

What Makes Singaporean Fandom *sei-katsu-sha* Unique?

ENRICHED PERSONAL LIFE



Fandom triggers and emotions

A book that tells stories set in a happy world

Singaporean Fandom *sei-katsu-sha* are *kiasu* (fear losing), and Singaporeans frequently compare achievements. This, and COVID-19, have decreased quality of life, making them feel depressed. They look to fandoms for **happiness, to relieve stress and to have something exciting in their everyday lives**. Some even **grow with their fandoms** and use them as mediums to tell **personal stories**. **Connecting with other fans is not the most important** incentive.



"The song lyrics make me more resilient and encourage me to never give up on my studies, no matter what. I have been a true loyal since 2010. The idol group grew up together with me."

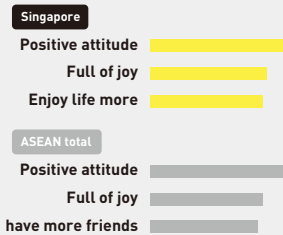
K-pop Idol Fandom *sei-katsu-sha*, 23



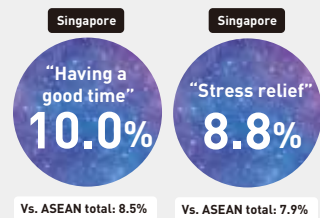
"The past 30 years, I bought watches to signify certain milestones, such as graduation, first paycheck, marriage, kids etc."

Luxury Watch Fandom *sei-katsu-sha*, 44

How fandom has empowered their life (Top 3)



Most exclusive benefit of fandom? (Top 2)



Base: ASEAN Fandom *sei-katsu-sha*

Unique characteristics and brand opportunities

Enriching every aspect of Singaporeans' lives

Pragmatic Singaporean Fandom *sei-katsu-sha* focus on the **quality** and **practicality** of products. They generally stick to brands **due to convenience and practical self benefits**. This is true for brands that through convenience, enrich **quality of life in every aspect of a Singaporean Fandom *sei-katsu-sha's* daily life**. For example, phone brands add value in various activities such as e-commerce and storing photos. Unique and interesting brands can also catch their attention. Singaporeans sometimes purchase products that they do not need so as to **support a fandom**. They frequently use **YouTube, Instagram and Twitter** to indulge in fandom activities, and are also exposed to new brands there. Brands should focus on grabbing attention and **enhancing lives through product quality and benefits**. Brands can also think about how their products can not only meet needs, but also **enrich a Singaporean Fandom *sei-katsu-sha's* life with an interesting and meaningful story that resonates with them**.



"My favorite artist is a guy and endorses guy products (protein shakes etc.). I do not mind trying the protein shakes."

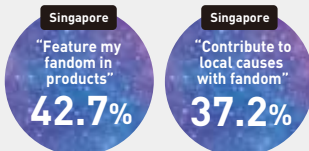
K-pop Idol Fandom *sei-katsu-sha*, 23



"I'm not very brand conscious. It is about practicality. I have a lot of products from a Western tech brand because of its ecosystem."

Board Games Fandom *sei-katsu-sha*, 34

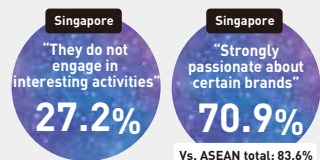
Activities brands should do to support fandoms (Top 2)



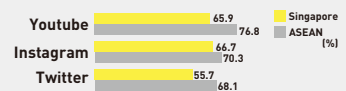
"I own a lot of things from a Korean tech brand, and they have been okay with no issues. I don't mind paying more because of good quality."

Football Fandom *sei-katsu-sha*, 32

What is lacking in the world's brands? (Top 1)



Media channels that increased after joining fandom



Base: ASEAN Fandom *sei-katsu-sha*