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Youth Perspectives in the 3rd Millennium





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What is the Youth Market for Credit Unions

Age Category	90	80	70	60
<15	29.2%	38.3 %	45.1 %	43.1 %
15-59	63.4%	56.3 %	50%	52.3 %

Source: Thai National Statistics Office



What is the Market in Petchaburi?

- **In 2000**
- Ages 0-14 - 23.2%
- Ages 15-59 - 65%

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Source: Thai National Statistics Office



What is the Market in Petchaburi?

- **In 2000**

Ages 0-14	-	23.2%
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Team Exercise 1

**Why Credit Union should
target youth's participation?**

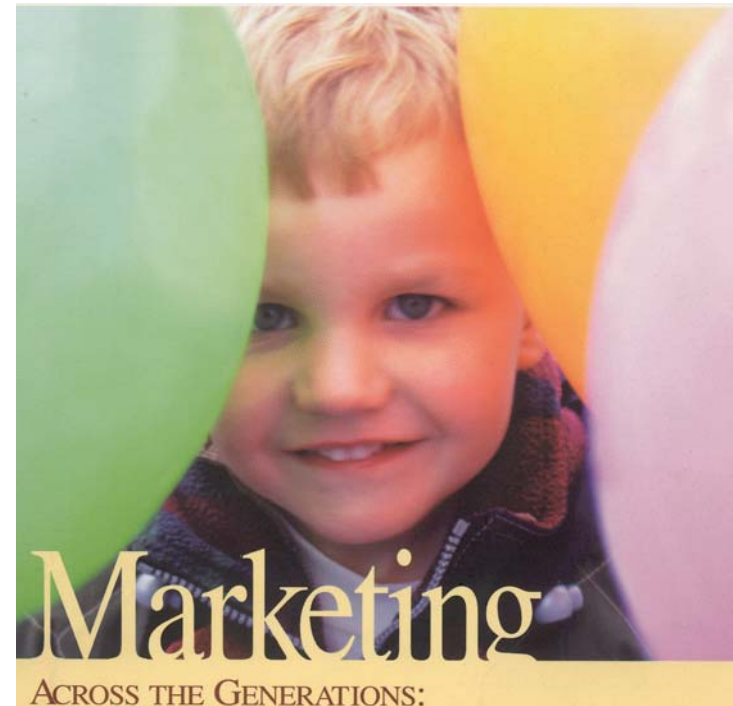


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Why Credit Union should target youth's participation?

You hit 3 Birds in one Stone...

1. Current Market
2. Future Market
3. Influence Market





Why Credit Union should target youth's participation?

1

1. Current Market:

Youth in ASIA ...

- ✓ 30% - 35% of the population
- ✓ 65 % of the youth are jobless
- ✓ Need a place to develop their;
 - skills
 - knowledge
 - career





Why Credit Union should target youth's participation?

2. Future Market...

*They are the future
MEMBERS...*

*...We need to build loyalty, then
credit union will be their **PFI**
(Primary Financial Institution)*





Why Credit Union should target youth's participation?

3

3. Influence Market..

... to reach out to parents and establish household relationship



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Team Exercise 2

What are the benefits of investing in young potential members?

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Why do we invest in Young Potential Members?

1. Sustaining current Membership growth
2. Credit Union membership base-
GETTING OLDER
3. The Earlier the Better-need to ensure we are the first Financial Institutions they know
4. Widening Household relationships
5. Plugging into 'wired' generation





**More members
more money**

1. Sustaining membership growth

- Bigger membership base
- Increase Savings and Services

**“ IMPROVE QUALITY OF
LIFE”**



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**It's getting older
now!**

**2. Credit Union membership
base-GETTING OLDER**

***We need to prepare the
successors of the credit
union... LEADERS &
MEMBERS***



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How much is your savings?

**3. The Earlier the
Better-need to
ensure we are the
first Financial
Institutions they
know**



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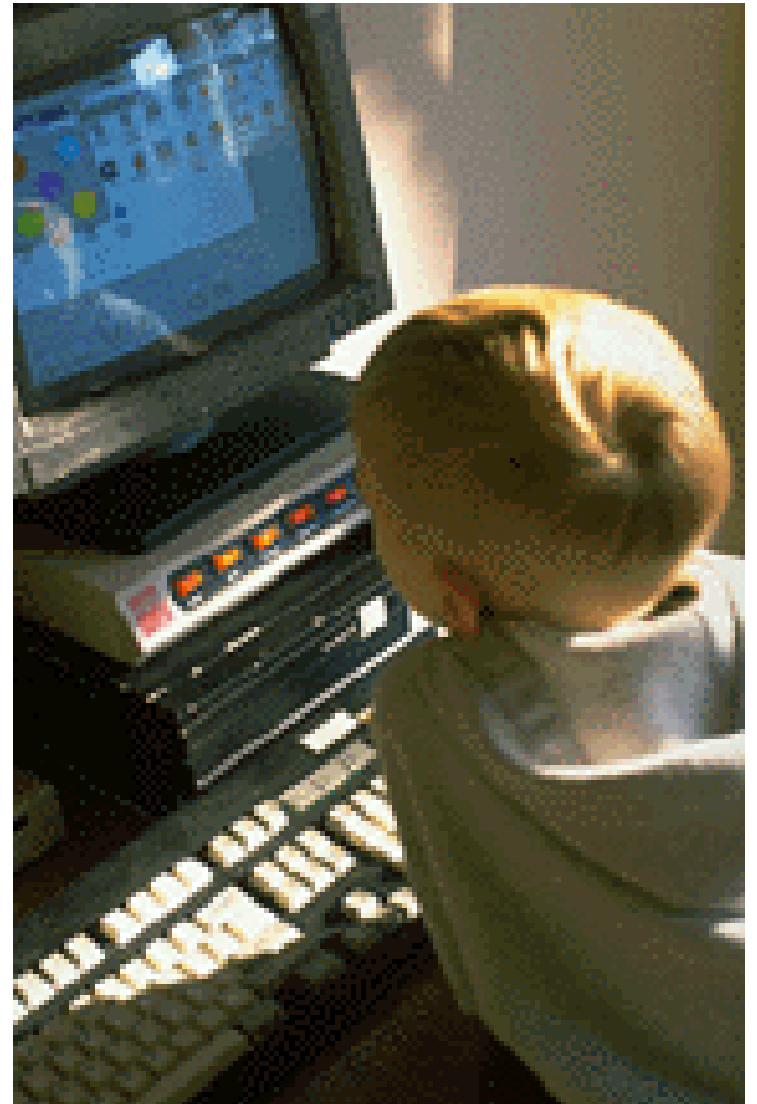
4. Widening Household relationships





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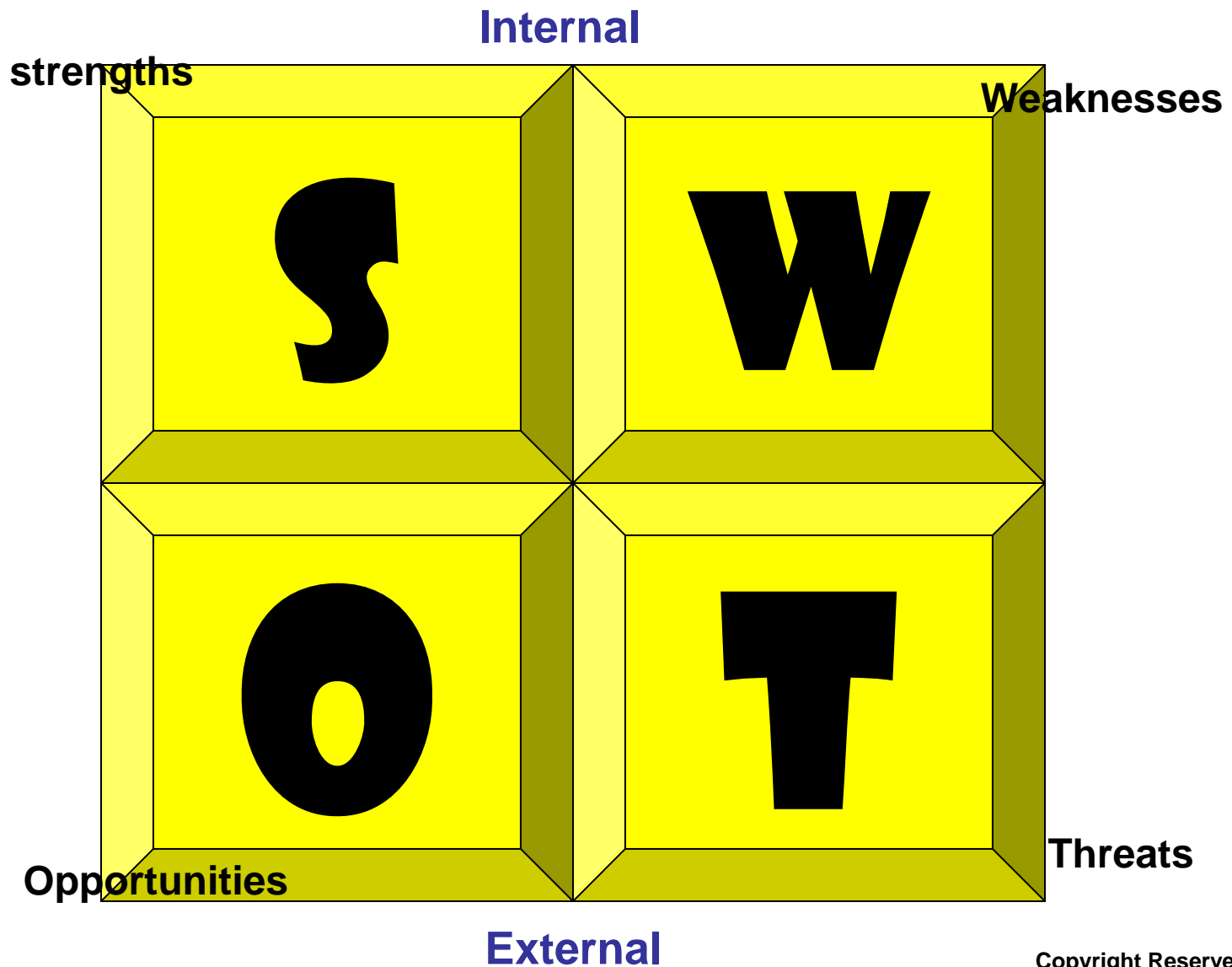
5. Plugging into 'wired' generation



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Team Exercise 3





Team Exercise 4

What are behavior of our youth today?

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According to Thitaphol Chuathong
& Chularatana Arthasarnprasit,
"...the interviews were rich in their
findings and highlighted the
strong sense of roots, changing
community and changing family
values in contemporary
Thailand...".

The key findings are summarized
in the following slides . . .

Asia Pacific Management News, May 11, 2000

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Materialistic Values

- Teens spent time and money collecting brand names
- Well know brand last longer, match what one's friends are wearing, look modern, affluent
- Teenagers dress up more, try to follow fashions closely, dare to express themselves
- They are braver today



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Influences

- Fashion center — Japan
- Influenced by TV, actresses, pop singers
- A lot of people study abroad, and bring back influences





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Changes in Attitude

- Take care of body and health
- Problems, worries shared with friends, not family
- More ambitious now
- Material things substitute for love
- Kids don't know the concept of savings
- Children hide things from parents





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Changes in Attitude

- Talk for a long time in the telephone
- Copy friends
- Parents blame themselves, cannot scold children to avoid conflict
- Parents think if they are too strict, too much pressure for kids affecting education
- More aggressive





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2010 Anticipated Changes

- No borders anymore between neighboring countries
- People will love each other more.
Afraid of wars
- One language all over the world
- Ideas will become similar globally,
people will be smarter and adopt
the same ideas





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What we have learned?

1. Reasons why credit unions have to market to the youth
2. Benefits of marketing to the youth
3. Analyzed SWOT of our credit unions
4. We have understood the behavior of the Youth

