

CASE STUDY

# Skincare Among Thai Women

What voice-first AI interviewing reveals in a high-involvement, emotionally loaded category.

n=50 completed interviews

Thai women 20-44

15-minute voice-first AI interviews



## WHY THIS STUDY

# A category where surface answers are not enough.

Skincare is a strong test case for Kui Kab May because it mixes routine, anxiety, identity, trust, price, social influence, and emotional reward. A conventional survey can list brands and concerns. The harder question is why women trust, avoid, repeat, switch, and worry.

**Interview focus** Routine, hero products, loyalty, local vs imported brands, ingredient anxiety, social discovery, and skin as self-perception.

**Design** Screener variables were passed silently to the AI so each interview could adapt to skin type, concern, brand repertoire, spend, and channels.

**Target** Thai women 20-44, active skincare users spending at least THB 500/month.

# Voice-first AI interviews, with context-aware probing.

## 1 Screen

Gender, age, location, income, skin type, primary concern, brand repertoire, monthly spend, and buying channels.

## 2 Interview

Respondents spoke into their phone. The AI moderator adapted to their answers and probed for examples, emotion, and context.

## 3 Analyze

Outputs included a detailed Word report, summary deck, full transcripts, quotes, emotional moments, and implications.

Example adaptive probe  
“Tell me more about that.”

Example adaptive probe  
“Can you give me an example?”

Example emotional probe  
“What does that mean to you?”

Example motivation probe  
“Why is that important?”

# Six findings that matter for skincare brands.

## Hero products anchor loyalty

Moisturizers and sunscreens are indispensable; many users stay with proven brands for years.

## Routines are becoming targeted

Many women are simplifying from many steps to fewer, more purposeful products.

## Claims need evidence

Ingredients, SPF, and brightening claims are checked against reviews, certificates, and visible proof.

## Fear beats novelty

Breakouts and irritation make switching feel risky, especially for sensitive-skin respondents.

## Trust is split by origin

Western brands win on scientific credibility, Thai brands on accessibility and climate fit, Korean brands on innovation.

## Skin is emotional

Good skin creates confidence and social ease; bad skin can lead to self-consciousness and avoidance.

# The real category is not skincare. It is confidence.

The voice-first format helped respondents move from product lists into stories: motherhood, bad skin days, fear of being looked at, pride after compliments, and the calming ritual of self-care.

## Why this matters

Functional claims still matter, but the stronger brand opportunity is emotional: confidence, calm, recovery, reassurance, and the right to feel like oneself again.

“When my skin improves, it makes me more confident. I wear less heavy makeup.”  
Respondent 1

“It gives a good feeling, like I'm taking care of myself again.”  
Respondent 24

“I feel so unconfident when I go out and meet people.”  
Respondent 38

# What brands can do with the findings.

## Credential the claim

Ingredient percentages, SPF certificates, clinical proof, and transparent exclusion of irritants reduce claim anxiety.

## Reduce trial risk

Small formats, sensitive-skin reassurance, guarantees, and clear usage guidance help overcome fear of breakouts.

## Own climate-fit

Thai brands have a defensible advantage in lightweight, non-sticky textures for hot and humid conditions.

## Move beyond influencer hype

Derm-credentialed creators and genuine reviews carry more authority than polished but generic beauty content.

## Speak to self-care

For time-poor women, especially mothers, skincare is not vanity. It is a small moment of self-restoration.

## Build multi-benefit products

The simplification trend rewards targeted products that solve more than one concern without adding routine complexity.

## WHAT THIS PROVES

# Kui Kab May turns respondent experience into usable evidence.

### Voice creates depth

Speaking into a phone made it easier for respondents to explain feelings, incidents, and routines in their own words.

### Context improves probing

The AI used screener context silently, so follow-up questions could reference each respondent's concern, brands, spend, and channels.

### Scale strengthens confidence

With n=50, patterns are easier to trust than a small traditional qual sample while preserving qualitative richness.

### Outputs remain interactive

After delivery, clients can ask follow-up questions from transcripts and add selected answers back into the report.

TRY THE INTERVIEW

# Experience the respondent journey yourself.

Scan the QR code once the demo is live. You will answer a few screening questions, speak into your phone, and experience how the AI interviewer adapts to your answers.



Scan to try the skincare interview

maarten@bedigital.co.th  
survey.bedigital.co.th

