan	4	4	5	2	5 <sub>G</sub>	1	5 <sub>I</sub>	5 <sub>I</sub>	9 <sub>I</sub>
Gossip Star	4	4	4	3	5	7 <sub>KL</sub>	5 <sub>KL</sub>	2	0
Liza	4	4	4	1	5 <sub>G</sub>	4	4	5	2
Di Chan	3	3	4	2	4	1	2	7 <sub>IJ</sub>	6 <sub>IJ</sub>
Cleo	3	4	3	0	4 <sub>G</sub>	5	3	3	2
Star New	3	0	4 <sub>A</sub>	2	4	5 <sub>K</sub>	4 <sub>K</sub>	1	2
Dara Parp Pa Yon	3	2	3	0	3 <sub>G</sub>	1	3	4 <sub>I</sub>	2
Health and Beauty Magazine	3	1	3	2	3	1	1	5 <sub>IJ</sub>	6 <sub>IJ</sub>
Ban Lae Suan	2	1	2	2	2	1	1	3	2
Fashion Magazine	2	2	1	2	2	3	1	1	1
Travel Magazine	2	2	1	4 <sub>H</sub>	1	0	2	2	3
Oops	2	1	2	0	2	2	2	1	0

## Print Media (Book/ Pocket Books)

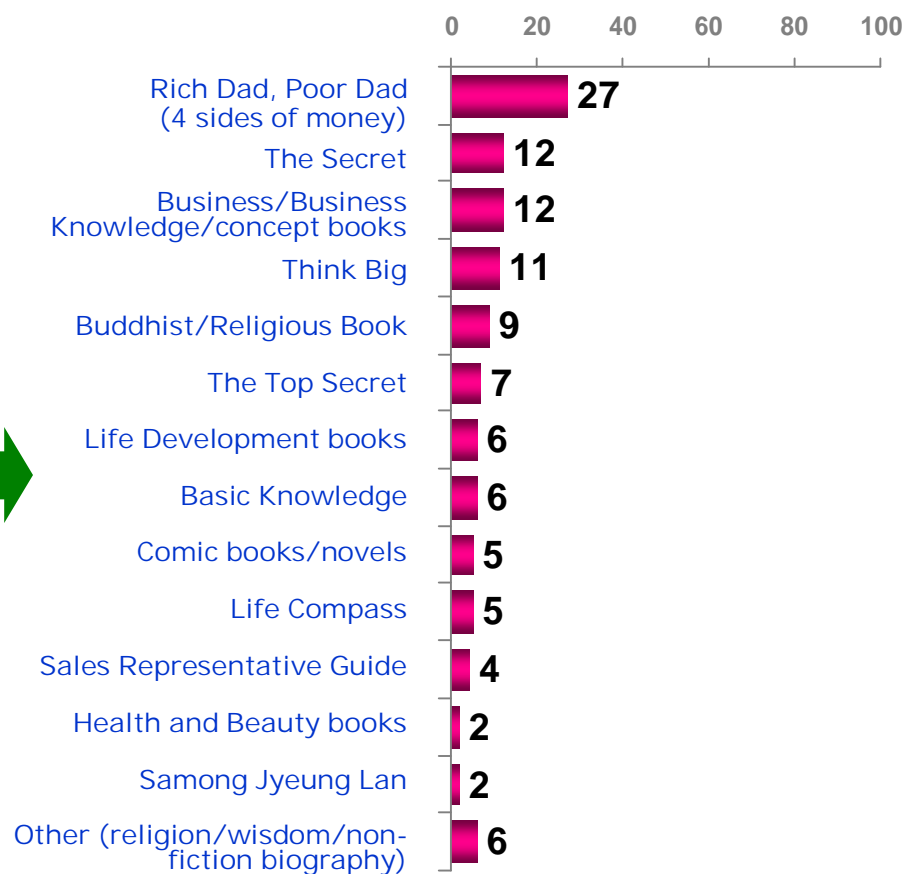
Base : Total respondents (n=2,000)

- Only 16% of people read the book/pocket books; where Rich Dad, Poor Dad is the most popular.

Fig in %



Base : Those who read book/ pocket books (n=325)





## Print Media (Book/ Pocket Books) – By Subgroup

Base : Those who read book/ pocket books (n=325)

- This most popular book (Rich Dad, Poor Dad) is particularly read by male.

Fig in %

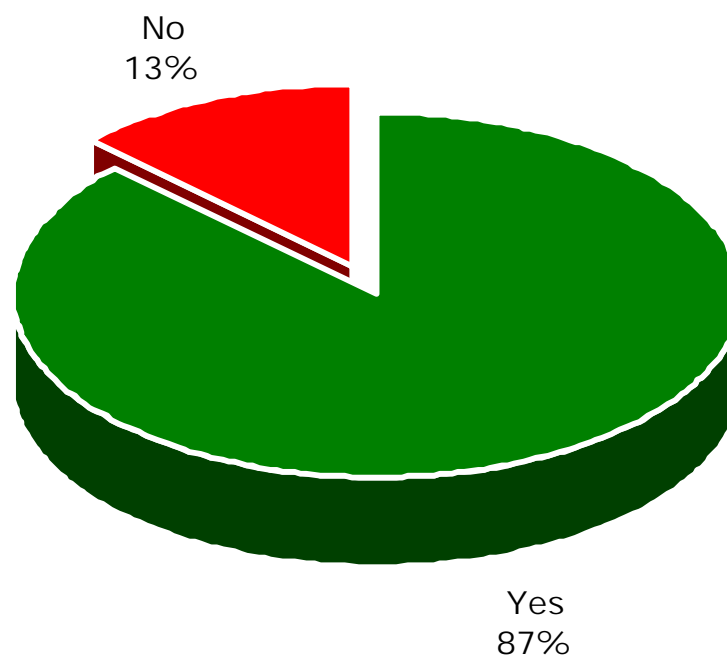
	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	325	95	230	141	184	68	106	100	51
Rich Dad, Poor Dad (4 sides of money)	27	24	28	35 <sub>H</sub>	20	22	24	30	33
The Secret	12	8	14	13	11	19	11	11	8
Business/Business Knowledge/concept books (i.e. Todrahatkhamkid/ Paendaidungphun/Taoyangrai tungrauy/ Tongpentee 1 Haidai/ 30 Viteejang/Secrets to success/Monetary Freedom)	12	7	13	11	13	9	12	11	16
Think Big	11	2	15 <sub>A</sub>	19 <sub>H</sub>	5	16	11	10	6
Buddhist/Religious Book	9	13	8	6	11	10 <sub>J</sub>	3	14 <sub>J</sub>	12 <sub>J</sub>
The Top Secret	7	14 <sub>B</sub>	5	6	9	13 <sub>J</sub>	5	7	6
Life Development books	6	5	7	6	7	4	7	6	10
Basic Knowledge	6	8	4	2	8 <sub>G</sub>	10	5	4	4
Comic books/novels	5	3	6	4	6	6	8 <sub>L</sub>	4	0
Life Compass	5	6	5	1	9 <sub>G</sub>	3	8	5	4
Sales Representative Guide	4	1	5	3	4	0	4	5	6 <sub>I</sub>
Health and Beauty books	2	1	3	2	3	0	2	3	6 <sub>I</sub>
Samong Jyeung Lan	2	2	1	2	1	1	2	2	0
Other (religion/wisdom/non-fiction biography)	6	5	6	6	5	6	8	3	8

## Print Media (Company's Magazines)

Base : Total respondents (n=2,000)

- 87% of people read the company's magazines.

Fig in %

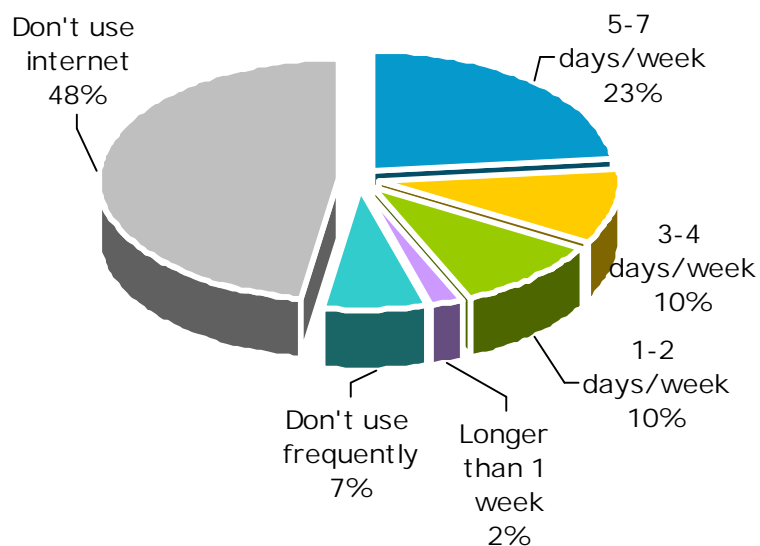


# Internet Usage

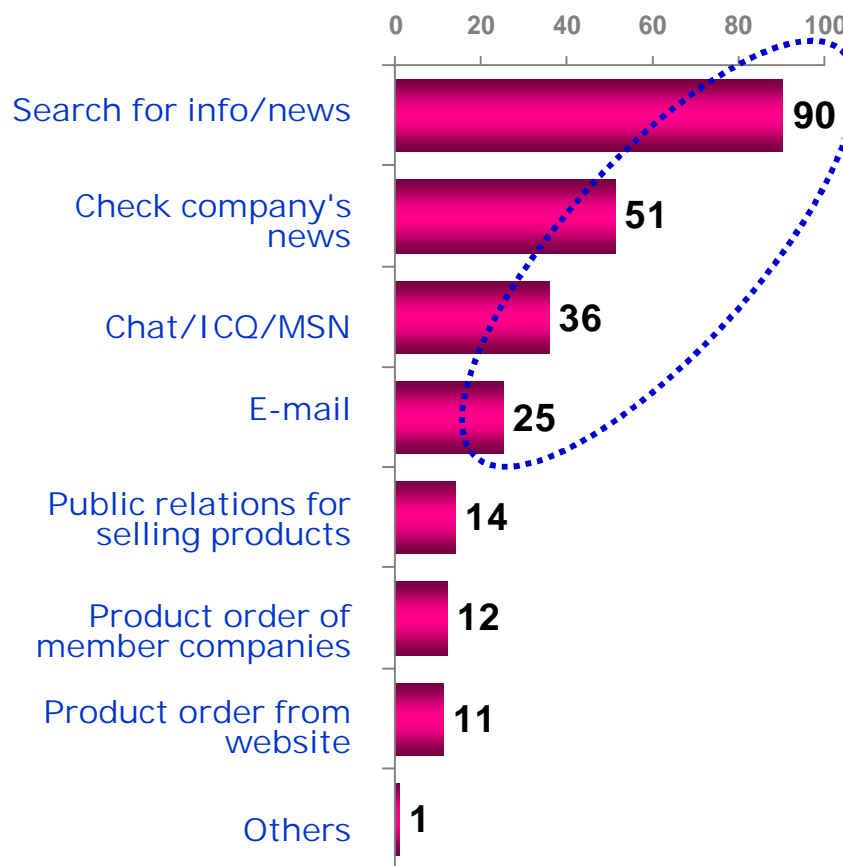
Base : Total respondents (n=2,000)

- About half (52%) use the internet, and mostly use 5-7 days/week (23%).
- Key reasons for using internet are 'search for info/news', 'check company's news', 'chat/icq/msn', and 'email'.

Fig in %



Base : Those who use internet (n=1,060)



## Internet Usage – By Subgroup

Base : Total respondents (n=2,000)

- Younger age groups spent time longer on internet than older age groups.
- Heavy usage of internet (5-7 days/week) is driven by male and people aged ≤ 35 years.

Fig in %

	Total n = 2,000	AREA		GENDER		AGE (yrs.)			
		BKK (A) 600	UPC (B) 1,400	Male (G) 616	Female (H) 1,384	≤ 25 (I) 389	26-35 (J) 698	36-45 (K) 562	46+ (L) 351
■ 5-7 days/week	23	21	24	30 <sub>H</sub>	20	36 <sub>JKL</sub>	24 <sub>KL</sub>	19	14
■ 3-4 days/week	10	13 <sub>B</sub>	9	13 <sub>H</sub>	9	18 <sub>JKL</sub>	11 <sub>KL</sub>	7	5
■ 1-2 days/week	10	12	10	11	10	15 <sub>JKL</sub>	11 <sub>K</sub>	8	8
■ Longer than 1 week	2	1	3 <sub>A</sub>	2	3	3	2	2	3
■ Don't use frequently	7	8	7	8	7	7	7	8	5
■ Don't use internet	47	46	48	37	52 <sub>G</sub>	20	45 <sub>I</sub>	56 <sub>IJ</sub>	66 <sub>IJK</sub>

## Reasons for Internet Usage – By Subgroup

Base : Those who use internet (n=1,060)

- Internet is used for searching info/news particularly in UPC and aged ≤ 35 years.
- Male and people aged 26+ years particularly use internet to check company's news.

Fig in %

	Total	AREA		GENDER		AGE (yrs.)			
		BKK (A)	UPC (B)	Male (G)	Female (H)	≤ 25 (I)	26-35 (J)	36-45 (K)	46+ (L)
n =	1,060	326	734	391	669	312	383	246	119
■ Search for info/news	90	86	92 <sub>A</sub>	91	90	92 <sub>K</sub>	93 <sub>K</sub>	85	87
■ Check company's news	51	47	53	60 <sub>H</sub>	46	41	54 <sub>I</sub>	57 <sub>I</sub>	55 <sub>I</sub>
■ Chat/ICQ/MSN	36	42 <sub>B</sub>	33	38	35	63 <sub>JKL</sub>	34 <sub>KL</sub>	15	12
■ E-mail	25	29	24	29 <sub>H</sub>	23	29	26	22	19
■ Public relations for selling products	14	18 <sub>B</sub>	12	17 <sub>H</sub>	12	12	14	16	13
■ Product order of member companies	12	12	12	13	12	10	13	11	20 <sub>IJK</sub>
■ Product order	11	12	10	10	11	12	11	9	10
■ Others	1	3 <sub>B</sub>	1	0	2 <sub>G</sub>	1	1	0	3 <sub>K</sub>