

Assignment Coversheet

Please complete **one** copy for each assignment & attach securely to your coursework submission.

| | |
|--------------------------------|--------------------------------|
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| Assignment Title: | Industry report |
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| Date Submitted (on or before): | 3rd December 2024 |

You must ensure that your work is clearly labelled.

A dark, gritty interior scene, possibly a basement or a basement-like room. The floor is covered in debris, including broken glass, colorful plastic shards, and other unidentifiable trash. Several yellow evidence markers are scattered across the floor, with the numbers '2', '3', and '4' clearly visible. In the background, there are dark walls with some visible damage and a set of stairs leading up. The overall atmosphere is one of decay and neglect.

WHAT HAPPENED TO THIS GENERATION?

A report about health and wellness trend in Thai young adult
by Phatdanai Jeedaeng

Student ID: 20032397

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INTRODUCTION:

What happened to this generation?

We hear phrases like this all the time, often with a negative tone. But there is some twist to what this report is about. I came across some surprising data (atleast for me) showing that young adults globally are consuming less alcohol, with a decline in drinking and overall consumption (World Health Organization, 2024; National Institute on Alcohol Abuse and Alcoholism, 2023), which made me wonder if the same trend is happening in my home country, Thailand.

While reports show that alcohol consumption remains high, particularly among those aged 20 to 44, my observations on social media tell a different story. According to Statista (2023), around 35.5% of Thai individuals in this age group consume alcohol, which is the highest rate among the groups studied. However, the research studied in the age range is relatively wide, and I wanted to know what really happened in the particular age of the young adult (24–30). Because of what I saw on social media, the narrative seems to be shifting away from nightlife and alcohol. Instead of sharing pictures of nights out at the bar, more and more people are posting videos of their gym workouts, sports, and outdoor activities.

PROTEIN POWDER



NON-ALCOHOLIC BEER BOTTLE





The rise in fitness is evident.

The number of gym memberships in Thailand has reached an all-time high (Statista, 2020), also the sales of athletic clothing are on the rise, which all of this reflecting a broader global trend of growing interest in fitness (Statista, 2023). Moreover, fitness-related content is now flooding all over social media, with users posting their experiences at the gym, running, pilates, and other fitness activities.

Then I recognized the people around me also seem to be drinking less when they go out. Some have even quit drinking altogether. This shift seems to be unique to this generation, especially those between 24 and 30. Some say it's because it's the age to focus on personal well-being. Others might say it was the consequence of the pandemic, which made them more aware of their health. According to a 2020 survey, many individuals, including young adults, became more health-conscious after the pandemic (Statista, 2020). But ultimately, people's motivations are different.

So, what exactly is happening with this generation?

What sparked their growing interest in health and wellness?

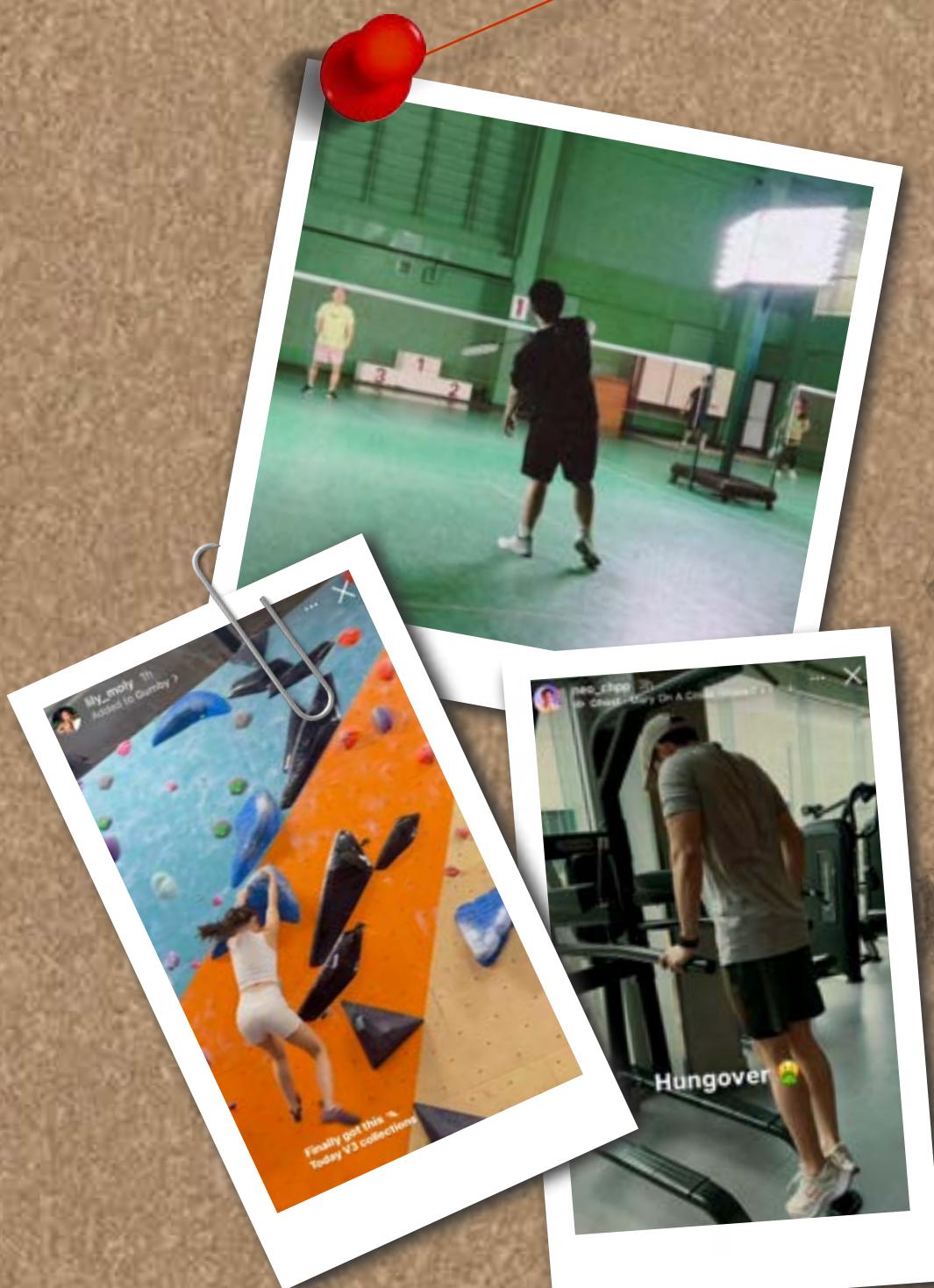
Are they truly making the shift to a more healthy lifestyle, or are they still drinking as the data indicated?

There might not be a single, clear answer for everyone in this age group, but this report will help you better understand them. Through this case-study prototype, I aim to answer the question:

How can Heineken reconnect with Thai young consumers through non-alcoholic drinks to achieve brand adoption on TikTok, after they have transitioned to a healthier lifestyle?

Let's solve the case together!

LITERATURE REVIEW:



Theme I: Health and Wellness Trends Among Thai Young Consumers

Recently, the group of young adults in Thailand have been shifting towards healthier lifestyle. They realized to learn the awareness about the importance of both physical and mental well-being. The change can be clearly seen in their eating habits, fitness routines, and from the products they choose. It's also part of a larger global trend that leaning towards wellness. Millennials and Generation Z in Thailand, in particular, are more focused on their health than older generations, and they tend to choose products that support this chosen lifestyle (Nielsen, 2022).

33% have reduced alcohol consumption

One surprising key of this trend is that many young Thai people are drinking less alcohol. A survey from the Thai Health Promotion Foundation (2021) found that 33% of Thai youth aged 18–24 have reduced their alcohol consumption for over the past five years, mainly due to health reasons both physically and mentally. However, this shift doesn't mean they are completely quit from drinking. While alcohol consumption rate has declined, it still plays a major role in Thai society. According to the Southeast Asia Beverage Report (2023), alcohol consumption is still remaining high in Thailand compared to other countries within the same region. The shift among young people seems to be more about cutting back which they are not giving it up entirely.

40% have started eating plant-based diets

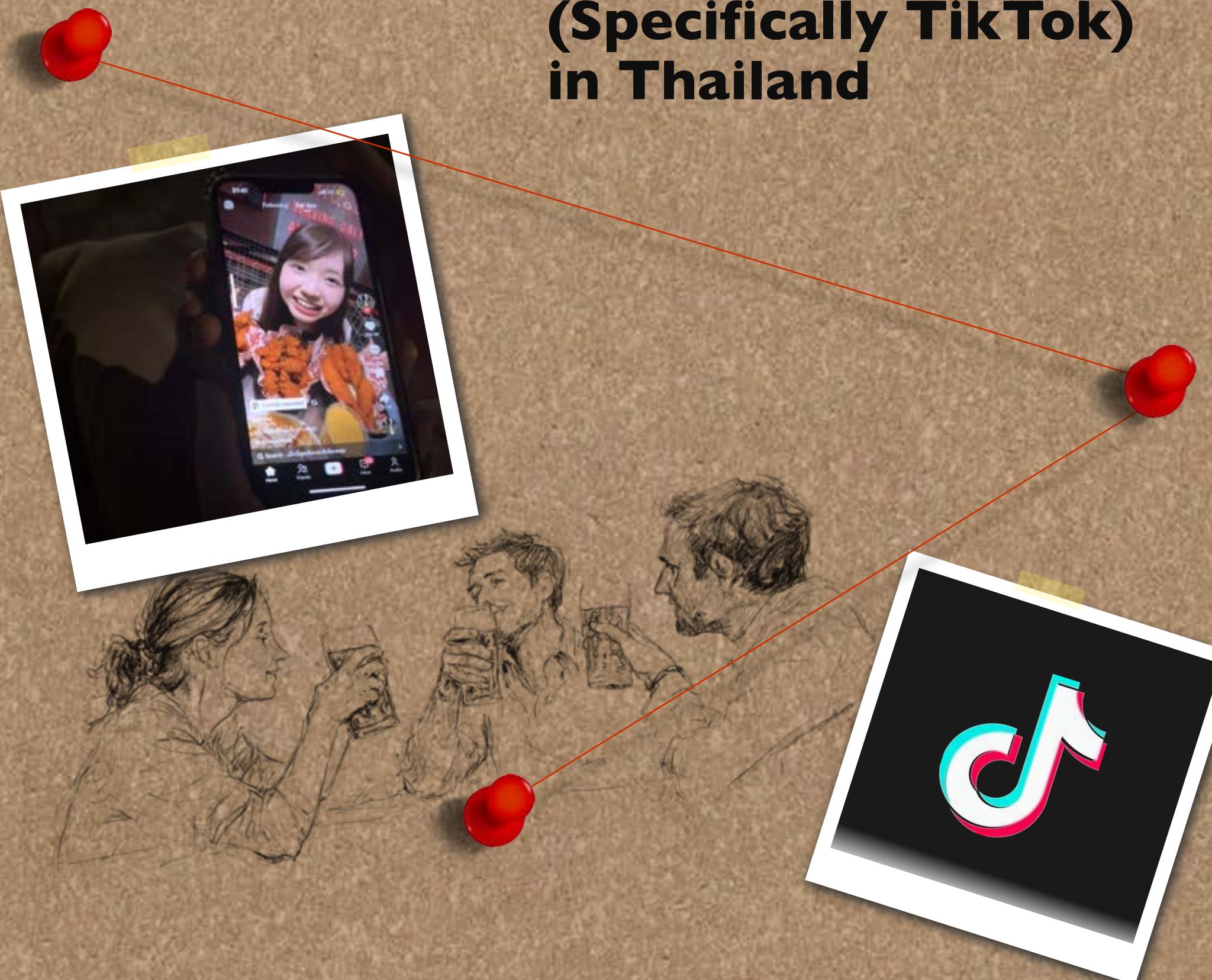
Along with drinking less alcohol, many young Thai people are also making healthier food choices. The Thai National Food Institute (2022) reports that 40% of Millennials and Gen Z have started eating plant-based diets, either fully or partially. However, that doesn't mean they are transitioning to completely strict vegans or vegetarians. More of them are starting to adopt a flexitarian diet, which they still eat some meat but choose plant-based foods or other alternative choices more often mainly for health or even the environmental purpose. Some also has adopted the 'vegan day' as one of their daily week routine. Again, this shows that the change is more about cutting back on meat rather than completely avoiding it, and the trend is about moderation rather than full commitment to plant-based eating.

In conclusion, while young adults in Thailand are in the state of making healthier choices, the changes in alcohol consumption and the adoption of healthy diets may not be as dramatic as some reports suggest. Still, non-alcoholic drinks like Heineken 0.0 are still in good position to meet the needs of this growing health-conscious demographic, as it provide consumer more options. Brands that understand and align with these consumers' health goals, while recognizing that moderation is key. That will possibly be able to connect with them more effectively.



LITERATURE REVIEW:

Theme 2: **Brand Engagement Through Social Media (Specifically TikTok) in Thailand**



60% of TikTok users are age 18-34 in Thailand

TikTok takes a big role in how brands connect with young adults in Thailand. When you consider that the majority of 60% of TikTok users in Thailand are within the ages of 18 and 34 (Statista, 2023), it is clear that this platform provides brands with a great chance and channel to connect with young consumers, due to its ability to create viral content that can reach a wider audience as other platform cannot do.

Especially when it comes to engaging with younger consumers, in which the platform's priority is to push user-generated content more. To considering that, the platform is the ideal tool for advertisers who wanted to connect with the younger generation.

Lee and Chan (2021) explain that TikTok's success comes from how it allows users not just to watch the content creators, but also joining them and become one of the content creator themselves, which it allows them to follow the trends and create content that matches with their personal interests and lifestyle.

This level of engagement is crucial for reaching the young adult group in Thailand.

Because they are concern about authenticity and prefer brands that match their lifestyle and values.

Brands that tap into TikTok, not just to follow trends but showing their real nature that resonates them are more likely to build strong emotional connections with young people.

However, there is a challenge in balancing authenticity with commercial content. While TikTok thrives on organic, user-created videos, paid influencer marketing is still highly effective. Research by Zhang et al. (2022) shows that influencer endorsements strongly influence Thai young consumers, especially when the influencer shares similar values, like a focus on health or wellness. But while some of them work effectively, some don't. Many consumers might view influencer promotions as inauthentic if they seem too scripted and resemblance to the commercial advert. Even so, TikTok's viral nature still allows brands to succeed through organic, user-driven content. This means that Heineken's TikTok strategy should carefully balance influencer promotions with content that feels more natural and community-driven.

For the product like Heineken 0.0, TikTok offers a great path way to reach the health-conscious audience, especially the young adults in Thailand. A TikTok campaign that highlights the product's benefits, such as being low-calorie than some refreshments and alcohol-free, could attract consumers who are looking for healthier drink options. Moreover, incorporating influencers who focus on health and wellness could help promote the brand as well. But again, it is crucial to make sure the content feels genuine to the TikTok community. A branded challenge where users share videos of themselves enjoying Heineken 0.0 while being active and living a healthy lifestyle could also help create a positive, community-driven image for the product.

LITERATURE REVIEW:

Theme 3: **Consumer Perceptions and Adoption of Non-Alcoholic Drinks in Thailand**

Non-alcoholic beers have become more and more popular worldwide as more people decide to lead healthier lives, and they are on their way to Thai young adults. Although traditional alcoholic drinks are still the most popular in Thailand, the increasing number of non-alcoholic options shows that customer preferences are changing. The market for non-alcoholic beers increased by 20% over the previous five years, primarily as a result of the influence of young people, according to a survey conducted by Thailand Beverage Association (2023). Which believed a number of facts, including health concerns, an attempt to reduce alcohol consumption, and shifts in the way alcohol is seen in social contexts, are causing the change.

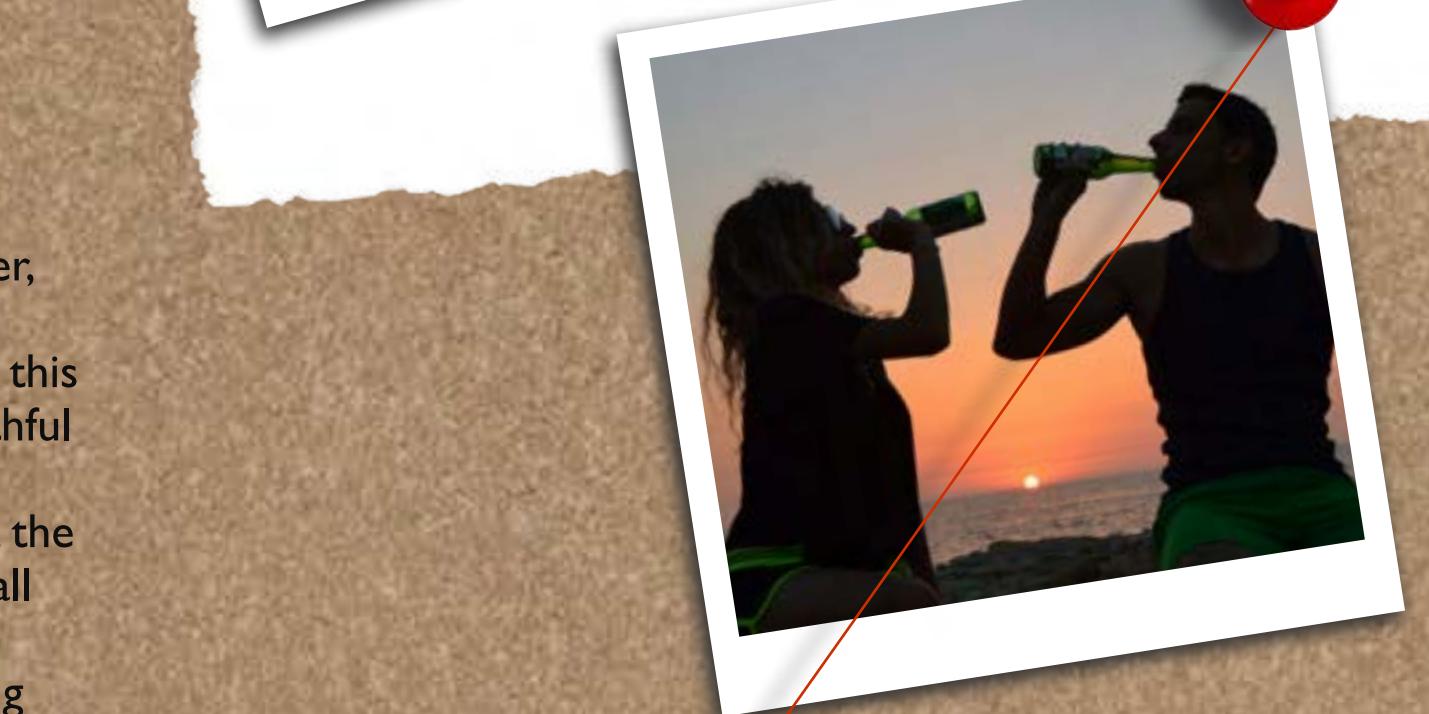
The taste always comes first.

When it comes to choosing the non-alcoholic drinks, the first criteria they are going to consider is the taste, and non-alcoholic beer is always known to taste worse than a normal lager. However, the game has changed. Non-alcoholic beer has become more palatable and tastes just like regular beer, as products like Heineken 0.0 have gained recognition for their clean, crisp flavor that is almost unrecognized from its traditional beer. This makes one of the reasons young people in Thailand find the product appealing (Chaisrisak, 2022). Even with all of this progress, the social perception of non-alcoholic beers remains problematic to most people.

Somes see non-alcoholic beer as lesser and serve no purpose.

In social settings, when consuming alcohol is frequently associated with fun and social standing, non-alcoholic beer, on the other hand, is occasionally viewed as a "lesser" choice. Even while Heineken 0.0 makes an effort to alter this perception by positioning itself as a fashionable and healthful option, non-alcoholic beer is nevertheless stigmatized, especially in more traditional or suburban areas. Even so, the market for non-alcoholic beer seems to be relatively small when compared to ordinary beer consumption, and this might take some time before young people start choosing non-alcoholic drinks more frequently.

In conclusion, the market still confronts some obstacles even if non-alcoholic beverages are becoming more and more popular among Thai young adults. A wider availability, greater societal acceptance, and improved flavor are all encouraging indicators for the future. However, it will take time for non-alcoholic beer to become widely accepted due to the smaller demand and the ongoing social stigma attached to it. To appeal to this growing and changing market, Heineken 0.0 can continue to improve by highlighting its authentic flavor, health benefits, and positioning as a considered normal alcohol alternative.



COMPANY

NO.1 INTERNATIONAL PREMIUM BRAND FOR THAIS

Heineken has established the brand image as a high-end beer brand in Thailand. They differentiate themselves from local competitors with a solid global reputation, premium products, and innovative marketing strategies.

The core of the brand is its dedication to quality, elegance, and innovation, which enables them to compete in the Thai beer market, which has historically been dominated by local brands like Chang and Leo.

As a brand, Heineken has established a long history with a reputation of excellent brewing. Which makes people believe and trust in the quality and flavor. Because it uses only the best ingredients (barley, hops, and water), Heineken has become a byword for high-end quality, and positioned as a premium beer in Thailand by utilizing this essence. In contrast to regional brands that are frequently linked to accessibility and informal drinking, Heineken is promoted as a high-end beverage that is enjoyed on special occasions, during festivities, and at social gatherings. Its premium pricing furthers this exclusivity notion, which is essential to its ability to stand out in the crowded market.

HIGH-END AND CLASSY

Thais associate Heineken with prestige and view it as a symbol of elegance and luxury. This premium image is greatly influenced by the price difference between Heineken and regional beers like Chang and Leo. Heineken's premium image in the market is influenced by the fact that it is typically associated with special events and upscale get-togethers, whilst Leo and Chang are frequently regarded as accessible, everyday beers. For example, Heineken is commonly consumed at high-end clubs, restaurants, and public gatherings where customers wish to appear exclusive and sophisticated.



PASSION, COURAGE, AND ENJOYMENT

One factor that supports Heineken's reputation as a luxury product is their building of brand identity that consistently placed on every social media platforms: Facebook, Instagram, and TikTok. Heineken is frequently featured on these platforms in stylish and celebratory settings, which further integrates its identity into the social context of upscale consumer experiences. Many Thai consumers share photos or videos of themselves enjoying Heineken at events like the Heisensation White Party or Maho Rasop Festival, reinforcing its image as a drink for the trendy and successful. Local beer brands, on the other hand, are typically depicted in more relaxed, ordinary contexts. Heineken's reputation is further enhanced by prominent figures and social media influencers who link the brand to upscale activities, status, and international fashions.

Heineken often provides experiential exhibitions. For example, The Star Venture, an immersive theatrical experience that lets the audience embark on an adventure of how the Heineken brand is created. This not only shows enjoyment but also reflects their innovative approach.



Star Venture

Photography from:
<https://www.werykindinvention.com/heinekens-star-venture/58n3014g7kuln51zynn41qckn12>

INNOVATIVE SIDE

Heineken's commitment to innovation playing a key component of its success that let them stay in the fiercely competitive Thai market. The brand is addressing the rising health-conscious market in Thailand by launching Heineken 0.0, a non-alcoholic beer, which let them to meet the demands of consumers who want to socially enjoy beer without the negative effects of alcohol. Additionally, Heineken 0.0 is in line with the worldwide wellness trends that are especially popular with younger Thai consumers, particularly Millennials and Gen Z, who have grown more concerned about their health than older generations did (Sharma et al., 2019).

In the fiercely competitive Thai beer industry, Heineken has managed to establish a unique niche for itself by presenting itself as a high-end, cutting-edge brand that complements both regional tastes and worldwide trends. Heineken has maintained its position as a premium option for that differentiate Thai beer consumers by focused on quality, social experiences, and innovation.



Heineken 0.0 launch event

Photography from:
<https://www.thebigchilli.com/news/heineken-officially-launches-the-new-and-innovative-heineken-00>



COMPETITION & CATEGORY



the Market Leaders

Boon Rawd Brewery

Thai Bev.

ABOUT THE MARKET

Norms of the Category: Thailand's beer category is defined by locals' drinking practices and cultural preferences. Similar to any country on the map, beer for Thais is considered more than just a drink. It is a necessary part of social gatherings and commonly consumed under natural situations, such as after work, at family dinners, or on casual outings with friends. Because of this casual and broad usage, accessibility and affordability are the main factors driving the market. Local brands like Leo and Chang dominate this segment, with their wide distribution, lower price points, and strong cultural ties to Thai society. Both brands have become standard in the typical Thai consumer's daily drinking routine.

With more than 50% of the Thai beer market, Leo and Singha, which is owned by the Boon Rawd Brewery, is the industry leader. Leo's mass-market appeal is further reinforced by its availability in practically almost every restaurant and bar in the country and its sponsorship of major events like the Thailand Beer Festival (Bangkok Post, 2023). Similar to this, Chang Beer targets the sports-loving demographic with its close ties to sports sponsorships, particularly football. Chang is Thailand's most popular beer among casual drinkers due to its broad availability and pricing strategy (The Sportsman, 2023).

Singha Beer, on the other hand, shares Heineken's more upscale stance and concentrates its efforts on extravagant lifestyle events and well-known international sports partnerships. Singha competes with Heineken in the premium market thanks to its affiliation with high-profile events like Formula one and golf competitions, which have helped to preserve their premium image (Singha Brewery Group, 2023).



THE VALUE SHARE OF BEER MARKET IN THAILAND

(Kankanit et al., 2024)

44.8% 31.2% 11.2% 3.8%

LEO

CHANG

SINGHA

HEINEKEN

FINDING SPOTLIGHT BETWEEN THAI GIANTS

Heineken faces serious competition from local companies like Leo, Chang, and Singha in the highly competitive Thai beer market. Because of their extensive availability, low prices, and strong cultural ties, these brands are market leaders, especially in the mass-market sector. But by marketing itself as a premium beer and appealing to the tastes and interest of younger, urban consumers, Heineken has created out a premium niche for itself.

Unlike local competitors, who frequently sponsor mass-market activities and sports, Heineken has concentrated on connecting in music and cultural experiences that appeal to young, affluent customers.

Furthermore, the launch of Heineken 0.0, puts the company in a unique position to serve the Thai market's expanding health-conscious market. Heineken can further increase its customer base in Thailand by setting itself apart from both luxury rivals like Singha and local mass-market beers by providing a product that reflects global wellness trends.

In conclusion, despite fierce competition from regional brands, Heineken is able to hold onto a significant and important market share in Thailand simply due to its premium positioning as well as global branding, and innovation-focused approach.

4Cs Analysis

CONSUMER

UNDERSTANDING THEIR CUSTOMER

In Thailand, Heineken's target consumers are predominantly young adults who appreciate the brand's premium image, quality, along with innovative products. This group is more likely to relate to Heineken's aspirational and sophisticated stance since they are very active on social media, follow lifestyle brands, and are aware of health-conscious trends.



THEIR THOUGHTS AND ATTITUDES

Thai buyers of Heineken are educated, urban professionals who look for goods that fit their contemporary, global lifestyles. Along with product quality, they also place a high importance on the brand experience. As a high-end beverage, Heineken fits well with these customers' aspirations for refinement, prestige, and international connections. Moreover, Thai young adults are becoming more concerned with their wellbeing and health, which is why Heineken's launch of Heineken 0.0 resonated with this group. These consumers prefer to drink beer during social events without the harmful impacts of alcohol on their health (Sharma et al., 2019). In which Heineken's non-alcoholic offerings appeal to the expanding health-conscious population while keeping the brand's premium image.

CONNECT WITH THE YOUNGS

The way Thai consumers view Heineken is greatly influenced by social media. The brand is frequently featured on Instagram, TikTok, and Facebook, with many Thai consumers posting images of themselves enjoying Heineken at premium events or celebratory moments. This social media content reinforces Heineken's image as a luxury beer—a drink that is associated with moments of success, joy, and sophistication. Thai young adults often look to social media influencers and brand ambassadors who are aligned with Heineken's image to reinforce their own personal identity. Heineken is also one of the most visible beer brands in digital spaces, participating in collaborations with influencers and engaging with consumers in fun and creative ways, which helps sustain its premium image.

SOCIAL LUBRICANT FOR THE OFFICE WORKERS.

Heineken's target consumers are mostly office workers, who live in the city area and highly engaged with lifestyle experiences and innovative products. This group, especially in younger generation is less likely to choose traditional mass-market beers for casual drinking and more likely to select products that align with their values and lifestyle choices. Heineken's sponsorship of high-profile events like the Heisensation VWhite Party and Maho Rasop Festival allows the brand to integrate itself into consumers' lives, making it not just a product but part of a larger experience. Heineken has also launched 'Afterwork by Heineken Experience,' a campaign that collaborates with companies, restaurants, hangout spots, and music festivals to help office workers learn how to achieve a work-life balance and encouraging them to have more quality time after work.

This portray the brand as a modern, cosmopolitan option for Thai customers seeking more than simply a beer, but a premium experience. Whether it is at music festivals, after-work gatherings, or casual celebrations, Heineken aligns itself with the social fabric of Thailand's young, affluent population, ensuring that its presence is consistently tied to premium experiences.



Maho Rasop music festival

Photography from:
<https://www.thepeople.co/pr-news/event/50790>



Afterwork by Heineken Experience

Photography from:
<https://www.brandbuffet.in.th/2023/08/afterwork-by-heineken/>



Heisensation White Party

Photography from:
<https://www.tapb.co.th/en/press-release/7>



BEER CULTURE IN THAILAND

Heineken's business practices in Thailand are indicative of a broader worldwide trend in which consumers' interactions with brands are influenced by products and lifestyle experiences. Both the weather and cultural traditions have a significant impact on beer consumption in Thailand. Because of the hot climate, chilled beverages are preferred, which explains the reason why ice is commonly consumed when having beer in Thailand. Furthermore, beer is not limited to particular events. It is consumed regularly for a variety of reasons, ranging from after-work drinks to festivities and even periods of inner reflection, such as heartbreak or relaxation after a long day.

ICE ICE ICE, AND EVERYTHING NICE

The consumption of ice is a main characteristic of beer drinking in Thailand. Because of Thailand's tropical environment, ice is crucial for keeping beer cool, particularly at outdoor events. Although this tradition might seem strange to visitors from other countries, it is deeply rooted in the local drinking culture. In response to this cultural practice, Heineken has developed products that satisfy the locals' inclination for cold beer, conforming to local customs and improving the customer experience (Wong, 2021).

In order to establish itself as a beer that blends in with Thai social settings, Heineken has embraced and understood local drinking customs, such as the use of ice. This local adaptation, paired with its global brand positioning, allows Heineken to maintain its premium status while being highly relevant to local consumers. It assists the brand in being both internationally known and locally tailored, finding a balance that attracts to Thai customers who seek out foreign goods that also represent their everyday life.





SERVE WHAT THEY NEED

Apart from the climate, health concern is growing among Thai customers, especially in younger generations. The rise of health and wellness trends has inspired many individuals to try healthier drink options and non-alcoholic beverages. This tendency stems from a desire for moderation and a growing awareness of alcohol's negative effects on both mental and physical health (Sharma et al., 2019). Heineken's advancements in the non-alcoholic beverage market will ensure that the company stays relevant to Thai customers' shifting health-conscious demands.

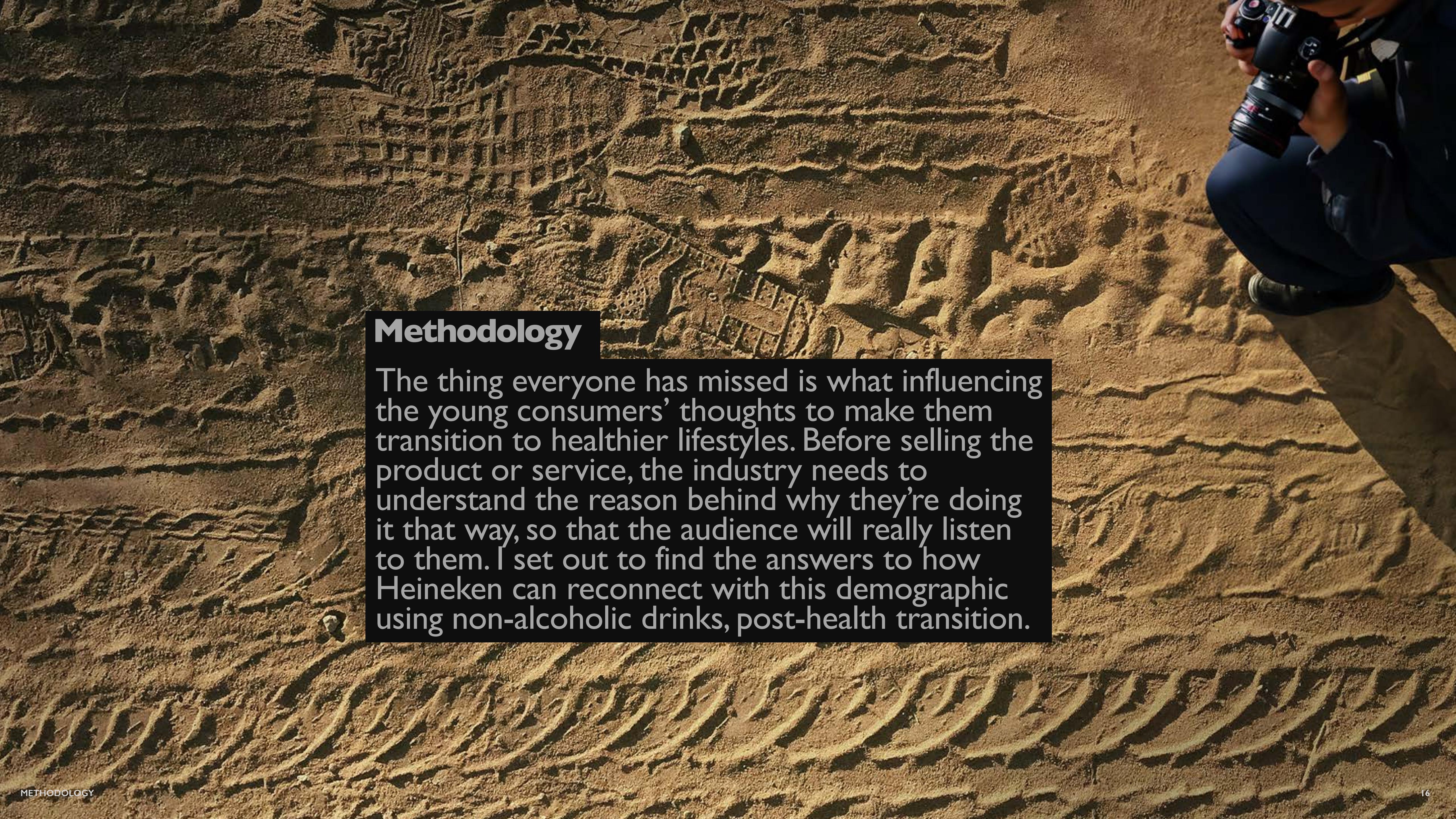
Heineken 0.0 not only responds to a globally wellness trend, but also addresses Thailand's growing desire for healthier drinking options. This product enables Heineken to continue engaging with consumers who want to enjoy the social experience of beer while maintaining their health goals, supporting the brand's premium, innovative, and inclusive image.



A vibrant, crowded bar scene with people at tables and a band performing on stage. The atmosphere is lively, with bright lights and decorations. The text 'Methodology:' is overlaid at the top left, and the main title 'SCOPING, SPECULATING, LISTENING' is centered in large, bold, white letters.

Methodology:

SCOPING, SPECULATING, LISTENING



Methodology

The thing everyone has missed is what influencing the young consumers' thoughts to make them transition to healthier lifestyles. Before selling the product or service, the industry needs to understand the reason behind why they're doing it that way, so that the audience will really listen to them. I set out to find the answers to how Heineken can reconnect with this demographic using non-alcoholic drinks, post-health transition.

Methodology

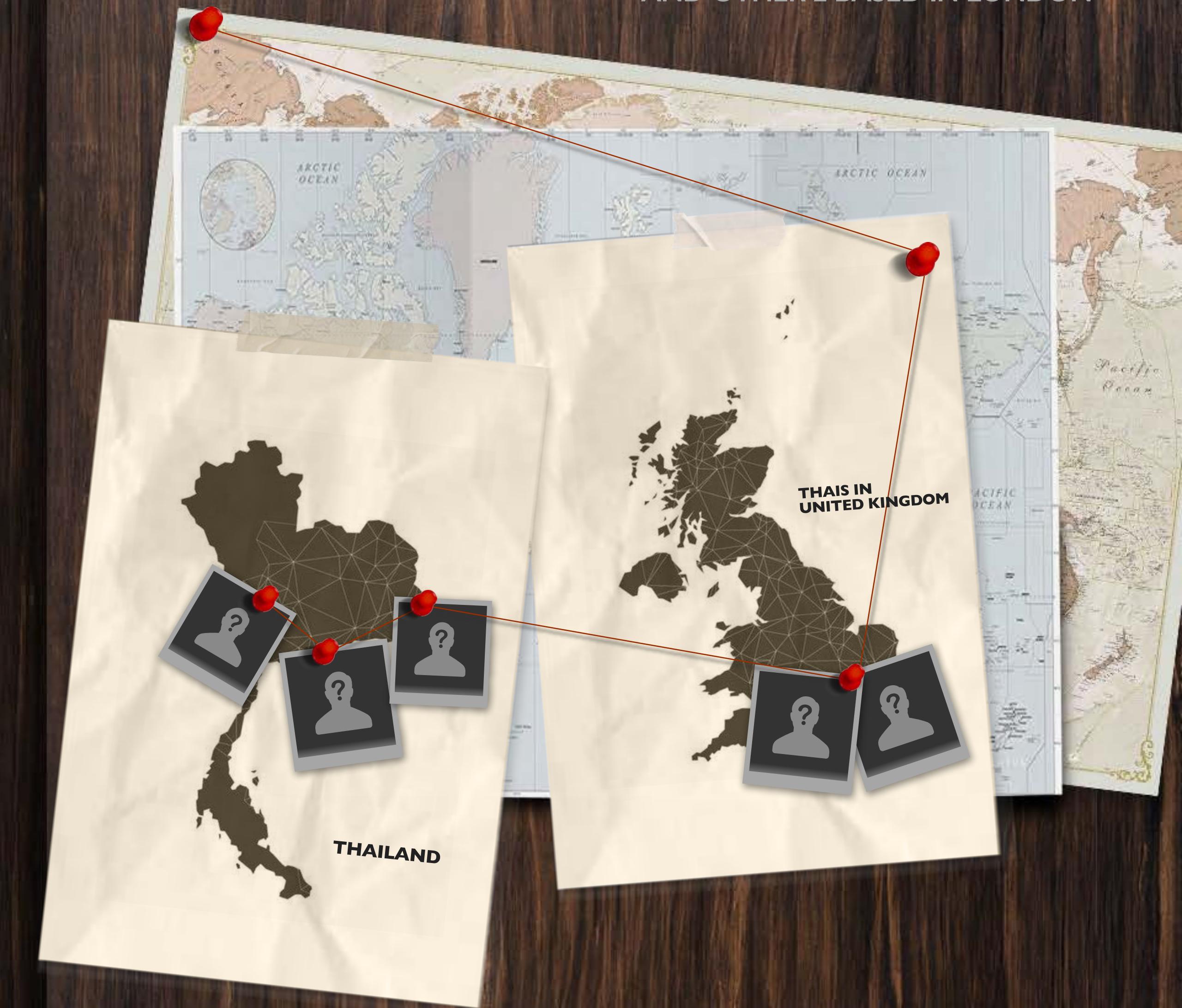
PHASE I SCOPING

To gain a deeper understanding of their thoughts on health and the realities of their lifestyles, I conducted one-on-one interviews with five participants, all within the age range of 24-29. I purposefully selected individuals who represented a variety of lifestyles: three who were consistent in their fitness routines and two with a more balanced approach to health.

Additionally, the group included a mix of regular beer drinkers, occasional drinkers, and one participant who had completely stopped drinking. By doing this, I aimed to capture a more comprehensive view of this generation's perspectives, not just those who are fully immersed in health culture.

At first, I observed social media for several days to identify individuals who were more likely to exercise regularly and who shared their lifestyle on these platforms. I then selected my interviewees based on what they posted online. For Phase I, I prepared a list of questions about drinking and eating habits, general lifestyle, free-time activities, work life, and their thoughts on health and wellness. These questions were used consistently across all participants to assess how their responses compared.

5 YOUNG THAI PARTICIPANTS:
3 PEOPLE BASED IN THAILAND
AND OTHER 2 BASED IN LONDON





IN PERSON INTERVIEWS

ONLINE INTERVIEWS

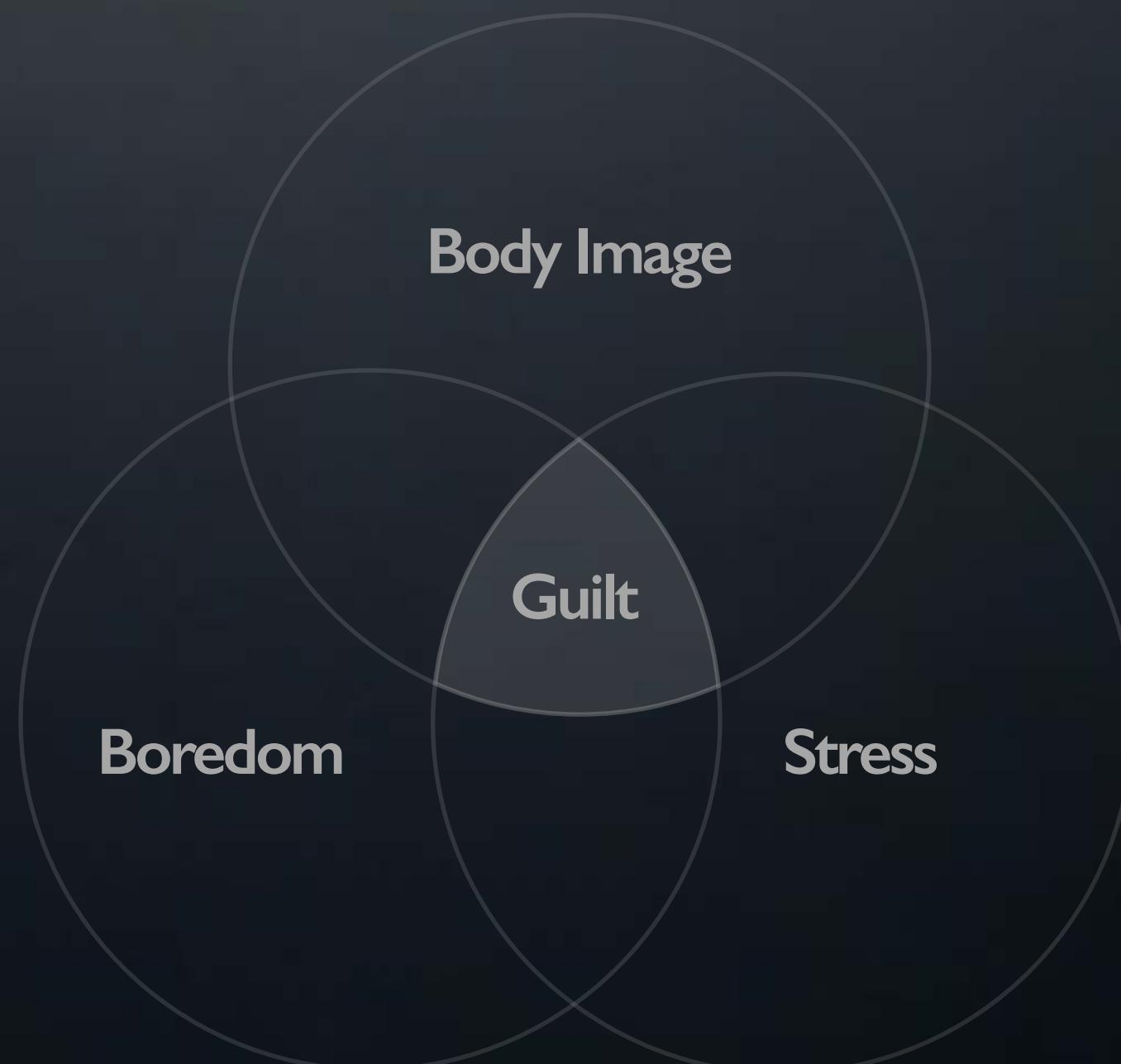


INTER-~~ROGATION~~VIEW SESSIONS.

The interviews explored every aspect of their lives, from diet and work routines to leisure activities. A key focus was understanding their personal interpretations of a healthy lifestyle, as the term itself can vary significantly across individuals. For example, one person may prioritize daily exercise, while another may place greater emphasis on emotional well-being, both of which could be considered part of a healthy lifestyle. Additionally, I delved into their drinking habits—how often they drank, and the factors that led them to reduce their alcohol consumption. This exploration aimed to uncover the underlying reasons driving this behavior change within the demographic. I also examined how they interact with social media—not just for entertainment, but as a tool for promoting or reflecting their lifestyle choices, and which types of content they engaged with or ignored.

Methodology

SCOPING THE INSIGHTS



THE REASONS TO START TAKING CARE OF THEIR HEALTH

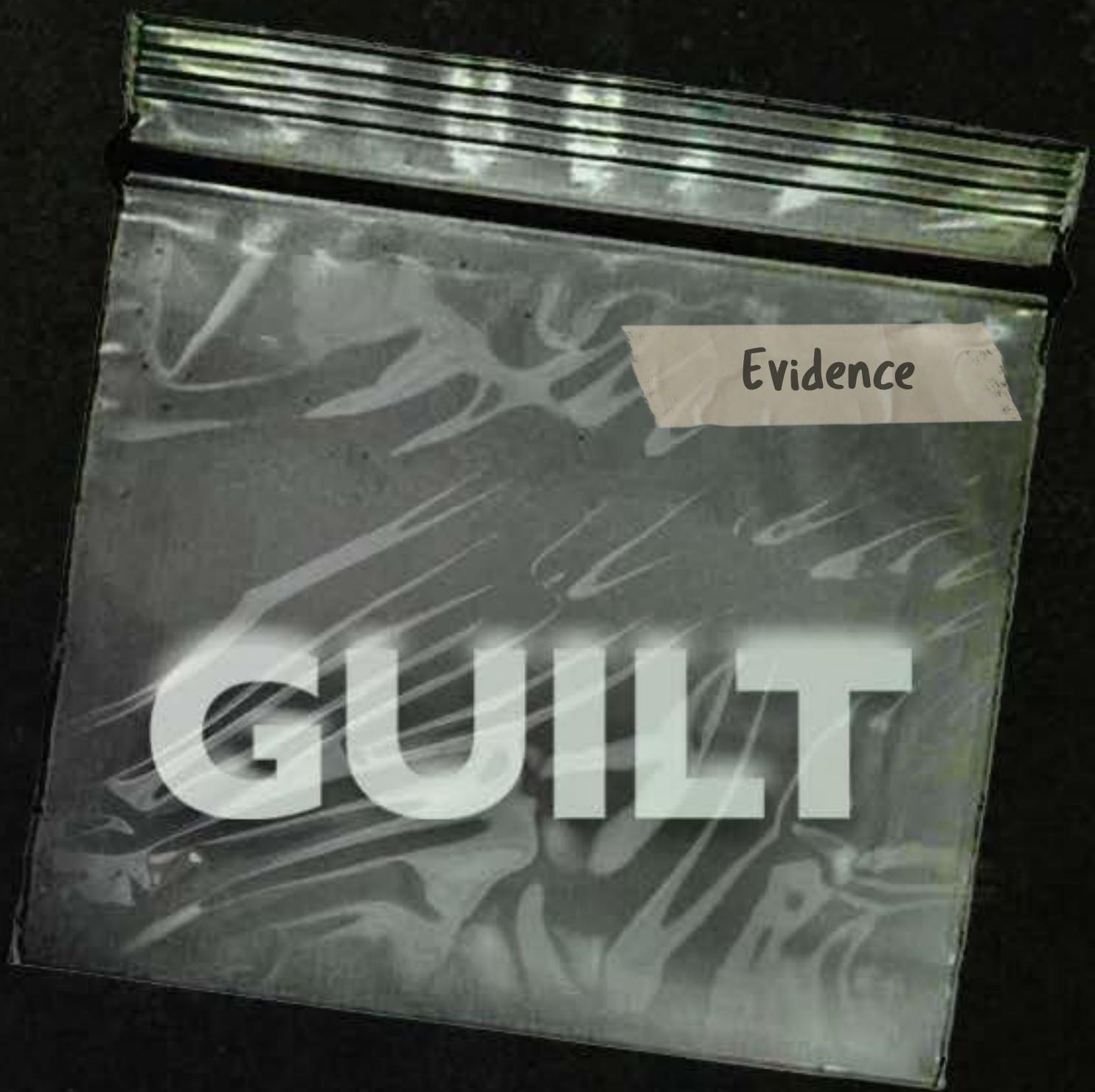
Every reasons lead to the feeling of 'Guilt.'

After compiling and analyzing the interview data, I began to identify commonalities and differences in the participants' experiences and perceptions. I grouped and classified the information to better understand the connections between lifestyle choices and the motivations driving those choices.

It became clear that a central theme linking many of their behaviors was the feeling of guilt. This emotion seemed to be a major motivator behind their commitment to healthier habits, such as exercising and reducing alcohol consumption. Guilt arose in various forms—whether related to unhealthy eating, body image concerns, or the fear of undoing the positive effects of a workout.

THE FINDING:

**THE REASON THEY BEGIN
A HEALTHY LIFESTYLE
IS DRIVEN BY FEELINGS OF ..**





Methodology

PHASE 2

SPECULATING THE PROTOTYPES

With this insight in mind, I created a speculative prototype designed to explore and express these feelings of guilt. The goal was to not only understand these feelings more deeply but also to provide a stimulus that could prompt further discussion during the testing phase.

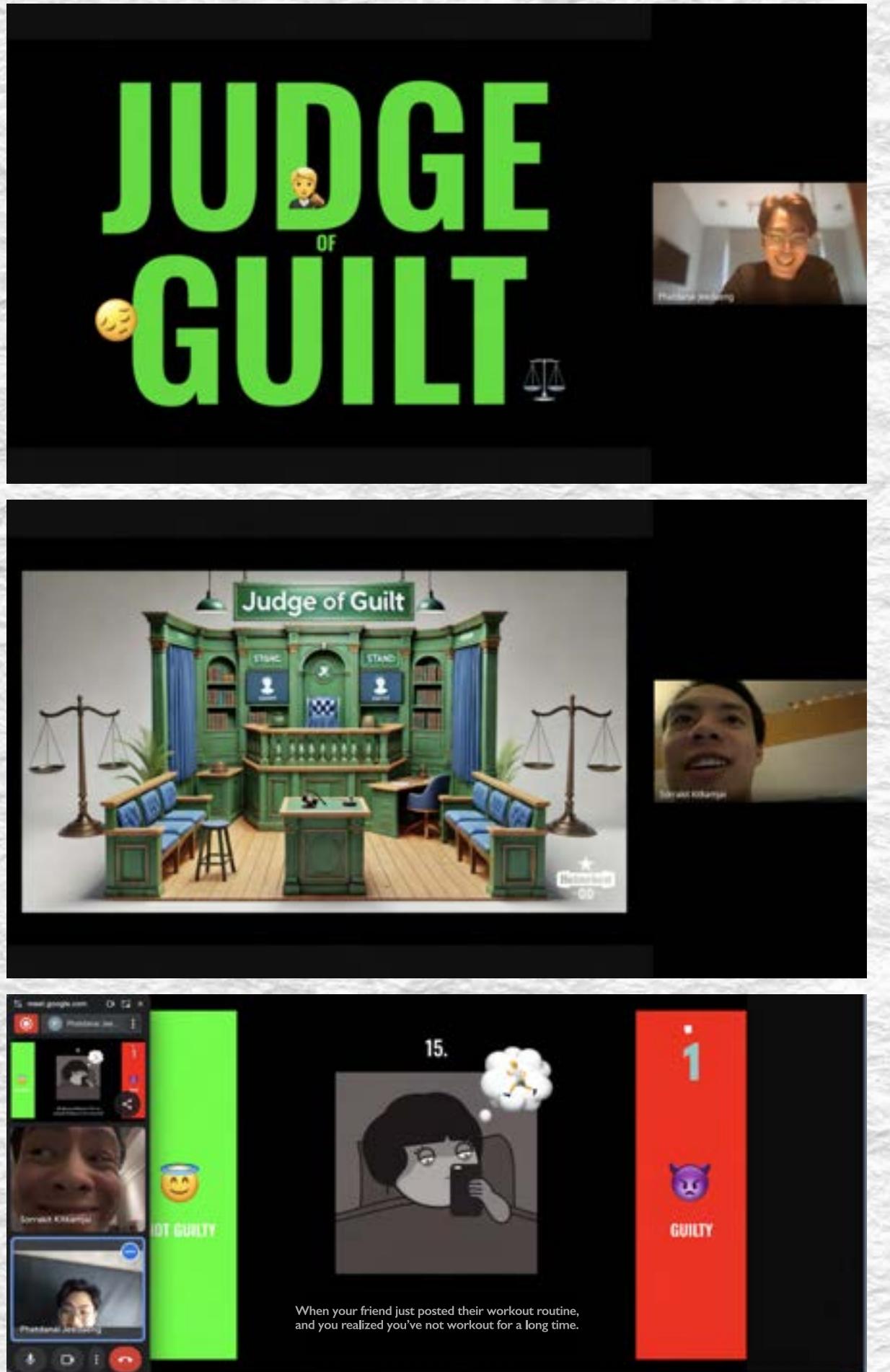
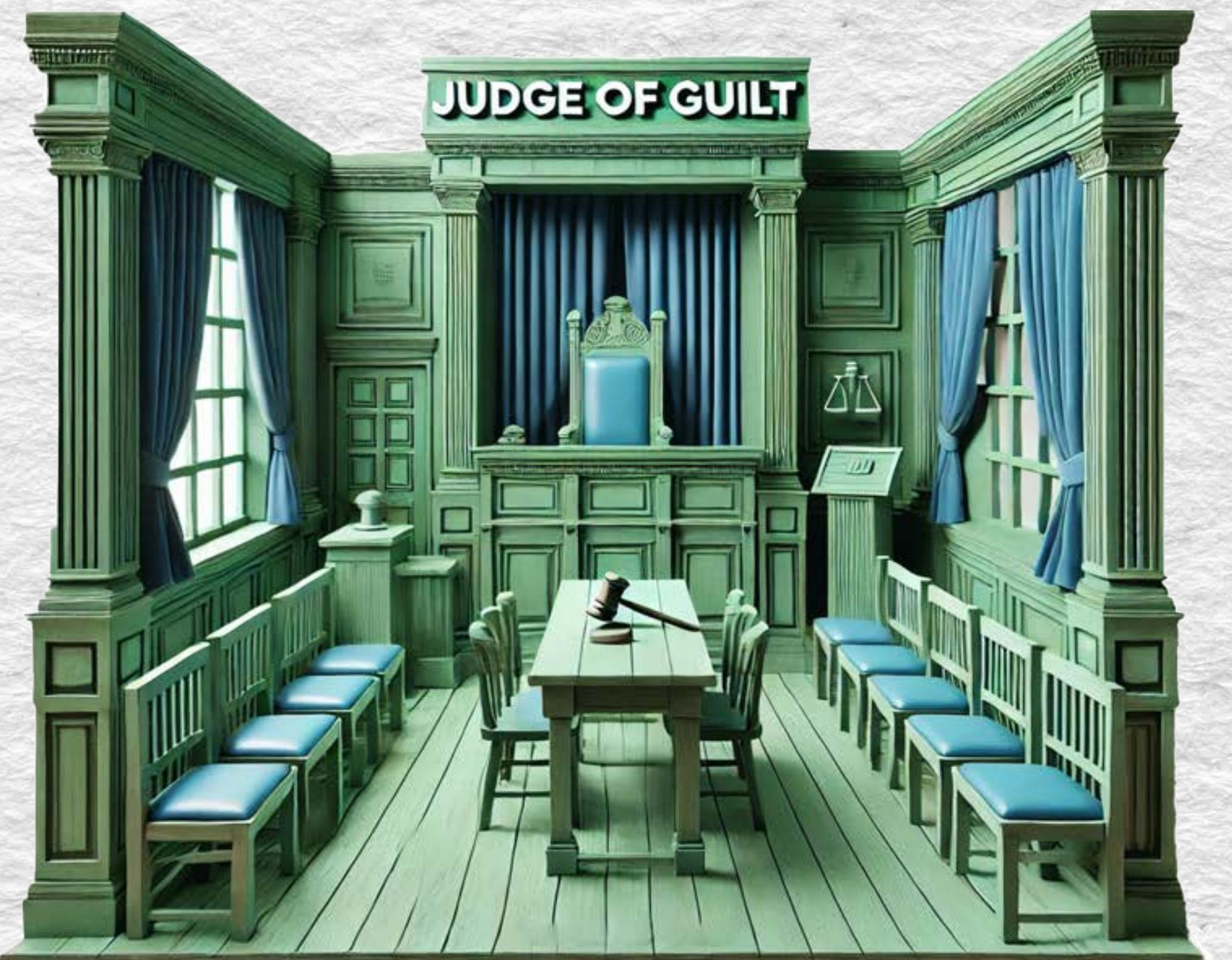
In creating this prototype, I considered several criteria: it needed to relate directly to the feeling of guilt, it had to allow participants to interact with it, and it should be simple and intuitive. After several iterations, I landed on a concept inspired by the confession booth—a tool for releasing guilt. However, knowing that most of my participants were Thai, with a Buddhist background or no religious affiliation, I decided to adapt the concept to resonate more with their cultural context.

PROTOTYPE DRAFT I

THE JUDGE OF THE GUILTT

Before getting to the final prototype I explored multiple approaches to address guilt. One idea was the 'Judge of the Guilt,' where participants would role-play as a judge, evaluating whether specific actions were guilty or not. I tried this with one participant, but it proved ineffective. By role-playing as a judge, the participant was encouraged to adopt a third-person perspective, which didn't allow them to fully reflect on their own guilt.

ITS INTERESTING, BUT
IT DOESN'T FULLY REFLECT
THE PARTICIPANT'S VIEW



PROTOTYPE DRAFT 2

THE ELEPHANT OF FORTUNE

HOW IT WORKS:



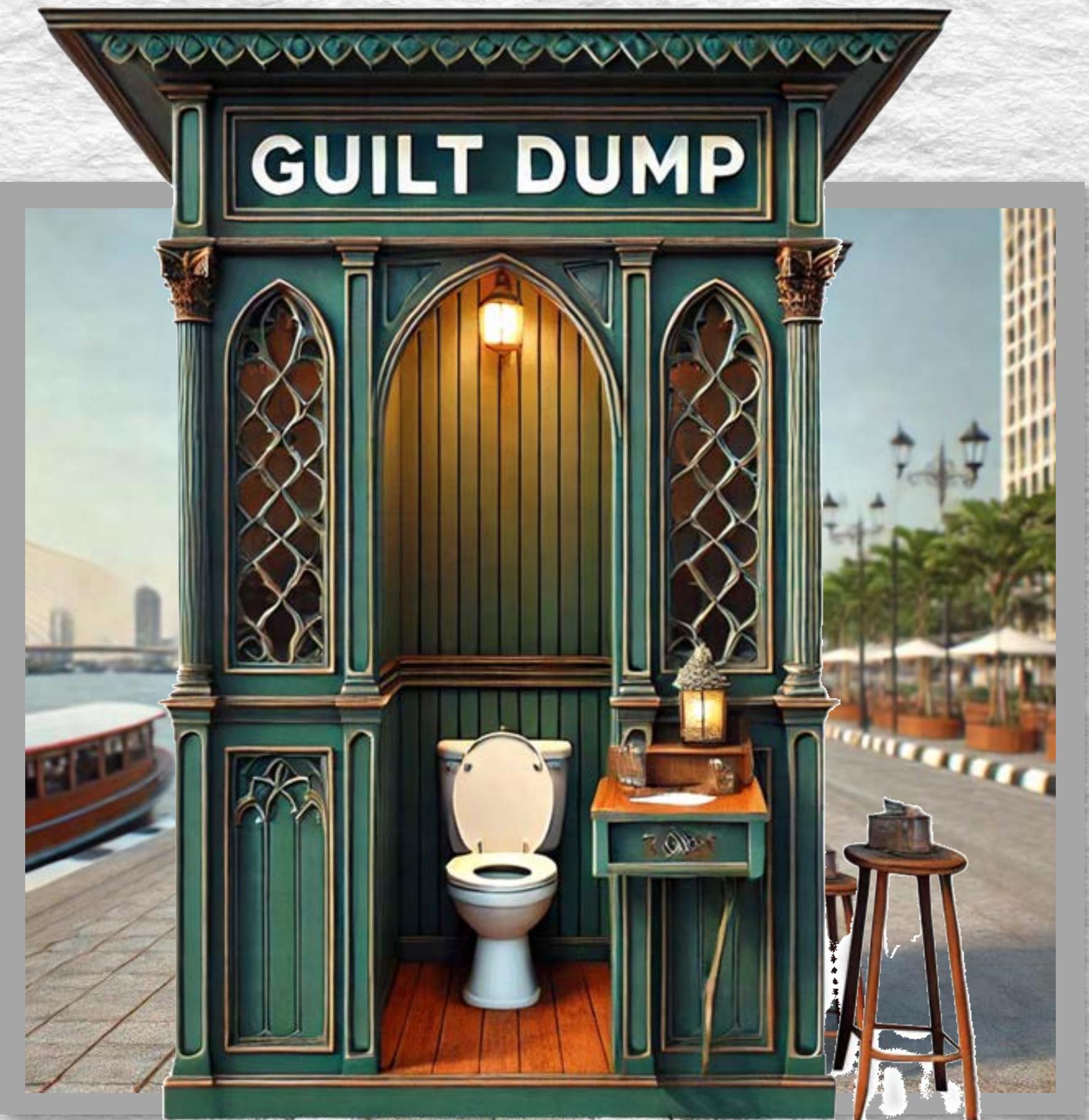
THINK OF THE QUESTION YOU GOING TO ASK.

2. PULL THE ELEPHANT UP WITH RING FINGER (WOMEN) OR PINKY FINGER (MEN).
3. IF YOU CAN PULL UP THE FIRST TIME AND NOT THE SECOND TIME MEANS THE THING YOU ASK ABOUT IS TRUE, OR THE WISH YOU ASKED FOR WILL BE GRANTED.



ALMOST THERE!

I also experimented with a modified version of the confession booth, using the "Elephant of Fortune," a culturally relevant concept in Thai temples. In this tradition, people use an elephant figure to seek guidance or blessings from a deity when uncertain about future events. This concept did offer cultural relevance, as all participants had encountered it before, but it was more about wishes and hope than about guilt. Realizing this, I revisited the concept of the confession booth and understood that its purpose is to provide a private space where individuals can release their guilt and feel a sense of relief. Inspired by this, the idea of using the toilet as a symbolic release came to mind, as it shared the same concept of private relief.



FINAL PROTOTYPE **GUILT DUMP**

Arriving at the 'Guilt Dump' prototype, I realized it needed modifications to ensure cultural relevance, as none of the participants had experience with Christian religious practices. People tend to open up more when they feel personally connected to the concept, so I wanted to ensure my prototype resonated with their backgrounds.

Therefore, the final version is created. I developed the 'Guilt Dump' prototype. It worked similarly to a confession booth, but participants used a pen and paper instead of speaking to a religious figure. The process was simple: they would write down what they felt guilty about, crumple the paper, and flush it down the toilet. The act of flushing symbolized the release of guilt, offering participants a tangible and relatable way to express and alleviate their negative emotions. The prototype prompted reflections on guilt related to diet, fitness, finances, social media consumption, and relationships.

Methodology

PHASE 3 TESTING & LISTENING

TAKING THE PROTOTYPE
BACK TO THE INTERVIEWEES,
TO TEST AND LISTEN MORE
OF THEIR STORIES.



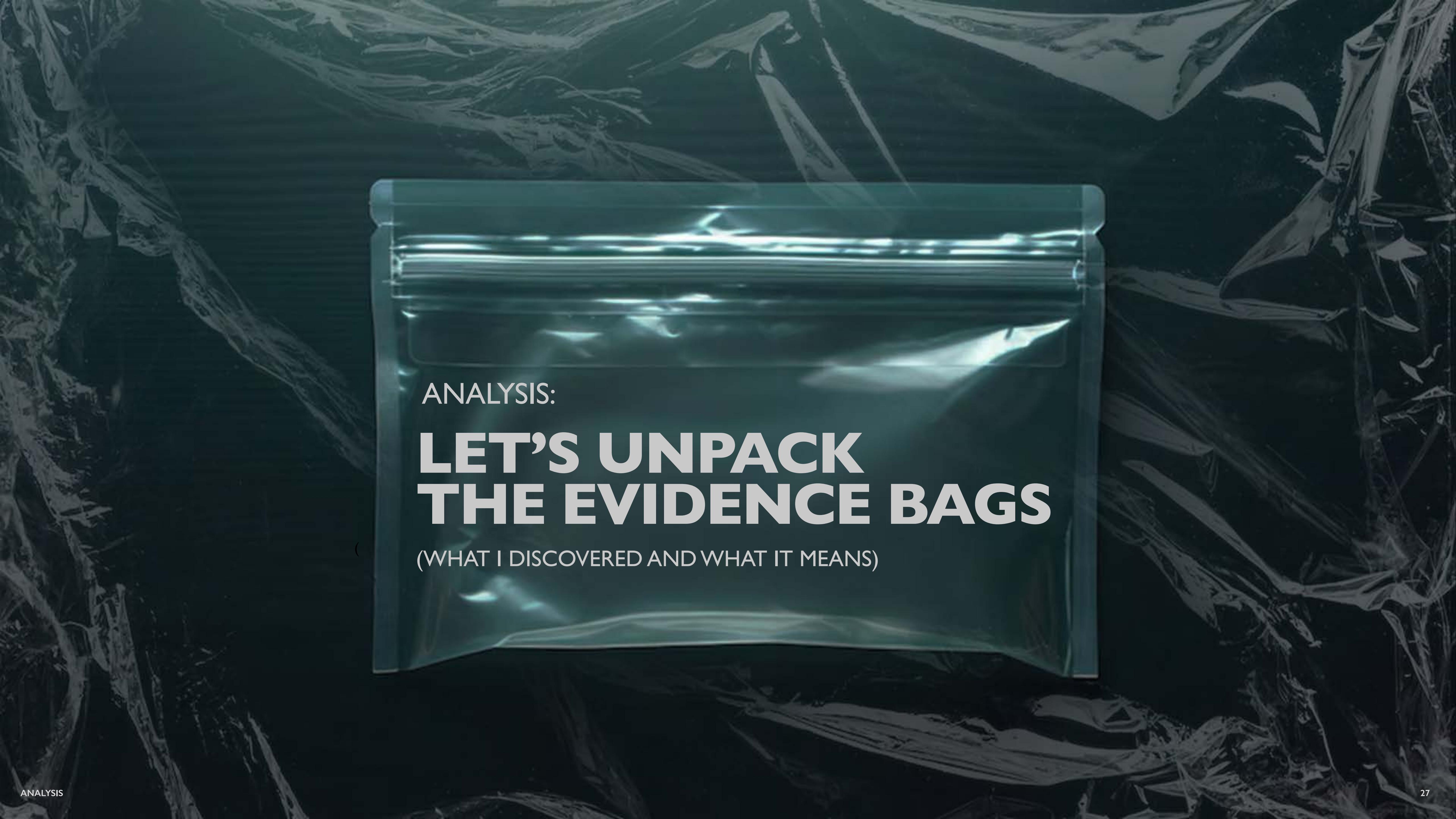


EXOLORE MORE ON THE GUILT FEELINGS

I took the 'Guilt Dump' prototype back to three of the original participants to explore their responses in more detail. While I was unable to conduct all the sessions in person, I managed to test it with two participants face-to-face, while one session was conducted online. The in-person interactions proved more effective, as participants were able to engage directly with the prototype. One participant expressed a sense of relief after crumpling the paper and flushing it away, noting that it helped ease the guilt they had been carrying. In contrast, the online session did not facilitate the same level of engagement, and the conversation felt more detached.

The in-person sessions revealed valuable insights into how participants prioritize aspects of their lives in order to maintain a healthy lifestyle, and the varying degrees of guilt they experienced. This process has helped me better understand the emotional drivers behind their behavior and will be further explored in the analysis chapter.

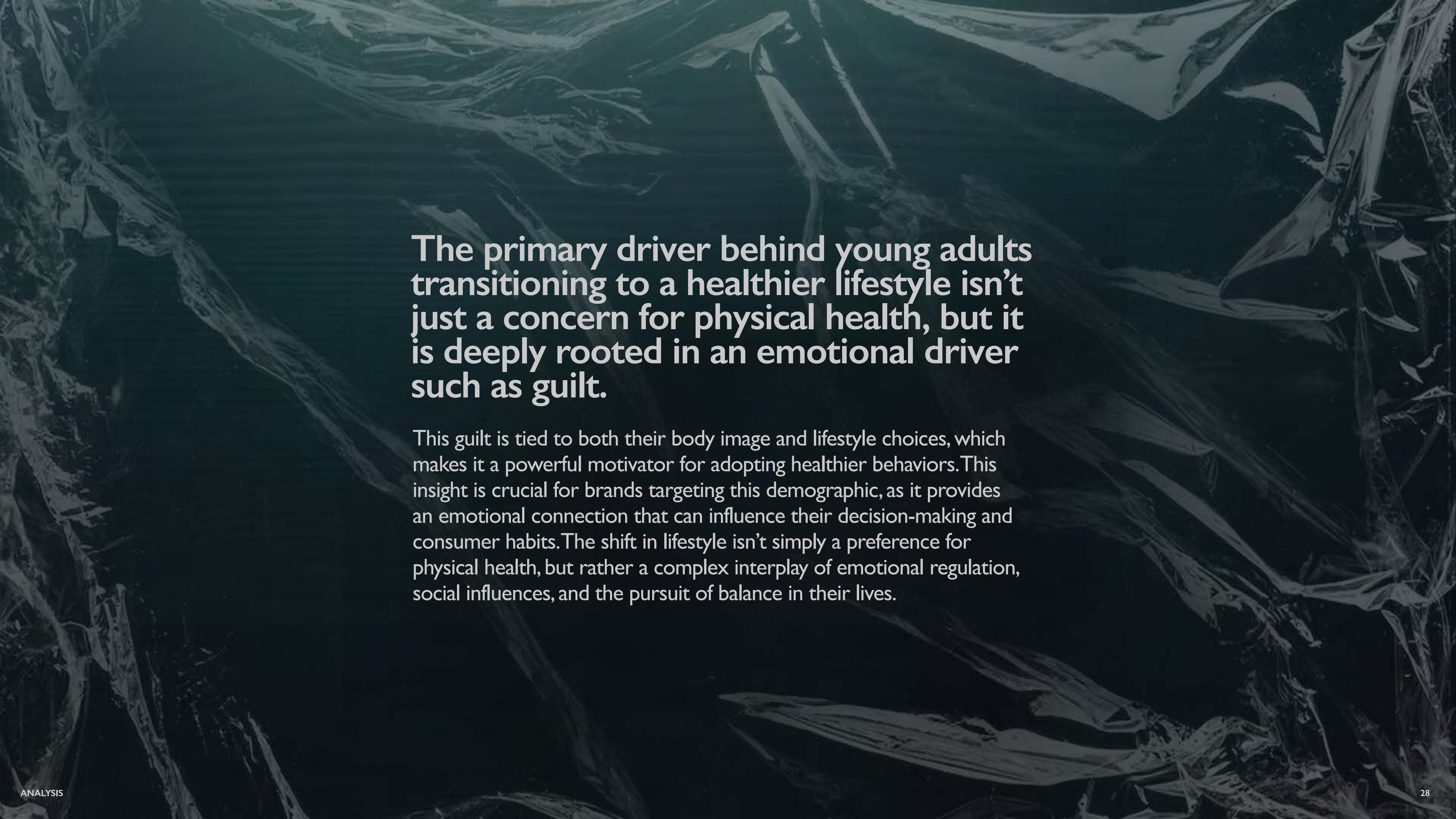




ANALYSIS:

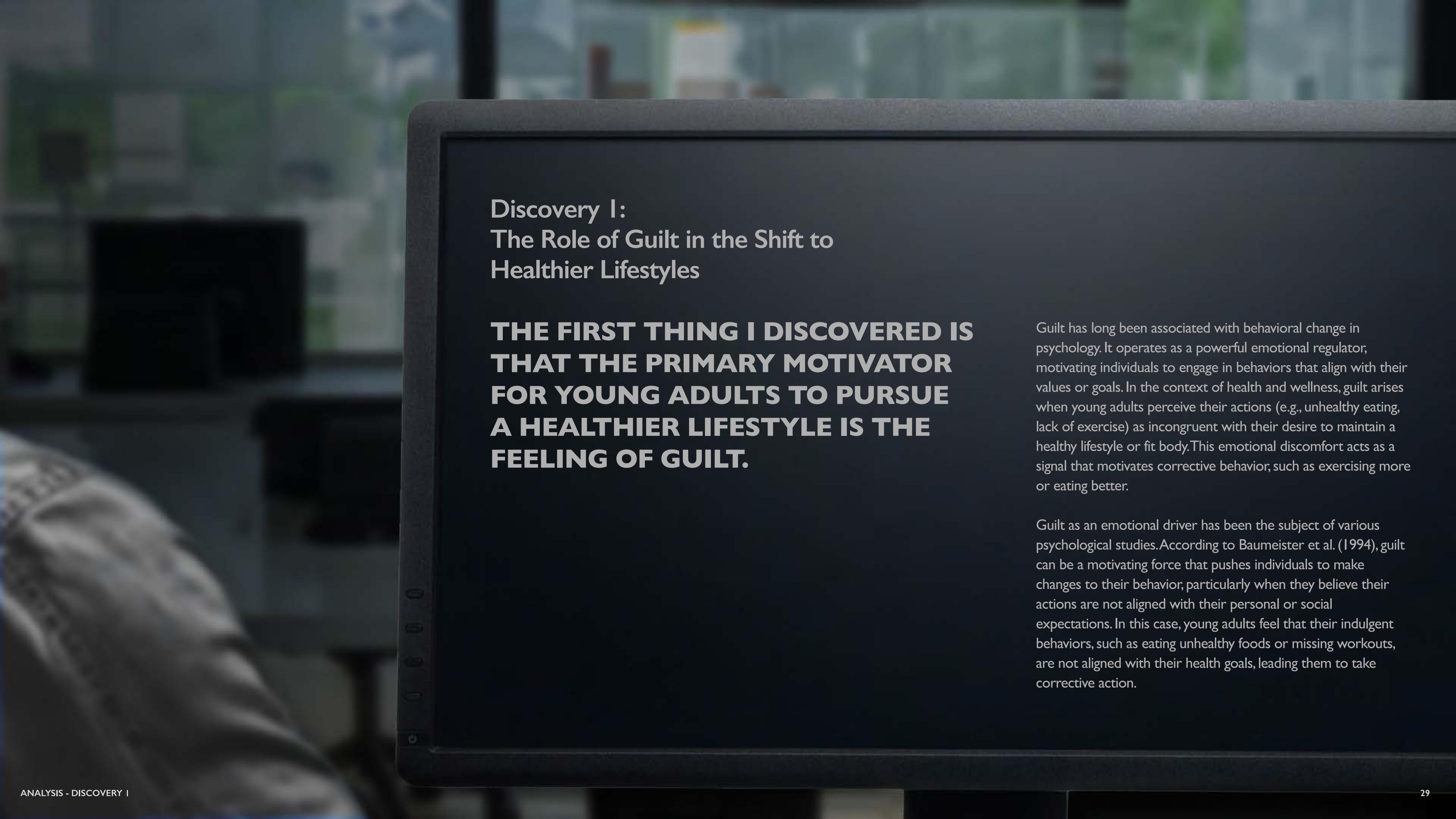
LET'S UNPACK THE EVIDENCE BAGS

(WHAT I DISCOVERED AND WHAT IT MEANS)



The primary driver behind young adults transitioning to a healthier lifestyle isn't just a concern for physical health, but it is deeply rooted in an emotional driver such as guilt.

This guilt is tied to both their body image and lifestyle choices, which makes it a powerful motivator for adopting healthier behaviors. This insight is crucial for brands targeting this demographic, as it provides an emotional connection that can influence their decision-making and consumer habits. The shift in lifestyle isn't simply a preference for physical health, but rather a complex interplay of emotional regulation, social influences, and the pursuit of balance in their lives.



Discovery I: The Role of Guilt in the Shift to Healthier Lifestyles

**THE FIRST THING I DISCOVERED IS
THAT THE PRIMARY MOTIVATOR
FOR YOUNG ADULTS TO PURSUE
A HEALTHIER LIFESTYLE IS THE
FEELING OF GUILT.**

Guilt has long been associated with behavioral change in psychology. It operates as a powerful emotional regulator, motivating individuals to engage in behaviors that align with their values or goals. In the context of health and wellness, guilt arises when young adults perceive their actions (e.g., unhealthy eating, lack of exercise) as incongruent with their desire to maintain a healthy lifestyle or fit body. This emotional discomfort acts as a signal that motivates corrective behavior, such as exercising more or eating better.

Guilt as an emotional driver has been the subject of various psychological studies. According to Baumeister et al. (1994), guilt can be a motivating force that pushes individuals to make changes to their behavior, particularly when they believe their actions are not aligned with their personal or social expectations. In this case, young adults feel that their indulgent behaviors, such as eating unhealthy foods or missing workouts, are not aligned with their health goals, leading them to take corrective action.

Evidence from Phase #1



"I GAINED 10 KG LAST YEAR, SO I THOUGHT I WAS SICK AND HAD HYPOTHYROIDISM BECAUSE I WAS SO BLOATED. I WENT TO THE DOCTOR AND HAD ALL THE MEDICAL CHECKS DONE, BUT IT TURNS OUT THERE'S NOTHING WRONG WITH MY BODY. THE DOCTOR HANDED ME A LEAFLET ON HOW TO LOSE WEIGHT INSTEAD. (LAUGHS)"

Pat, 28

Pat's quote highlights the guilt she felt about her body image and weight gain. The guilt she experienced led her to take action and begin exercising, even when there was no underlying medical issue. This emotional response illustrates the impact guilt has on motivating young adults to regain control over their health. It shows that guilt isn't merely a psychological reaction but a tangible force that influences decision-making, prompting people to change their behaviors.

"I REALLY LIKE BEER, THAT'S THE REASON WHY I WAKE UP EARLY AND GO RUNNING IN THE MORNING TO MAINTAIN MY WEIGHT."

Kris, 27

Here, Kris reveals that his love for beer and the guilt of consuming something that might negatively affect his health motivates him to engage in physical activity. This indicates that guilt is not solely about body image but can also be tied to specific behaviors, such as alcohol consumption, that individuals perceive as unhealthy. Kris demonstrates how guilt motivates him to balance indulgence (alcohol) with corrective actions (running), suggesting that young adults are actively managing their behaviors to align with their health goals.



Another quote from Phase #1 that reinforces this idea comes from Kris:

"I WAKE UP EARLY AND GO RUNNING BECAUSE I DRINK SO MUCH BEER, I HAVE TO TAKE IT OUT SOMEHOW."

This indicates a direct link between alcohol consumption and feelings of guilt. Kris uses exercise as a way to compensate for his drinking habits and manage the guilt associated with overindulgence. This pattern of behavior demonstrates how guilt motivates young adults to adopt health-promoting actions that counterbalance perceived negative behaviors.



"I STARTED RUNNING WHEN I FEEL LOTS OF STRESS, AND I ONCE HEARD FROM A PODCAST THAT WHEN YOU FEEL STRESSED OR HAVE AN IDEA BLOCK, GO RUNNING. IT MAKES ME FEEL RELAXED AND REFRESHED AFTER WORKING OUT SOME STRENGTH."

Bee, 27

Bee's story connects stress and body image concerns to her running routine. She feels a sense of guilt if she doesn't take action to address these emotions, using exercise as a way to manage both physical health and mental well-being. The quote shows that guilt is not limited to physical appearance—it also extends to the need for emotional regulation. The more stress she feels, the more guilt she experiences for not dealing with it, which leads her to exercise as a form of release.

"I STARTED WORKING OUT DURING THE PANDEMIC BECAUSE I WAS SO BORED AND HAD NOTHING ELSE TO DO. IT'S ALSO TO PREVENT ME FROM GETTING FAT, BECAUSE AT THAT TIME WE ONLY KEPT EATING, AND WE HAVE TO FIND THE WAY TO NOT GAIN MORE WEIGHT."

Mill, 24

Mill's guilt is not only about gaining weight but also about time management during the pandemic. She felt guilty about having extra time that wasn't being used efficiently, leading her to engage in exercise as a form of productivity. This illustrates how guilt can extend beyond diet and fitness to encompass time management and productivity, with young adults feeling guilty if they perceive themselves as wasting time.

LEARN BY MAKING THE PROTOTYPE



As I began making the prototype from the materials gathered in Phase I, I realized that the focus had shifted. It was no longer just about discussing health and fitness. There was so much more to explore. The process of making the prototype allowed me to delve deeper into the emotions and behaviors tied to the concept of guilt, which expanded my perspective beyond just physical health.

Before arriving at the final prototype, I initially came up with the idea of a "Zero Guilt Gym," powered by the Heineken 0.0 beer brand. The concept was to create a space where participants could burn off their guilt associated with unhealthy eating choices by engaging in exercise. The gym would feature Heineken 0.0-themed gym equipment and tools, creating a fun, branded environment. Additionally, the venue would offer an interactive treadmill station where participants could "burn off" the calories of foods they felt guilty about, blending fitness with a message of balanced, guilt-free living.

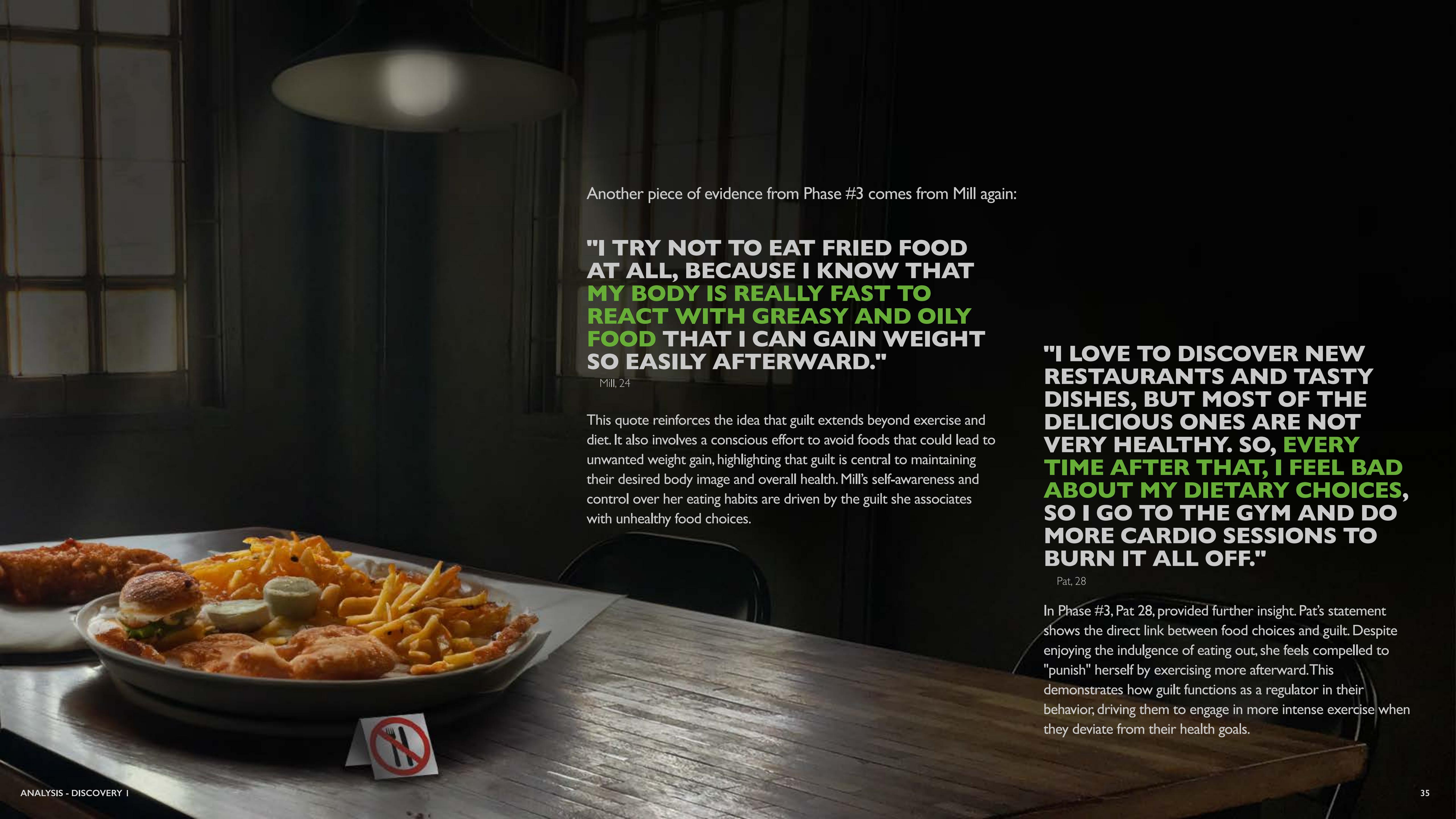
However, as I developed this prototype, I realized that it would only address the guilt associated with fitness and physical health, not the broader spectrum of guilt that people might experience in other aspects of their lives. I wanted to explore guilt more holistically, not just through the lens of exercise.



To better understand the full range of guilt young adults experience, I concluded that the prototype needed to be more neutral and expansive, allowing participants to discuss guilt across various areas of their lifestyle, not just fitness. This insight led me to my final prototype, which I named the “Guilt Dump.”

The “Guilt Dump” prototype, as you can revisit in the method chapter, was designed to be interactive and engaging. I laid out multiple scenarios and actions that extended beyond fitness, encompassing other aspects of lifestyle such as daily routines, social life, work life, and dietary choices.

Participants could decide if they felt guilty about these situations and, if so, explain why they felt that way. This allowed me to capture a broader, more nuanced understanding of guilt, ultimately giving me a deeper insight into the emotional drivers that influence their health behaviors.



Another piece of evidence from Phase #3 comes from Mill again:

"I TRY NOT TO EAT FRIED FOOD AT ALL, BECAUSE I KNOW THAT MY BODY IS REALLY FAST TO REACT WITH GREASY AND OILY FOOD THAT I CAN GAIN WEIGHT SO EASILY AFTERWARD."

Mill, 24

This quote reinforces the idea that guilt extends beyond exercise and diet. It also involves a conscious effort to avoid foods that could lead to unwanted weight gain, highlighting that guilt is central to maintaining their desired body image and overall health. Mill's self-awareness and control over her eating habits are driven by the guilt she associates with unhealthy food choices.

"I LOVE TO DISCOVER NEW RESTAURANTS AND TASTY DISHES, BUT MOST OF THE DELICIOUS ONES ARE NOT VERY HEALTHY. SO, EVERY TIME AFTER THAT, I FEEL BAD ABOUT MY DIETARY CHOICES, SO I GO TO THE GYM AND DO MORE CARDIO SESSIONS TO BURN IT ALL OFF."

Pat, 28

In Phase #3, Pat 28, provided further insight. Pat's statement shows the direct link between food choices and guilt. Despite enjoying the indulgence of eating out, she feels compelled to "punish" herself by exercising more afterward. This demonstrates how guilt functions as a regulator in their behavior, driving them to engage in more intense exercise when they deviate from their health goals.

**"IT DEPENDS ON THE GOAL
YOU SETTLED, IF YOU
REALLY COMMITTED TO
YOURSELF, YOU WANTED TO
LOSE WEIGHT, AND THE ACT
YOU DID IS ENTIRELY
DIFFERENT, THEN IN THAT
CASE I WOULD REALLY FEEL
GUILT AT MY OWN SELF."**

Kris, 27

In Phase #3, Kris (again) expressed. It depends on the goal you settled, if you really committed to yourself, you wanted to lose weight, and the act you did is entirely different, then in that case I would really feel guilt at my own self."

This quote shows that guilt is a response to actions that conflict with personal goals. For Kris, not sticking to his health and fitness goals results in self-directed guilt, highlighting the importance of goal-setting in their health-related behaviors.



"I WOULDN'T FEEL GUILT TO TURN DOWN THE WORKOUT DAY FOR THE FRIEND'S INVITATION TO THE PARTY, IT WOULD BE THE OTHER WAY ROUND AND FELT MORE GUILTY TO REJECT MY FRIENDS. BECAUSE I PRIORITIZE FRIENDS OVER IT, AND I CAN JUST MAKE UP FOR IT THE OTHER DAY."

Kris, 27

This response from Kris highlights how guilt about personal routines (like exercising) is sometimes overshadowed by social obligations. It also reflects that while guilt plays a role in their health decisions, social connections and experiences are prioritized, even if they temporarily derail health habits.

"I NEVER SAY NO TO BEER ANYWAY (LAUGH), BUT I WOULD ALSO FEEL GUILT FROM MISSING THE WORKOUT DAY, BUT I'LL PUT MORE EFFORT THE NEXT TIME I WORKOUT."

Bee, 27

This shows a common tension between their desire for a social experience (like drinking beer) and the guilt they feel afterward, which leads them to work harder the next time they exercise.

All these quotes show that guilt functions both as a motivator for positive behavior (e.g., exercising to counteract unhealthy eating or drinking) and as an emotional reaction when personal goals (like maintaining health) are not met.

Theoretical Framework for Discovery I

To understand how guilt functions in motivating these behaviors, we can apply Cognitive Dissonance Theory (Festinger, 1957), which posits that individuals experience discomfort when their actions conflict with their beliefs or values. In the context of these young adults, their desire to maintain a healthy lifestyle conflicts with indulgent behaviors (like unhealthy eating or drinking). This conflict generates guilt, which motivates them to correct the behavior through exercise or healthier choices, reducing the dissonance between their actions and goals.

Additionally, Self-Determination Theory (Deci & Ryan, 1985) provides further insight. The theory suggests that people are motivated to engage in behaviors that satisfy their needs for competence, autonomy, and relatedness. For these individuals, guilt over unhealthy behaviors creates a feeling of incompetence in achieving health goals. To restore this sense of competence, they engage in behaviors such as exercising or making healthier dietary choices, which allow them to regain control over their health and well-being.



CONCLUSION OF DISCOVERY 1

This discovery is important to the industry because it reveals that emotional drivers, particularly guilt, are a significant motivator for young adults when it comes to maintaining a healthy lifestyle.

For brands like Heineken, understanding this emotional connection opens up opportunities to develop campaigns that tap into this guilt, positioning non-alcoholic products as a guilt-free option for individuals trying to balance health with their social lives.

DISCOVERY 2



**MENTAL HEALTH
IS A KEY COMPONENT
OF A HEALTHY LIFESTYLE.**

For this generation, a healthy lifestyle
extends beyond just physical fitness and diet.

During Phase #1 of the interviews, many participants highlighted that mental health was central to their understanding of a healthy lifestyle.

**"I SEE THE TERM
HEALTHY LIFESTYLE
AS MENTAL HEALTH
RATHER THAN
PHYSICAL."**

Mill, 24



This comment suggests that mental well-being is just as crucial to young adults as physical fitness. Their understanding of health has evolved to incorporate emotional well-being, which they consider foundational to living a healthy life. This reflects a broader societal shift where the definition of health is no longer just about physical appearance or fitness but also about achieving psychological stability.



**"HAVING A STABLE
MENTAL MIND IS
ALREADY
CONSIDERED AS
HEALTHY FOR ME."**

Kris

In Phase #3, Kris, 27, further emphasized the importance of mental health. For him, mental health isn't just a component of a healthy lifestyle; it is the basis for his overall sense of well-being. This highlights that mental health is increasingly regarded as an essential element of health by young adults, driving them to focus on emotional stability as much as, if not more than, their physical fitness.

**"YOU DON'T HAVE TO ONLY EAT
HEALTHY MEALS OR EXERCISE
EVERY DAY TO CALL IT A
HEALTHY LIFESTYLE. I TRIED IT
THAT WAY BEFORE, AND IT
DIDN'T LAST LONG BECAUSE IT
WASN'T WHAT I LIKED TO DO."**

Bee

Bee expressed a similar sentiment. This highlights the importance of mental health in maintaining a healthy lifestyle. Bee finds that rigid, prescriptive routines don't work for her because they feel restrictive. Instead, she values flexibility in her approach to health, which allows her to maintain emotional satisfaction and mental well-being.

These responses indicate that young adults today are increasingly recognizing the interconnectedness of physical health and mental health. The focus is shifting from body image to overall well-being, where mental health is prioritized alongside physical fitness.

MASLOW'S HIERARCHY OF NEEDS

SELF-ACTUALIZATION

Desire to become the most that one can be.

ESTEEM

Self esteem, status, respect, recognition

LOVE AND BELONGING

Family, friendship, intimacy

SAFETY NEEDS

Personal security, health, employment, property

PSYCHOLOGICAL NEEDS

Food, water, shelter, sleep, clothing, reproduction

Theory for Discovery 2

To further support this discovery, we can apply Maslow's Hierarchy of Needs. In this framework, the need for mental health could be seen as foundational. According to Maslow, once basic physiological needs (such as food, water, and shelter) are met, individuals move on to fulfilling psychological needs, which include emotional well-being and mental stability. As such, young adults' prioritization of mental health aligns with Maslow's concept of self-actualization, where they seek to achieve their fullest potential, which includes emotional and psychological well-being.

CONCLUSION OF DISCOVERY 2

This discovery is important because it shows that young adults today define a healthy lifestyle as encompassing both mental and physical health. Brands targeting this demographic must adapt by promoting not just physical fitness or healthy eating but holistic well-being, which includes mental health and emotional balance.

How These Findings Help Answer the Research Question:

The research question asks how Heineken can reconnect with young consumers through non-alcoholic drinks to achieve brand adoption after they have transitioned to a healthier lifestyle. To answer this, we need to understand that young adults today view a healthy lifestyle as encompassing both mental and physical health. Their motivation to make healthier choices is often driven by emotional factors like guilt and stress, but it also involves a shift toward greater focus on mental well-being.

These findings suggest that the concept of a "healthy lifestyle" for this generation extends beyond physical fitness and healthy eating—it is about achieving balance, both mentally and physically. For brands like Heineken, this understanding offers an opportunity to align their products with the values of health-conscious consumers. Non-alcoholic beverages can be positioned as an option that fits seamlessly into a balanced lifestyle, providing social engagement without compromising health.



DISCOVERY 3

THE IMPACT OF SOCIAL LIFE: **FEAR OF MISSING OUT (FOMO)** AND SOCIAL PRIORITIES

Throughout the interviews, one key theme emerged repeatedly: social connections and spending time with friends hold significant value. Participants often expressed how their social lives, particularly their friendships, were prioritized, even if it meant sacrificing their personal health routines. This brings us to the concept of FOMO (Fear of Missing Out), which has become an increasingly relevant factor in the decisions of young adults today.

"I USED TO GO OUT AT NIGHT OFTEN, BUT I DO IT MUCH LESS NOW, CAUSE I FEEL LIKE I WON'T GET UP IN THE MORNING TO GO RUNNING, AND THAT MAKES ME FEEL LIKE TRASH."

Bee

"I NEVER SAY NO TO BEER ANYWAY (LAUGH), BUT I WOULD ALSO FEEL GUILT FROM MISSING THE WORKOUT DAY, BUT I'LL PUT MORE EFFORT THE NEXT TIME I WORKOUT."

Also Bee

This quotes reflects the dilemma young adults face: they want to enjoy social activities but are aware that it can affect their ability to stick to health routines. Bee's decision to limit her social outings is driven by a desire to maintain her fitness, but it also demonstrates the conflict between prioritizing health and fearing missing out on valuable social connections, as she also mentioned that she never says no to her friends to going for a night out.

**"I WOULDN'T FEEL GUILT TO
POSTPONE THE WORKOUT, IT
WOULD BE THE OTHER WAY ROUND
AND FELT MORE GUILTY TO REJECT
MY FRIENDS. BECAUSE I PRIORITIZE
FRIENDS OVER IT, AND I CAN JUST
MAKE UP FOR IT THE OTHER DAY."**

Kris, 27

This quote reflects the social pressure young adults face to prioritize their friendships, even if it means deviating from their health goals. The guilt of missing out on social experiences is stronger than the guilt they feel for not working out. This highlights the role of social connections as a higher priority than fitness, underscoring the FOMO phenomenon.



TIME WITH FRIENDS BECAME RARE OCCASIONS

In many cases, participants mentioned that it was difficult to coordinate time with friends because they were all busy with their work and personal lives.

Social events were often seen as rare opportunities to connect, making them more valuable than a single workout session. The need for social interaction is particularly pronounced at this stage in life, as these individuals navigate the challenges of adulthood, including building careers and maintaining relationships.

CONCLUSION OF FOMO AND SOCIAL PRIORITIES

The underlying theme of FOMO is critical in understanding the decision-making process for young adults today. At this stage in life, young adults value their social relationships highly because they have limited opportunities to meet up with friends due to busy schedules. As a result, they are more likely to prioritize social events over fitness routines. This is important for brands targeting this demographic, as it shows that health behaviors are often secondary to maintaining social connections. Brands like Heineken can tap into this by offering non-alcoholic beverages that allow for social engagement without the guilt that often comes with drinking alcohol.

In essence, social life and maintaining friendships play a dominant role in young adults' health behaviors, and brands must understand this when designing marketing campaigns or products. Offering solutions that align with their social needs while respecting their desire for a healthier

HOW THIS HELPS ANSWER THE RESEARCH QUESTION:

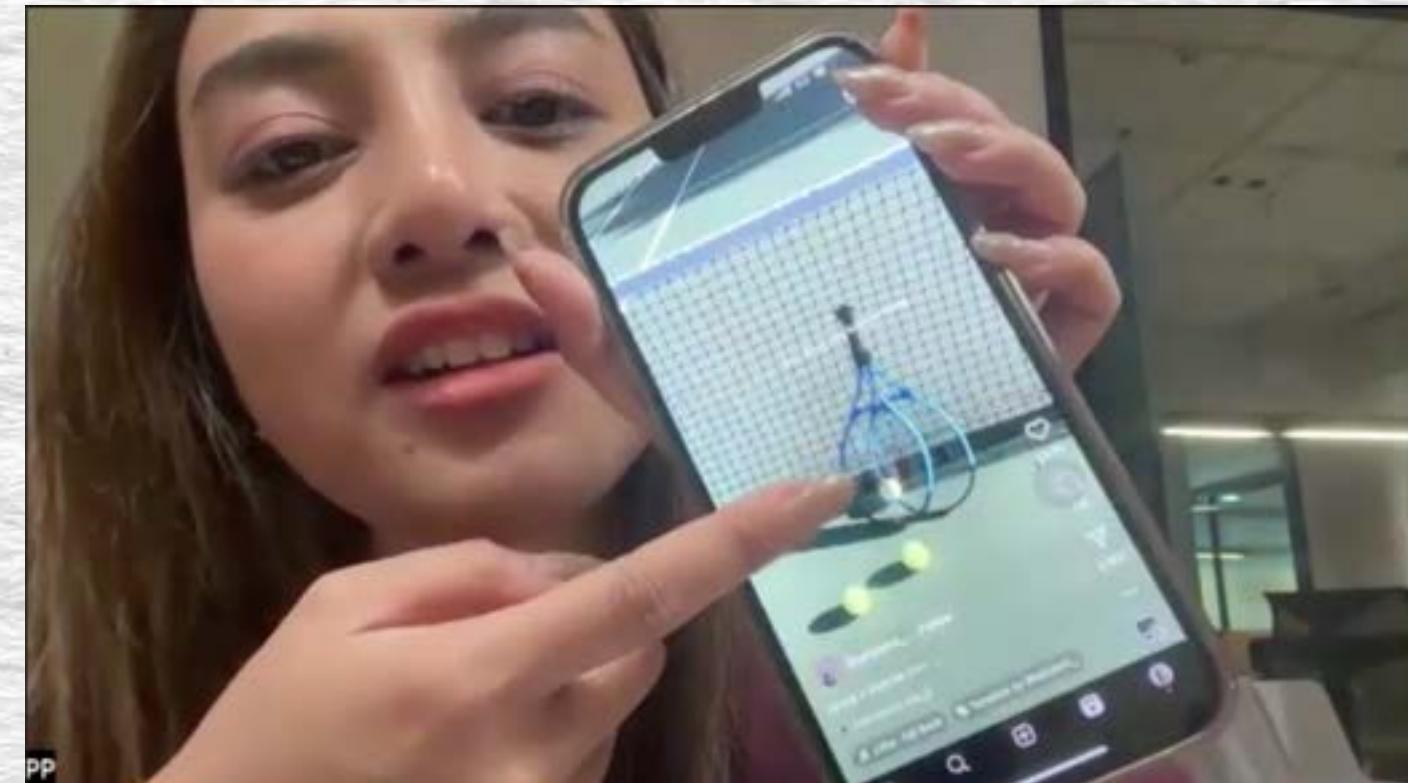
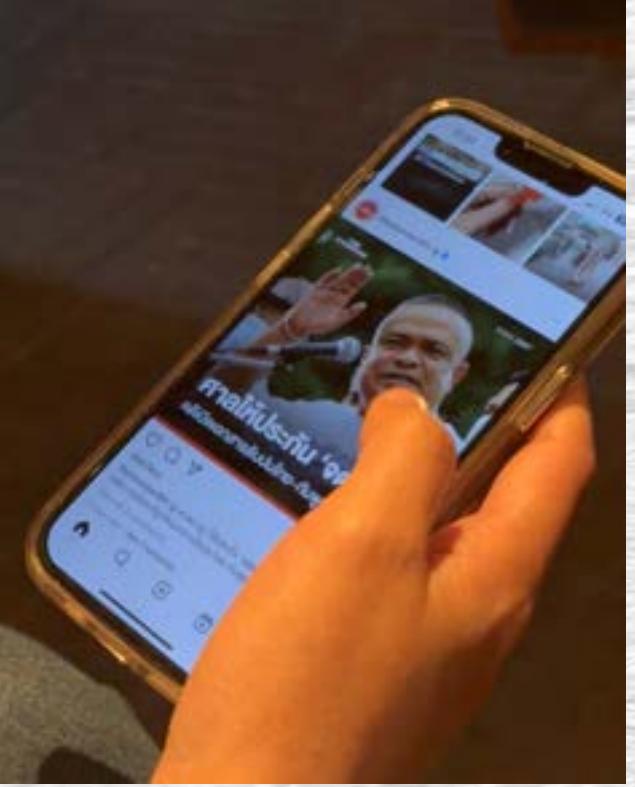
The research question focuses on how Heineken can reconnect with young consumers through non-alcoholic drinks. The findings suggest that while young adults prioritize health, their social life remains a critical aspect of their decision-making.

By offering non-alcoholic options that allow consumers to enjoy social experiences without compromising their health goals, Heineken can position itself as a brand that meets both emotional and social needs. The focus should be on promoting a balanced lifestyle that allows for social enjoyment without the guilt of indulging in alcohol.

ADDITIONAL DISCOVERY

MORE THAN SOCIAL MEDIA:

The younger generation has its own way of using social media, particularly TikTok. They don't see it merely as an entertainment tool but as much more than that. Many participants mentioned that they use TikTok as a search tool when looking for honest reviews of products, restaurants, places, and services. They agreed that reviews on TikTok tend to be more realistic and trustworthy compared to other platforms, which they often perceive as dominated by influencer sponsorships. While they do acknowledge that sponsored content exists on TikTok as well, they seem to place greater trust in it than in similar content on other platforms.



In addition, TikTok in Thailand features a shopping section, TikTok Shop, that allows users to shop directly within the app. This feature has become a popular shopping platform among younger users, offering a seamless journey—from discovering content advertising a product to searching for reviews, adding items to the cart, and checking out—all in one place. This convenience has significantly enhanced their shopping experience by providing everything they need in one platform.

One participant mentioned that since the arrival of TikTok Shop, they can't stop shopping on it. They also expressed enjoyment in participating in live shopping sessions, even if they don't necessarily want the promoted product. The thrill of "winning" deals during live sessions gives them a sense of satisfaction. However, there are still many facets to this topic, including the affiliate system within TikTok Shop, which further elevates TikTok beyond just a typical social media application.



CONCLUSION OF ANALYSIS

In conclusion, the findings of this study show that young adults today view a healthy lifestyle not just as physical fitness or diet, but as a balance of mental well-being, emotional satisfaction, and physical health. Guilt plays a significant role in motivating behavior change, with young adults striving to balance their health goals with the realities of their social lives. The importance of FOMO in shaping their priorities highlights the need for brands to develop solutions that cater to both their health and social needs.

Non-alcoholic drinks, like Heineken 0.0, offer an ideal solution that allows young adults to maintain their social connections while staying true to their health goals, providing a guilt-free alternative that resonates with their current lifestyle.

CONCLUSION: THE TAKEAWAY



This research provides significant insights into the emotional motivators driving young adults' health-related behaviors, particularly the role of guilt. By exploring guilt as a key factor influencing not only fitness habits but also broader lifestyle choices, this study offers an original and timely perspective on the evolving concept of a 'healthy lifestyle.' The findings suggest that brands have an opportunity to tap into emotional drivers to create deeper, more resonant connections with their audiences, especially in a time when health, wellness, and mental well-being are top priorities for young adults.

However, if I had more time, I would explore the intersection of guilt with other emotions such as shame and regret, which may also influence behavior. Further research could delve deeper into the cultural and social nuances of how guilt is experienced across different groups within young adults. Understanding how guilt is shaped by media, peer influence, and societal standards would provide a more nuanced picture. A deeper dive into the role of social media in shaping health-related guilt would also be valuable, particularly as young adults navigate online representations of health and wellness.

The future project potential would be in expanding the scope to explore how these emotional drivers impact purchasing decisions beyond fitness and health domains. Brands like Heineken could benefit from incorporating these findings into their marketing strategies, positioning non-alcoholic beverages as solutions for guilt-free living. As consumers continue to prioritize balanced lifestyles, this research paves the way for brands to develop more effective campaigns that resonate emotionally with young adults and foster stronger, more authentic connections.

As Maya Angelou once said, "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." This study demonstrates that understanding and addressing the emotions driving behavior, like guilt, can profoundly impact how brands connect with their audiences.

WORKING WITH AI OFFICER

Aside from using AI as a grammar police, I also use it to clearly structure my thoughts. This helps make my work much faster, as I can quickly type whatever comes to mind and let the AI do its magic. It also helps me write without worrying about grammar, something that used to take up a lot of my time. Before AI, I would spend hours, even days, correcting grammar and refining writing structure. But with AI, my work flows smoothly, allowing me to focus on content rather than getting stuck on grammar issues. However, there are still some errors in the results, and certain word choices seem odd for the narrative. But at the end of the day, it helps reduce a 4-hour task into just one minute, allowing me more time to focus on other parts of the project, such as ideation for the prototypes.

I tried using AI (ChatGPT) for ideation, which offered some interesting approaches, but I noticed a similar pattern in most of its ideas, making them less appealing and not as engaging. However, with lots of generative ideas from the AI, it expanded my thinking and made me try to explore as many possible directions as I could, eventually helping me form the final, concluded idea. On the other hand, I discovered a faster way to work in the visual aspect using generative AI in Adobe Suite. Normally, I would spend hours searching for the perfect image on the internet to use in my project. But with the help of AI, I can now start with a basic background and generate the shapes of what I want. This significantly reduces my workload in terms of visual graphics generative AI.

Moreover, I found the best and fastest way to get the final visual background. It's as simple as selecting a background with minimal objects in the picture. This way, I can generate and build the image step-by-step. I find this method much quicker than spending hours searching for the perfect image on the internet, and some images may not even exist. However, this method works best if you have a clear vision of the image you want to portray in your mind. It is also more suitable for those with graphic design skills and experience.

In conclusion, AI tools have significantly streamlined my workflow, especially in terms of writing and visual creation. While there are still occasional errors and repetitive patterns in the ideation process, the time saved allows me to focus on other critical aspects of the project. Using AI to generate visuals has particularly enhanced my productivity, as it eliminates the tedious process of searching for images, allowing me to focus on creating the content I envision. This approach has proven to be highly effective, but it requires a clear vision of the desired outcome and a solid background in graphic design to fully leverage the potential of generative AI.



APPENDICES: THE INTERVIEWS

I. THE ROLE OF GUILT IN THE SHIFT TO HEALTHIER LIFESTYLES

- “I gained 10 kg last year, so I thought I was sick and had hypothyroidism because I was so bloated. I went to the doctor and had all the medical checks done, but it turns out there's nothing wrong with my body. The doctor handed me a leaflet on how to lose weight instead. (Laughs)”
 - (Pat, 28)
- “I really like beer, that's the reason why I wake up early and go running in the morning to maintain my weight.”
 - (Kris, 27)
- “I started running when I feel lots of stress, and I once heard from a podcast that when you feel stressed or have an idea block, go running. It makes me feel relaxed and refreshed after working out some strength.”
 - (Bee, 27)
- “I wake up early and go running because I drink so much beer, I have to take it out somehow.”
 - (Kris, 27)
- “I started working out during the pandemic because I was so bored and had nothing else to do. It's also to prevent me from getting fat, because at that time we only kept eating, and we have to find the way to not gain more weight.”
 - (Mill, 24)
- “I try not to eat fried food at all, because I know that my body is really fast to react with greasy and oily food that I can gain weight so easily afterward.”
 - (Mill, 24)
- “I love to discover new restaurants and tasty dishes, but most of the delicious ones are not very healthy. So, every time after that, I feel bad about my dietary choices, so I go to the gym and do more cardio sessions to burn it all off.”
 - (Pat, 28)
- “It depends on the goal you set. If you really committed to yourself, you wanted to lose weight, and the act you did is entirely different, then in that case I would really feel guilt at my own self.”
 - (Kris, 27)
- “I wouldn't feel guilt to turn down the workout day for the friend's invitation to the party, it would be the other way round and felt more guilty to reject my friends. Because I prioritize friends over it, and I can just make up for it the other day.”
 - (Kris, 27)
- “I never say no to beer anyway (laugh), but I would also feel guilt from missing the workout day, but I'll put more effort the next time I workout.”
 - (Bee, 27)

APPENDICES: THE INTERVIEWS

2. MENTAL HEALTH AS PART OF A HEALTHY LIFESTYLE

- “I see the term healthy lifestyle as mental health rather than physical.”
 - (Mill, 24)
- “Having a stable mental mind is already considered as healthy for me.”
 - (Kris, 27)
- “You don’t have to only eat healthy meals or exercise every day to call it a healthy lifestyle. I tried it that way before, and it didn’t last long because it wasn’t what I liked to do.”
 - (Bee, 27)

3. THE IMPACT OF SOCIAL LIFE: FOMO AND SOCIAL PRIORITIES

- “I used to go out at night often, even going solo if there’s no friend around, but I go out much less now, cause I feel like I won’t get up in the morning to go running, and that makes me feel like trash.”
 - (Bee, 27)
- “I wouldn’t feel guilt to turn down the workout day for the friend’s invitation to the party, it would be the other way round and felt more guilty to reject my friends. Because I prioritize friends over it, and I can just make up for it the other day.”
 - (Kris, 27)
- “Sometimes I woke up only 5 minutes late and thinking it won’t be enough time for the running and end up continuing to sleep. Then I often sleep with the workout suit on, so I make no excuse in the morning and just get up ready for the run.”
 - (Bee, 27)

APPENDICES: THE INTERVIEWS

4. THE USE OF MEDIA BEYOND ITS MAIN PURPOSE

- “I don’t use TikTok just for entertainment; it’s where I search for real reviews of products and restaurants. It feels more trustworthy than other platforms.”
 - (Pat, 28)
- “When I see a review on TikTok, it feels more honest compared to Instagram or Facebook, where it’s mostly sponsorships.”
 - (Bee, 27)
- “TikTok Shop has made shopping so convenient. I can see a product, check reviews, and buy it right away.”
 - (Bee, 27)
- “After TikTok Shop launched, I find myself shopping there a lot. It’s like everything I need is in one app.”
 - (Kris, 27)
- “I enjoy the live shopping sessions so much. Even if I don’t want the product, it feels great to ‘win’ deals during the live.”
 - (Pat, 28)
- “Even though I know there’s sponsorship on TikTok too, I still trust it more. It feels like the creators are more relatable.”
 - (Mill, 24)
- “I like that I can find everything on TikTok—funny videos, shopping, and even tutorials.”
 - (Eve, 25)

APPENDICES: THE INTERVIEWS

5. TRUST AND AUTHENTICITY IN TIKTOK

- “The reviews on TikTok seem more realistic and less polished than the ones on Instagram or YouTube.”
 - (Participant I)
- “I know there are sponsored posts on TikTok, but it doesn’t feel as obvious or ‘forced’ as on other platforms.”
 - (Participant J)

6. EMOTIONAL CONNECTION TO SHOPPING

- “I wasn’t even planning to buy, but watching the live shopping session made me feel excited—it’s fun, like a game.”
 - (Participant L)
- “Sometimes I buy products during TikTok lives just because I enjoy the experience, not because I really need them.”
 - (Participant N)

APPENDICES: PROTOTYPES

INTRODUCTION TO PROTOTYPES

The following prototypes were developed to explore the emotional and behavioral aspects of guilt in the context of health and lifestyle. Each prototype served as a tool to gather deeper insights into the types of guilt participants experience, their triggers, and how they address them. The prototypes evolved throughout the project to reflect the broader spectrum of guilt, transitioning from a focus on fitness to a more holistic view of lifestyle guilt.

| PROTOTYPE | DESCRIPTION | PURPOSE | KEY FINDINGS |
|---------------------------------|---|---|---|
| ZERRO GUILT GYM | A gym with Heineken 0.0-themed equipment (beer can dumbbells, calorie-burning treadmills, etc.). | To explore how guilt drives fitness behaviors and balance between indulgence and exercise. | Participants found the tools engaging. The treadmill visualization resonated with their guilt-driven fitness routines. |
| ELEPHANT OF FORTUNE | A culturally relevant concept based on Thai temple traditions, where participants interact with an elephant figure to reflect on lifestyle decisions. | To explore guilt through the lens of cultural familiarity and aspirational decision-making. | Participants engaged deeply due to cultural resonance but shifted focus toward hopes and aspirations rather than guilt. |
| JUDGE OF GUILT COURTROOM | A courtroom where participants acted as judges, deciding “guilty” or “not guilty” on various scenarios. | To identify perceptions of guilt across different contexts and priorities in lifestyle. | Social and productivity guilt were most common. Participants rationalized and debated guilt scenarios with enthusiasm. |
| GUILT DUMP | A confessional-style booth with a toilet for “flushing” written guilt notes. | To encourage reflection on specific guilt-inducing actions in daily life. | Writing and flushing were cathartic. Participants revealed a wide spectrum of guilt, from diet to social pressures. |

PROTOTYPE I: ZERO GUILT GYM

Description:

A fitness-inspired interactive space where participants could "burn off" their guilt through exercise. The gym was equipped with Heineken 0.0-themed tools, such as:

Beer Can Dumbbells: Designed to symbolize balance between indulgence and fitness.

Interactive Treadmills: Displayed calorie counts of popular guilt-inducing foods, encouraging participants to visualize "burning off" their indulgences.

Punching Bag Shaped as a Beer Bottle: Representing the release of guilt.

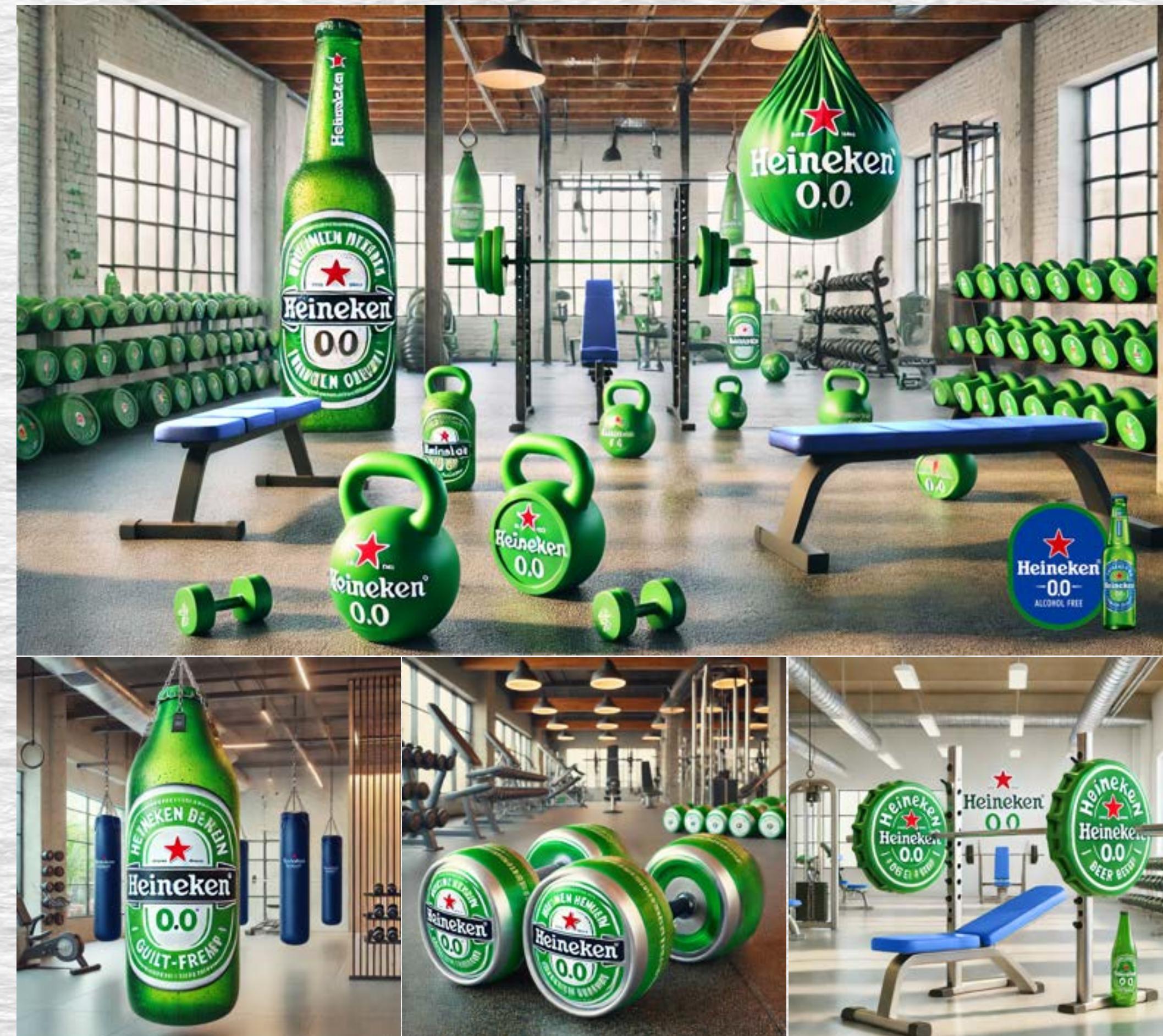
Purpose:

To explore how guilt drives fitness behaviors and how participants balance indulgence with physical activity.

Findings:

- Participants found the visual and symbolic tools engaging.
- Many connected the interactive treadmill with their own food choices, which helped identify patterns in their guilt-driven fitness routines.

Visual Mockup:



PROTOTYPE 2: ELEPHANT OF FORTUNE

Description:

A fitness-inspired interactive space where participants could "burn off" their guilt through exercise. The gym was equipped with Heineken 0.0-themed tools, such as:

Beer Can Dumbbells: Designed to symbolize balance between indulgence and fitness.

Interactive Treadmills: Displayed calorie counts of popular guilt-inducing foods, encouraging participants to visualize "burning off" their indulgences.

Punching Bag Shaped as a Beer Bottle: Representing the release of guilt.

Purpose:

To explore how guilt drives fitness behaviors and how participants balance indulgence with physical activity.

Findings:

Participants found the visual and symbolic tools engaging.

Many connected the interactive treadmill with their own food choices, which helped identify patterns in their guilt-driven fitness routines.

Visual Mockup:



PROTOTYPE 3: JUDGE OF GUILT COURTROOM

Description:

A courtroom-style setup where participants role-played as judges to decide whether various scenarios were “guilty” or “not guilty.” Scenarios included:

- Skipping workouts for social events.
- Indulging in unhealthy meals after exercising.
- Spending hours scrolling social media instead of being productive.

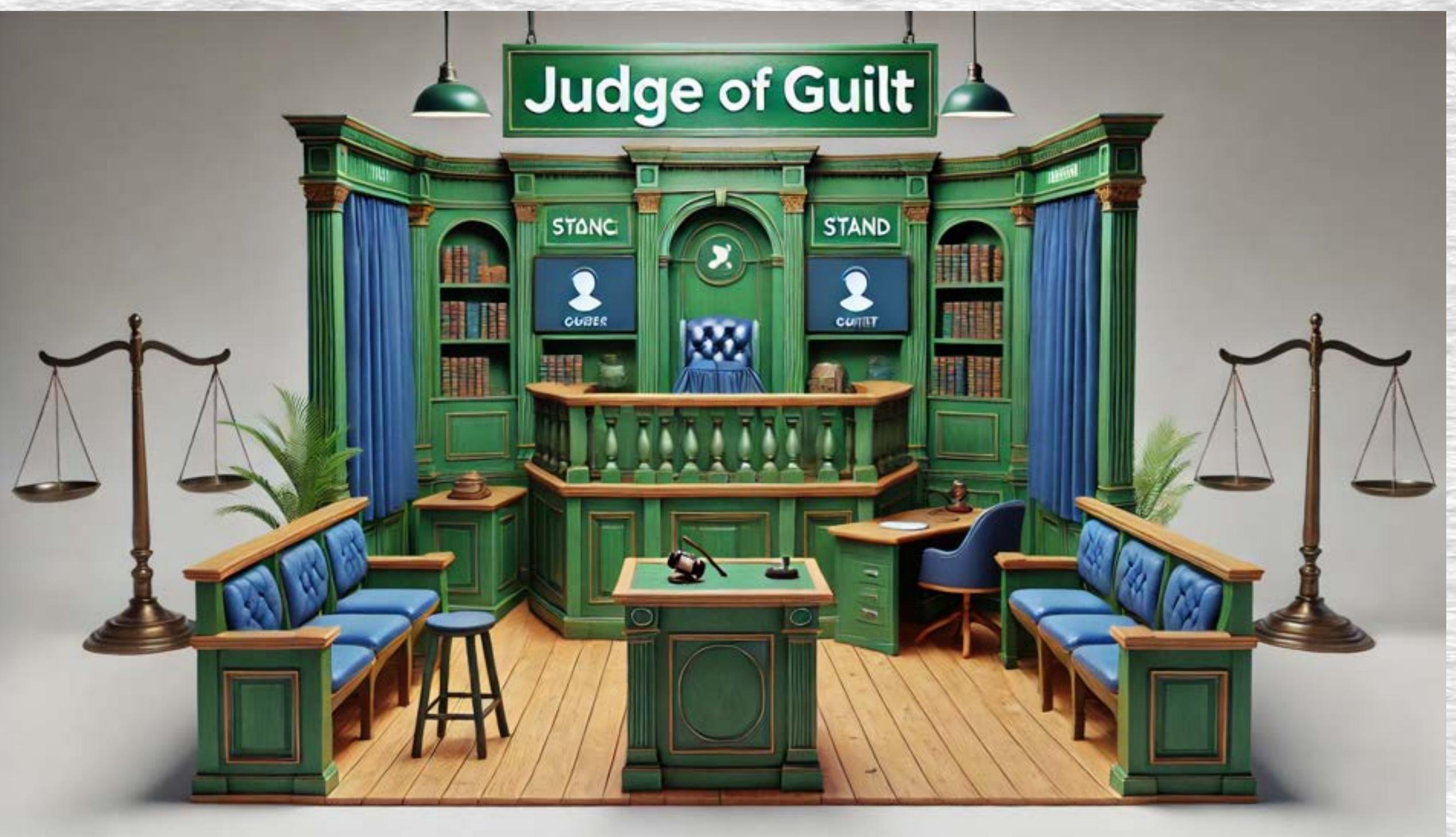
Purpose:

To identify how participants perceive guilt in different contexts and prioritize various aspects of their lifestyle.

Findings:

- Participants enjoyed debating and justifying decisions, revealing how they rationalize guilt.
- Social and productivity-related guilt emerged as the most common themes.

Visual Mockup:



PROTOTYPE 4: GUILT DUMP

Description:

A confession-style booth where participants could write down their guilt on paper, crumple it, and "flush" it into a symbolic toilet. The booth was styled with wooden materials for a confessional feel and included:

- A small table and chair for writing.
- A "flush" mechanism to discard their guilt physically.

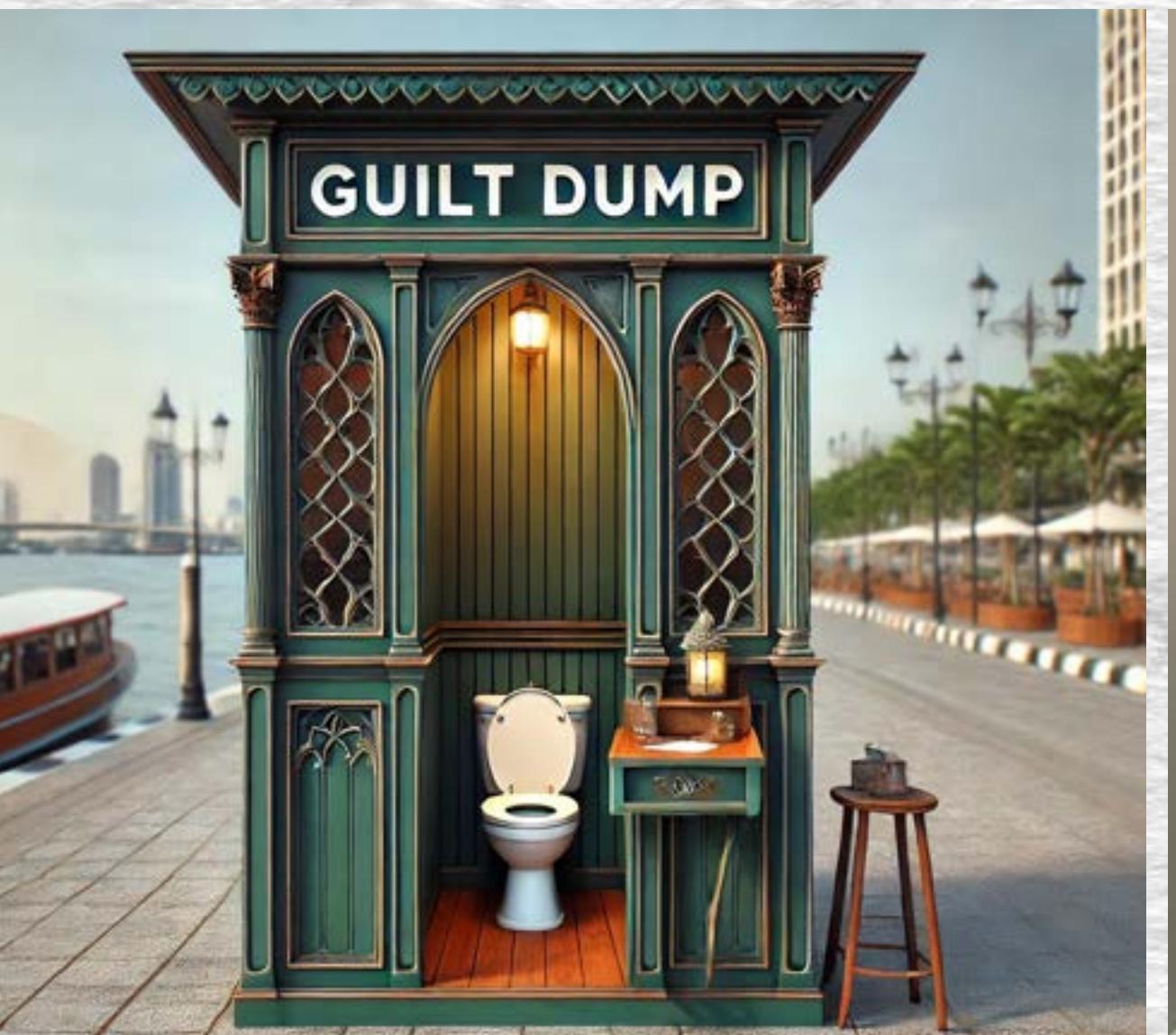
Purpose:

To encourage participants to reflect deeply on specific guilt-inducing actions or habits in their daily lives.

Findings:

- The physical act of writing and flushing was described as "cathartic" by participants.
- Insights revealed a broad spectrum of guilt, from dietary choices to social pressures.

Visual Mockup:



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