



# Engaging the *Affluentials*

India | Indonesia | Saudi Arabia | Singapore

SECTION 1

# Profile



# Introduction

As economic power continues to shift towards Asia, the region's increasingly well-off consumers represent a key source of future demand for companies around the world. Known as the Mass Affluent (Affluentials), this fast-growing band of emerging wealthy individuals are at the upper levels of the middle class in terms of personal income. According to "The Asian Banker", the region is expected to have more than 65 percent of the world's middle-income earners by 2030, up from the current 28 percent. Moreover, the Affluentials segment is typically four to seven times more profitable than the mass segment<sup>1</sup>.

But the members of this disparate group live in very different geographic markets. Their backgrounds and circumstances vary greatly, from the more developed markets of countries such as Singapore and Hong Kong to the still developing economies of Indonesia and India.

Also, in terms of media consumption, personal values, and purchase behavior, they typically have lifestyles distinct from the other citizens of their nations.

These differences can make it difficult for marketers to reach the Affluentials online. To win over these consumers, marketers therefore need to understand what they expect from the brands they engage with. Brands must connect with their interests, provide real-time information relevant to their needs, and deliver the kind of personalized service that will create loyal customers.

<sup>1</sup> "The Asian Banker", Mar 28, 2014, "Asian banks rethink growth strategy".



# Affluentials: understanding a growing market

To better understand the Affluentials segment, and how to best engage the diverse and dynamic individuals within it, Twitter engaged IPSOS to conduct its first study of the Affluentials in APAC.

Our study delved into their world – their personal values, attitudes, and outlook on life; their digital and social media habits; and most importantly, why and what they spend their money on. Our findings confirm that the product categories they buy depend on factors that go beyond their demographic profiles. In fact, as their incomes grow, so do their expectations of brands and their engagement on social media.

Despite regional differences, the Affluentials all have similar long-term aspirations. More importantly, they share a high degree of confidence in the future and represent a key driver of growth in the coming decades.

Our findings, shared here, will not only provide the insights needed to understand the motivations and expectations of this

important and growing market segment, but will also help brands cater to its unique needs and drive engagement through social platforms, particularly Twitter.





# Survey audience profile

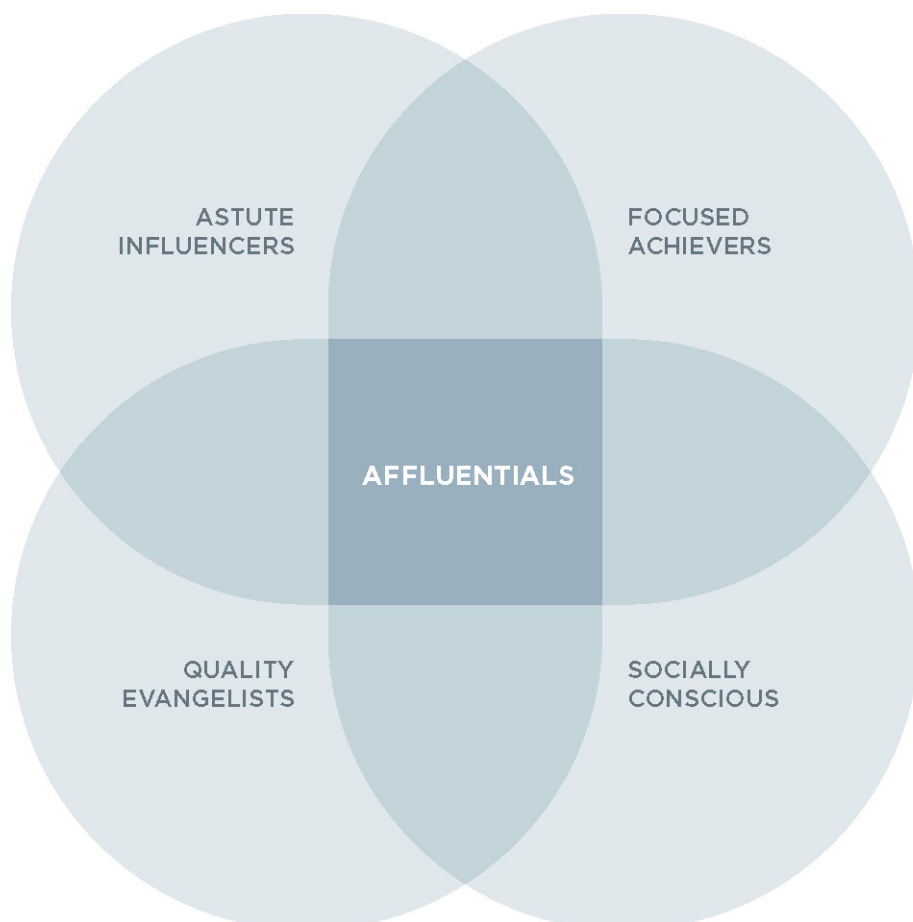
Country	Singapore	India	Indonesia	KSA
Age (mean)	40	40	39	38
Average monthly personal income	US\$6,560	US\$1,000	US\$580	US\$4,425
Married (with or w/out children)	69%	82%	79%	78%
University level (under-grad or post-grad)	78%	89%	71%	40%

Twitter and IPSOS Hong Kong conducted the study in September 2015. A total of 1,750 online interviews were conducted in Singapore, India, Indonesia, and Saudi Arabia (KSA). Aged between 25 and 64, the respondents are in the top 20 percent of their country's income distribution. All respondents had to have accessed any social media platform in the past 30 days. We ran 500 surveys in each market – except in the KSA, which had 250 – with representative quotas of gender and age.

# Four defining characteristics

The study's findings allowed us to build a picture of the Affluentials in terms of their values and key characteristics. Among other things, we learned that life for the Affluentials is not about hedonism and instant gratification. They are, on the whole, a caring, generous group of individuals who value information and knowledge.

They are socially aware and responsible. Although they appreciate the finest things in life, they are not ostentatious; and they appreciate top brands for the quality they provide. They also actively seek out value for money. These characteristics not only drive their online behavior, but also reflect their consumption habits as well.





**ASTUTE INFLUENCERS**

They are well-informed, enjoy learning something new everyday, and want to be the first to try new things. Although they're well off, they look for the best deals. They value leading over following, and want to influence the behavior of others.

**FOCUSED ACHIEVERS**

As goal-orientated individuals, they face life head on and don't back down from challenges. Almost 79 percent agree or strongly agree that life is about dealing with challenges everyday, followed by 78 percent who believe in setting goals and actually achieving them.

**SOCIALLY CONSCIOUS**

Affluence provides a better quality of life, along with greater influence. They are largely altruistic, believe meaning in life comes from helping others, and want to support their communities. Socially responsible, they are willing to pay more for enviromental-friendly products.

**84%**

believe life is about  
continuously learning  
new things

**78%**

believe in  
setting goals

**76%**

believe affluence  
is about helping  
others



## QUALITY EVANGELISTS

Being able to access luxury goods and services is a testament to their success. Although they appreciate the quality and exclusivity of luxury brands, they don't flaunt their wealth. And they often evangelize about the quality products and services they appreciate.

60%

value high quality and exclusivity of luxury products

## AFFLUENCE MEANS

	TOTAL	IND	IDN	KSA	SGP
Better quality of life	77%	78%	87%	68%	70%
The ability to help others	76%	76%	87%	68%	70%
Greater responsibility	76%	75%	86%	71%	68%
The ability to create influence	69%	71%	71%	64%	68%

## THINGS OF IMPORTANCE

	TOTAL	IND	IDN	KSA	SGP
Gaining knowledge and becoming better informed	81%	83%	89%	69%	79%
Environmentally friendly products	62%	74%	69%	56%	47%
Mobile technology	66%	71%	63%	60%	65%
Leading rather than following	56%	68%	54%	59%	46%

## OUTLOOK ON LIFE

	TOTAL	IND	IDN	KSA	SGP
Life is about learning something new everyday	84%	87%	92%	69%	80%
A meaningful life is about helping other people	82%	87%	90%	70%	75%
Life is about having great experiences	80%	87%	78%	66%	81%
Life is about setting goals and achieving them	78%	82%	87%	64%	73%



## SECTION 2

# Interests and Preferences



# Buying behavior – current and future

An important part of our research was to look at the kind of products and services the Affluentials planned on buying both immediately and in the next 12 months.

Because they live in countries experiencing fast levels of economic growth and rising standards of living, it's not hard to understand why the Affluentials are overall an optimistic group. Our research shows they are generally positive when it comes to future financial well-being and the expectation of luxury spending.

We also looked at Twitter users versus non-Twitter users. We discovered that Twitter users demonstrated higher product ownership and were also more optimistic regarding financial well-being and luxury spending than non-users.



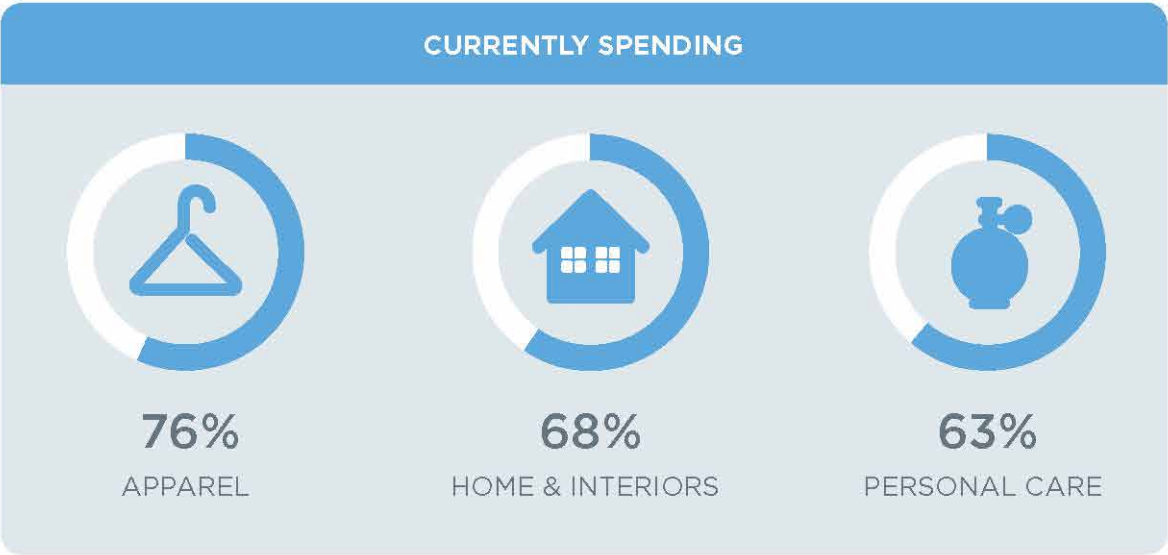
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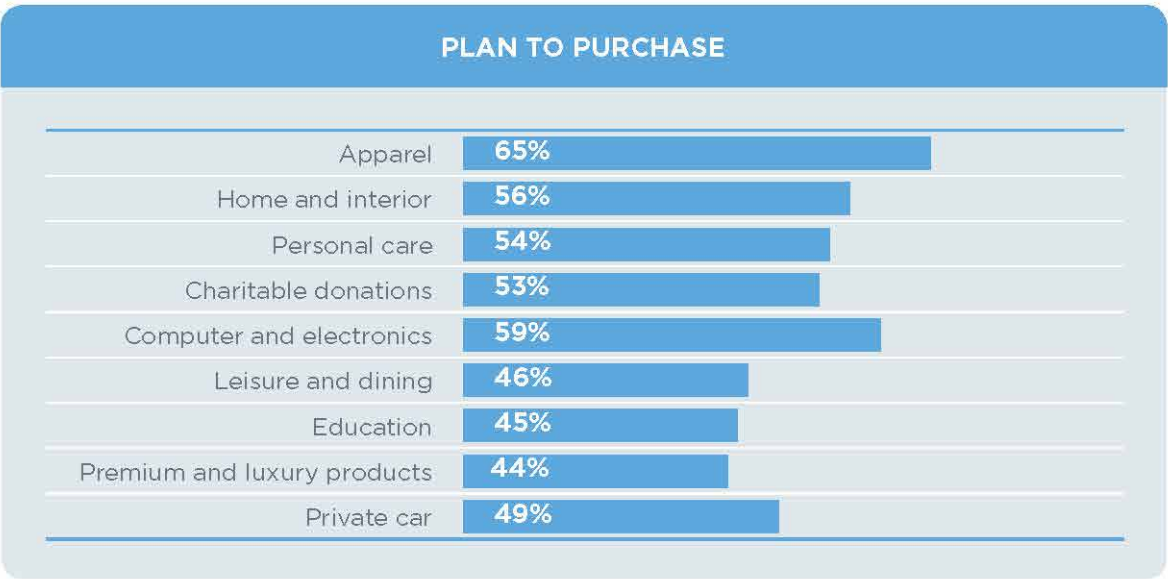
CURRENT PURCHASE PLANS

So how does this confident outlook coupled with increasing affluence translate to purchase preferences and spending plans? Our research shows that the products at the top of the Affluentials immediate spending list across all markets include designer clothes, items for the home, and perfumes and other personal care categories.



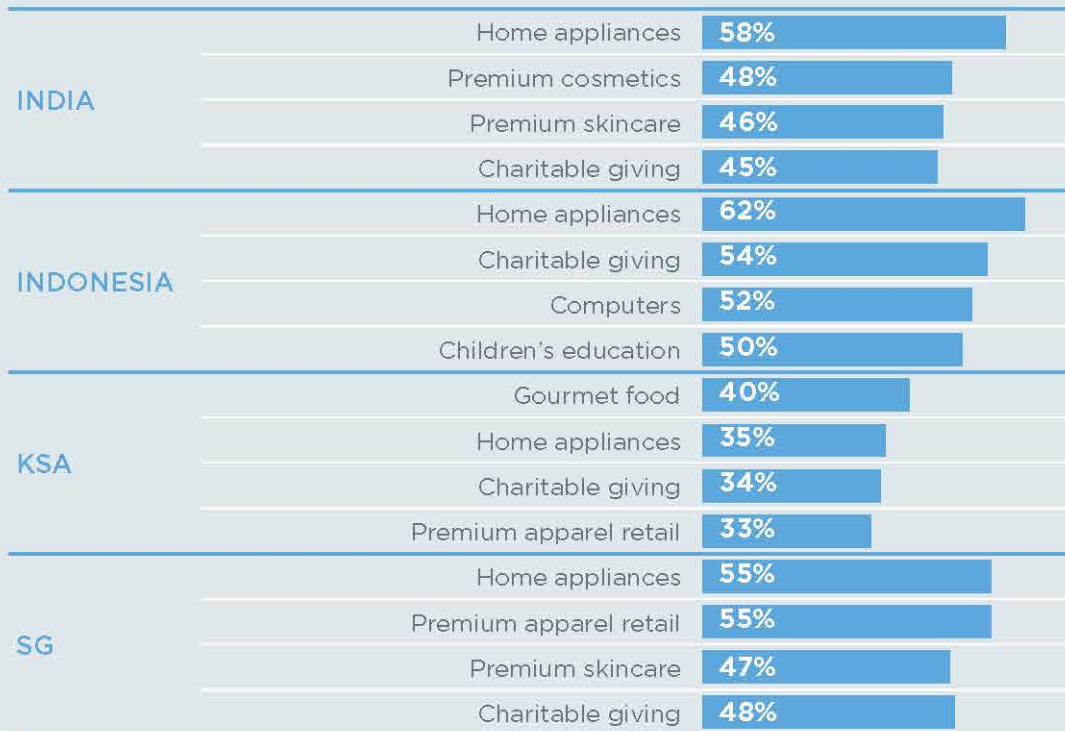
FUTURE SPENDING PLANS

All the Affluentials across the four markets are planning to increase their discretionary spending in the future. We asked what items they intended on purchasing in the next 12 months, and these included everything from high-end personal pampering to gourmet food. The Affluentials are discerning consumers not averse to luxury.





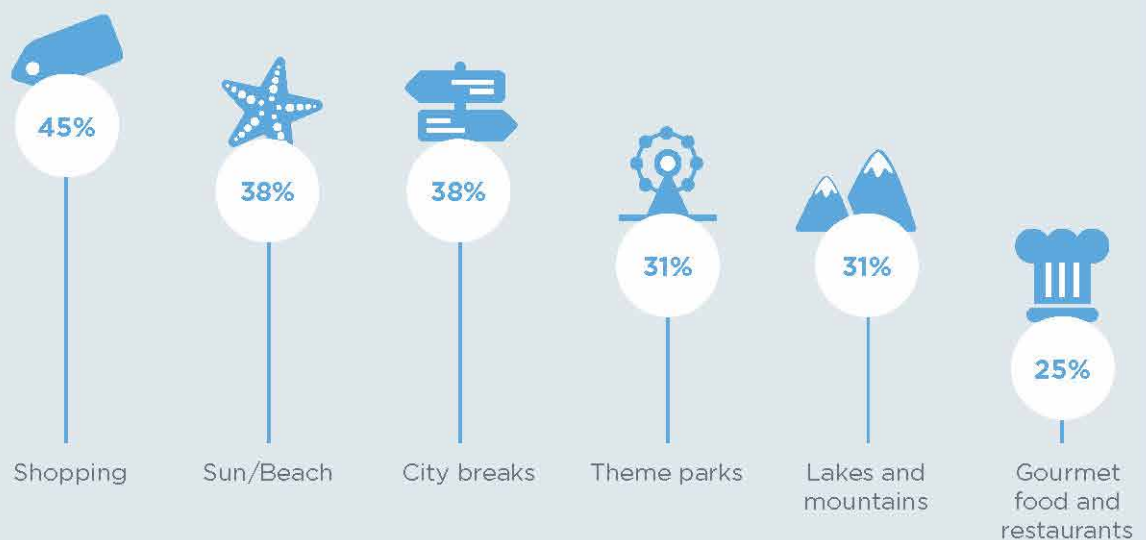
## TOP 4 PLANNED DISCRETIONARY SPENDING CATEGORIES BY COUNTRY



Moreover, Affluentials are enthusiastic about traveling. A high percentage of those surveyed are planning a vacation in the next 12 months. Shopping is on the

agenda for nearly half of those looking for a break, while gourmet food and restaurants figure highly, too.

## PLANNED HOLIDAY SPENDING



SECTION 3

# Tips for Engaging the Affluentials



# Tip 1: Understanding their content needs

We looked at the content the Affluentials seek at the different stages of their consumer journey.

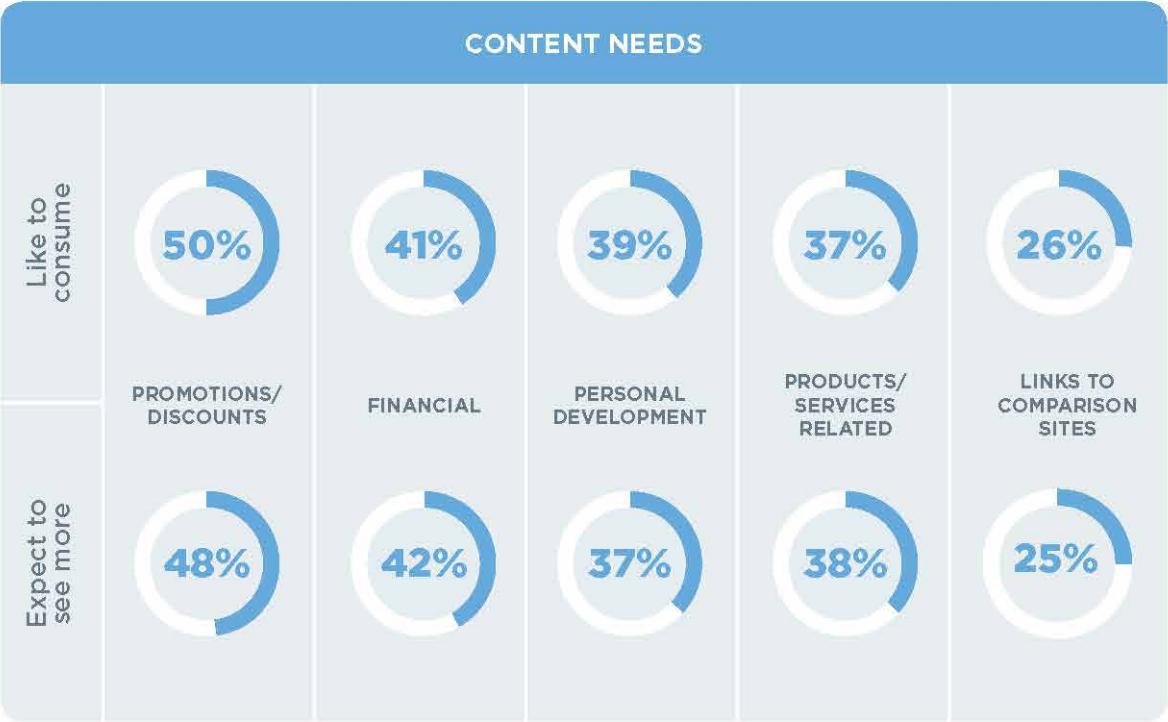
As **Astute Influencers**, they want to be the first to try new products. In fact, close to 40% of our Affluentials audience looks for product and service-related information online, including new product launches, service updates, product reviews, and recommendations about the best that brands have to offer.

As goal-oriented **Focused Achievers**, two in five expect to see content about short- and long-term management of their personal finances, from wealth accumulation to succession. They also seek advice on personal and professional

improvement, specifically with respect to career development, good health, and optimum family time as a major priority.

The **Socially Conscious** Affluentials consumers look for information on brands that reinforce a desire to help their community. In addition, they look for products and services that are environmentally-friendly.

Post-purchase, **Quality Evangelists** are keen about sharing the products and services they appreciate. Thirty-eight percent are likely to Tweet about a positive experience, and 37 percent tend to recommend brands that they appreciate.





A professional man with dark hair and glasses, wearing a dark suit, light blue shirt, and striped tie, is seated at a desk. He is looking down at a laptop keyboard with a focused expression. The background is a blurred office setting with bookshelves. The text "Drive engagement through content around personal and financial well being." is overlaid in white on the lower half of the image.

Drive engagement  
through content  
around personal and  
financial well being.

# Tip 2: Connecting with their interests

As avid Twitter users, 58 percent of the Affluentials surveyed planned to use Twitter more in the next 12 months. In our research, we looked at the type of Twitter accounts followed. While almost half follow friends, 45 percent follow career development-related accounts, 38 percent follow art and culture, and 34 percent travel.

We also looked at the Affluentials' favorite activities on Twitter. Forty-three percent search for things they are interested in, 37 percent seek recommendations and advice, and 25 percent look for lifestyle and grooming tips. So this growing segment is not only using Twitter for news, sports, and entertainment, but also for content related to eclectic interests, professional development, and lifestyle-related advice.

## AFFLUENTIALS WILL FOLLOW





# Tip 3: Supporting their hunt for value

They may be well off but the Affluentials are also driven to hunt for the best deals online. They are savvy shoppers using the platform to stay up to date on promotions and offers and to connect to comparison sites. Because they appreciate value, they welcome small perks such as free upgrades and rewards.

When it comes to making a purchase, over two-fifths enjoy the convenience of one-stop service; and 36 percent value flexibility in terms of payment, redemption, and delivery.

## Communicate how the brand offerings can help Affluentials to maximize “value”.

### VALUE THAT IS APPRECIATED

PRIVILEGES SUCH AS FREE UPGRADES	35%
PROMOTIONS AND MERCHANT SERVICE	34%
WELCOME REWARDS BASED ON BEHAVIOR/ SPENDING	31%
PERSONABLE AND ACCESSIBLE SERVICE	28%
INCENTIVES TO ENCOURAGE NEW SPENDING	26%





# Tip 4: Providing personalized support

As we have seen, customers expect brands to be available at every point in their consumer journey – and that includes customer service. Customer service, which is the biggest factor in overall customer satisfaction, has never been more important.

In addition, consumers are becoming increasingly particular about how they receive this service, too. They want freedom and flexibility in how, where, and when they are served, demanding more personal experiences, 24/7 availability, and higher levels of service.

Being relatively sophisticated, the Affluentials want personalized and accessible customer service, and enjoy a two-way conversation with brands. They actively engage with brands' customer service, whether asking for technical support, seeking updates on the status of their purchases, or getting answers to product-specific questions. Fifty-eight percent expect personalized technical support, followed by updates on purchase status and answers to product-specific questions.

## TOP 5 EXPERIENCES ABOUT PERSONALIZED CUSTOMER SERVICE

Among 28% who like personable and accessible service



HAD TECHNICAL  
PRODUCTS/  
SERVICE  
SUPPORT



RECEIVED UPDATE  
ON STATUS OF  
PURCHASE



ASKED  
PRODUCT-  
SPECIFIC  
QUESTIONS



HAD EFFICIENT  
SERVICE  
RECOVERY



RECEIVED  
COURTESY  
CHECK TO SEE  
IF THEY ARE  
HAPPY WITH  
THE PURCHASE

A woman with long brown hair, wearing a dark blue top, is measuring a man's arm with a white measuring tape. The man is wearing a white shirt and is looking down at the measurement. In the background, there is a rack of clothes hanging on wooden hangers. The scene is set in a clothing store or tailor shop.

Integrate “Social Care”  
through the customer  
engagement journey.

Deliver responsive  
and real-time  
communication.

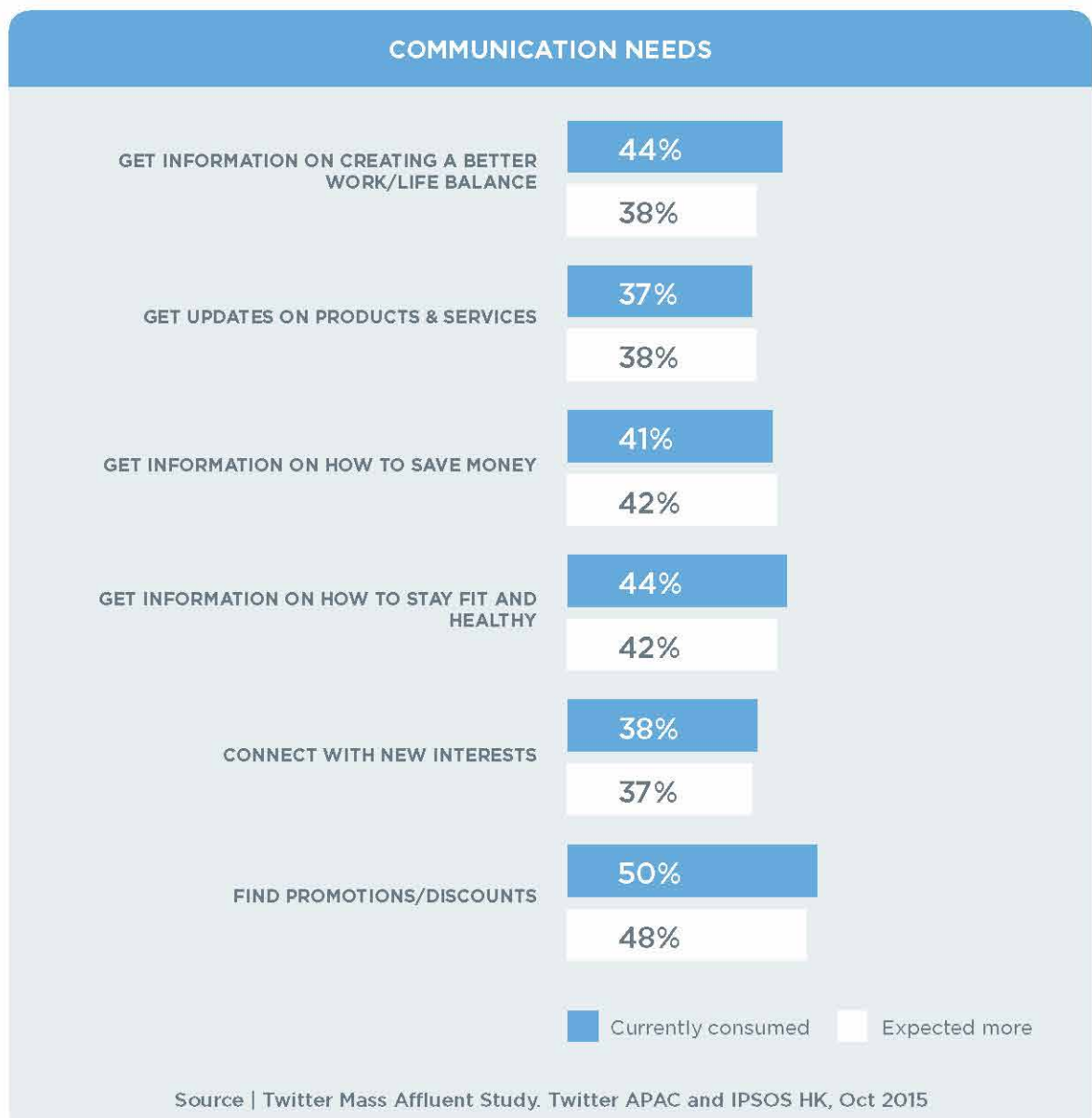


# Tip 5: Bridging the content gaps

When it comes to Twitter, the Affluentials expect brands to engage with them – they want two-way communication. Brands that can deliver content which resonate with their values are greatly appreciated.

Across the board, they seek content that improves their financial and personal

wellbeing, and that helps them create a better work-life balance. Being value conscious means Affluentials are keen to hear about promotions and discounts. Along with updates on product and services, they want to connect with accounts that are in line with new interests.



## SECTION 4

# The Value of Twitter



# The value of Twitter

Twitter is rapidly being adopted by the Mass Affluent across the Asia Pacific, with over 73 percent using the platform on a regular basis, and 46 percent of existing users planning to use it more going forward.

So how can brands leverage the value of Twitter in their interactions with this segment?

To answer this question, we looked at what was driving the Affluentials' use of Twitter.

## UNIQUE PROPOSITIONS THAT DRIVE USAGE

Busy and pressed for time, the Affluentials need the right content quickly and efficiently. Over 50 percent believe Twitter to be a useful tool because it provides information in a concise format.

### UNIQUE PROPOSITIONS DRIVING USAGE



PROVIDES  
INFORMATION IN A  
SHORT AND CONCISE  
FORMAT



SOURCE OF CREDIBLE/  
TRUSTWORTHY  
INFORMATION



INFLUENCES  
WHICH BRANDS  
I RECOMMEND/  
ENDORSE



The Affluentials expect reliable information they can trust in order to make purchase decisions and to influence others.

comparison sites, engage with customer service, and finally, share their experiences about brands.

### ENGAGEMENT WITH BRANDS

Members of the Affluentials expect brands to be available online at every point in their consumer journey. They are savvy shoppers who use the platform to get new product and service updates, stay abreast of promotions and offers, connect to

#### TRIGGER

**87%**

Searched for brands

**80% SEARCHED ONLINE:**

**57%** visited brand's website

**56%** searched for the brand or product on the internet

#### RESEARCH AND PURCHASE

**87%**

Shortlisted a brand

**59%** looked at product reviews and recommendations

**48%** visited a price comparison website

**47%**

Made a purchase

#### POST-PURCHASE

**73%**

Took post purchase action

**38%** Tweeted about a positive experience

**37%** recommended brands/products

**25%** engaged with brand's customer service

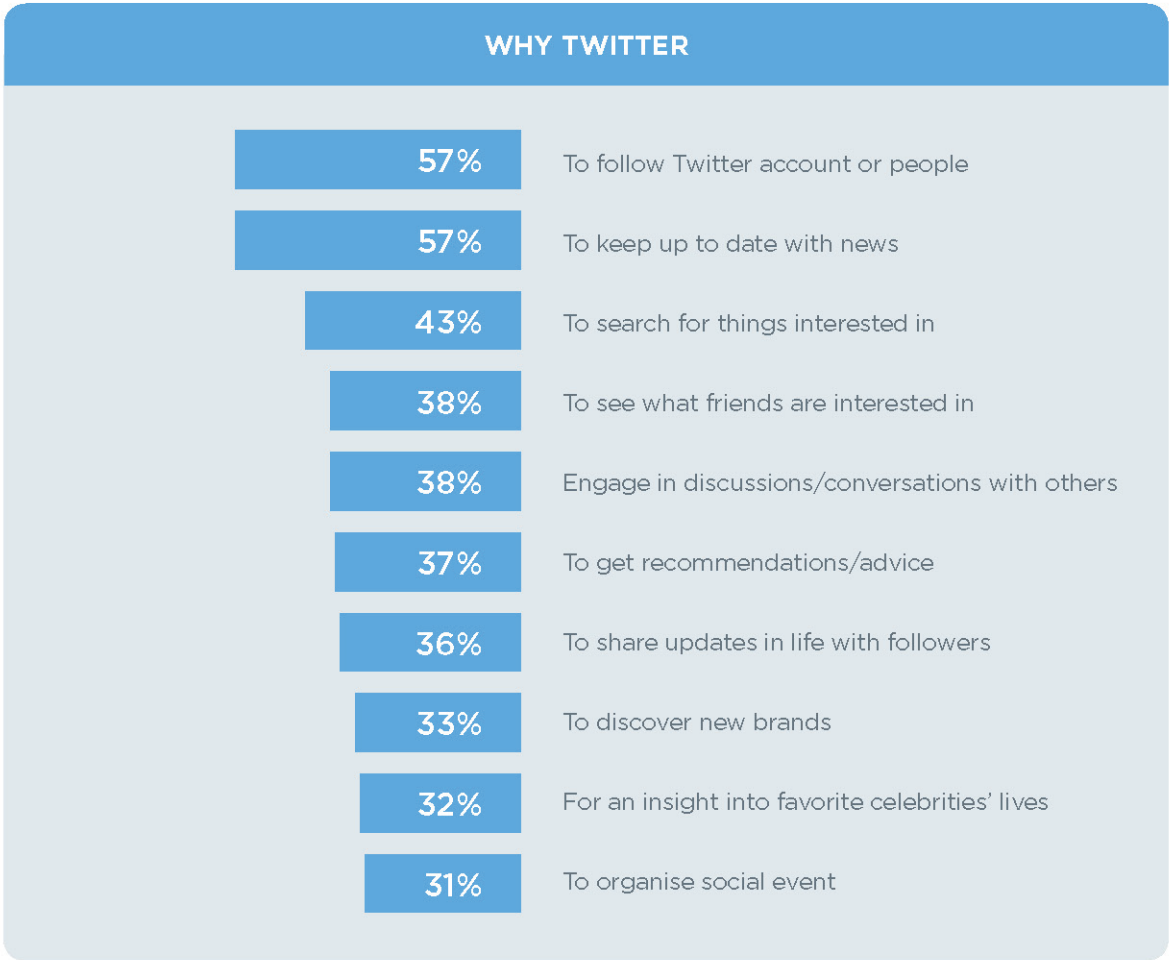




**AFFLUENTIALS TWITTER USAGE**

Although the majority of the Affluentials use Twitter to keep up to date with news, they also use it for a wide range of other purposes. Whether it's searching for things they are interested in, discovering new brands, or getting recommendations and advice, it's clear that Twitter is a useful

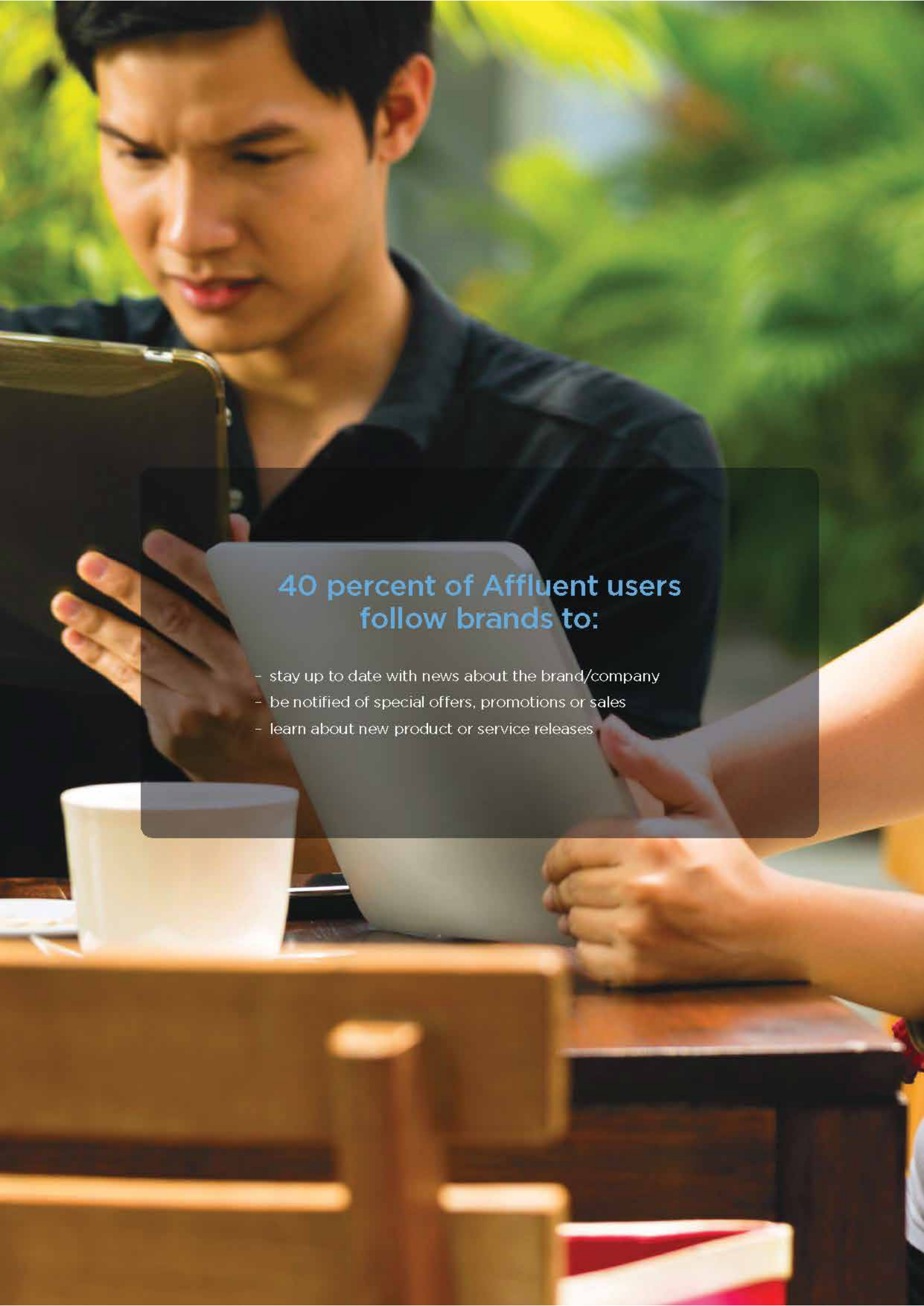
information gathering tool. The ability of the platform to enable consumers to engage in two-way communication is also important. Thirty-six percent of those surveyed use Twitter to share updates, 38 percent to engage in conversation, and 38 percent to see what friends are interested in.



**THE IMPORTANCE OF A STRONG TWITTER COMMUNITY**

What's important for marketers to understand is that a strong Twitter Follower Community represents a powerful group for evangelizing brand propositions. After all,

two in five of the Affluentials follow brands to leave feedback about their experiences. This community wants to be engaged with interesting content that is relevant, up to date and informative.

A man in a dark shirt is looking at a tablet. A semi-transparent text box is overlaid on the image, containing text and a list. In the foreground, there is a wooden table with a white cup and a wooden chair.

## 40 percent of Affluent users follow brands to:

- stay up to date with news about the brand/company
- be notified of special offers, promotions or sales
- learn about new product or service releases





# Leverage Twitter with TV to amplify the impact of brand messaging.



## REASONS FOR BRAND ENGAGEMENT BY COUNTRY

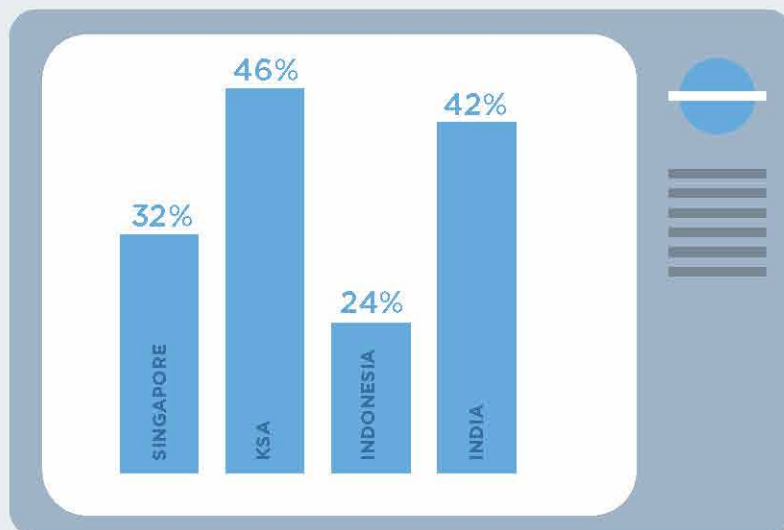
	TOTAL	IN	ID	KSA	SG
To stay up to date with news about brand/company	43%	46%	51%	35%	34%
To be notified of special offers/promotions/sales	42%	37%	54%	35%	35%
For customer service and support	28%	31%	36%	20%	20%
To leave feedback about my experiences with the brand	29%	37%	26%	29%	24%
To learn about new product/service releases	43%	46%	52%	25%	37%

## DUAL-SCREEN CONSUMPTION

An interesting finding is that one in three often use Twitter while watching their favorite TV shows. This dual screen usage is highest in Saudi Arabia. Indians like Tweeting during ad breaks; Indonesians often Tweet about the TV show they're watching; and Saudi

Arabians and Singaporeans read what others Tweet about a particular program. Twitter is effectively the live TV screen that connects Affluentials users to their passions and, as such, can be effectively used by brands in online campaigns to amplify key brand messages.

## 1 IN 3 AFFLUENT USERS TWEET WHILE WATCHING TV



Figures above indicated respondents chooses "Very often" and "Often" for the question



## SECTION 5

# Conclusion: Tips for Marketers

# Conclusion

Our findings show that Twitter has a strong influence on Affluentials users at every stage of their online purchase decision journey, from the initial trigger of online search to post-purchase recommendation. People contact brands via Twitter and expect a helpful, human response.

The engagement model of social media is a natural fit for online advertising to the Affluentials to whom contextually relevant ads are welcome, as long as they provide helpful information about new products and companies.

Through social media, brands can have an impact on their relationships with the Affluentials, but in order to do so, these brands must deliver the content that the audience values. Content must be real-time and contextual. It must reflect their interest in personal and financial well-being. And it must provide personalized and personable two-way communication, particularly in terms of customer service that is responsive and engaging.

## BEST PRACTICES FOR MARKETERS

1

Drive engagement through content around personal and financial well-being. Connect to interests and hobbies.

2

Communicate how the brand offerings can help Affluentials to maximize "value".

3

Integrate "social care" through the customer engagement journey.

4

Nurture and develop the follower community to help evangelize brand propositions.

5

Leverage Twitter with TV to amplify the impact of brand messaging.