

# What Makes Vietnamese Fandom *sei-katsu-sha* Unique?

## LIFE EXCITEMENT AND COMMUNITY BONDING



### Life Excitement

#### Not killing time, but making it exciting

Our quantitative research shows that Vietnam is **the happiest country in ASEAN**. The country offers its citizens a quality of life that is, in some ways, better than they can think of. The food is diverse and delicious, the cost of living is low. And more importantly, Vietnamese *sei-katsu-sha* are safe under a single-party system. Therefore, compared to those of other ASEAN countries, Vietnamese Fandom *sei-katsu-sha* are more likely to **look to their fandom for excitement** than as an antidote to boredom. Their fandom tends to become **as a life hobby/purpose that could make themselves better**, either physically or emotionally. To turn customers into fans, brands should build a fandom to help them discover new favorite products to get excited about, because this is the most effective way to avoid becoming a mediocre product.



"I tried to find the secret to losing weight. I tried many ways, but they didn't work. Then, I saw a KOL's video sharing content about clean eating."

Clean Cooking and Eating Fandom *sei-katsu-sha*, 22



"This was my childhood hobby. I liked assembling things like block toys, but wasn't really into it. Then, five years ago, I had my first job, so I started to collect my favorite builds."

Block Toy Fandom *sei-katsu-sha*, 26



Vs. ASEAN total: 53% (No. 1)



Vs. ASEAN total: 45% (No. 3)

Base: ASEAN Fandom *sei-katsu-sha*

### Community Bonding

#### Connecting makes their lives better, from their insides to the outside world

For Vietnamese Fandom *sei-katsu-sha*, their fandom is like a second family that **supports them to live the way they want**. They join because of a hobby, but it's the community that keeps them coming back for more. In fact, a collectivist mindset is what makes Vietnam Vietnam. It is not a resourceful country and has faced years of occupation. But people united to overcome these obstacles, and Vietnam eventually became one of the fastest growing economies today. This is why Vietnamese Fandom *sei-katsu-sha* value togetherness rather than individualism. They also love to join online communities to interact with and share knowledge with one another. Therefore, fandom companions **motivate Vietnamese Fandom *sei-katsu-sha* to be proactive** to achieve better things in life, something that is reflected in their greater content creation than consumption behavior.

**Brands' community involvement**—such as engaging in activities and supporting *sei-katsu-sha*'s ideas—is appreciated by *sei-katsu-sha*. As some products are used for hobbies, brands can co-host offline events with fan communities to empower Fandom *sei-katsu-sha*'s hobbies. To strengthen brand love, brands can also take action to support social issues that are valued by *sei-katsu-sha*, such as environment protection. This will lead to stronger relationships between brands and customers and may **provide brands with competitive advantages** as well.



I create fandom-related content more than I consume

Vs. ASEAN total: 48.9%



"I'm more responsible, live healthier and maintain good habits."

Clean Cooking and Eating Fandom *sei-katsu-sha*, 22



"I am more confident communicating with strangers."

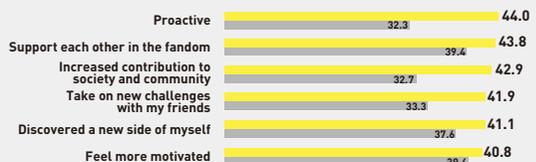
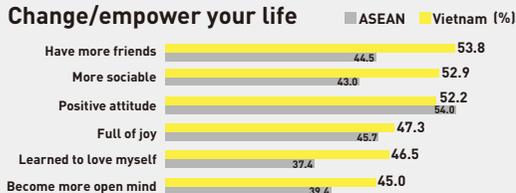
Block Toy Fandom *sei-katsu-sha*, 26



"I raised funds to support Central people during flood season."

K-pop Idol Fandom *sei-katsu-sha*, 27

#### Change/empower your life



Base: ASEAN Fandom *sei-katsu-sha*