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# Consumer Behavior

## #2.2 Getting to Know the “MARKET”

Kandapa Thanasuta, Ph.D.



**MARKET ANALYSIS** – consumers, company, competitors, and conditions.

**HOW** can we understand more about the MARKET?

**WHAT** are ways for us to find out more about them?



Insight into consumers, company, competitors, and  
conditions through

**RESEARCH**

Do marketers always  
have to do the  
research?

**YES!!!**

# 1. Know the existing information

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## Secondary Research

Secondary research or desk research is a research method that involves using already existing data.

# EXISTING

# 1. Know the existing information

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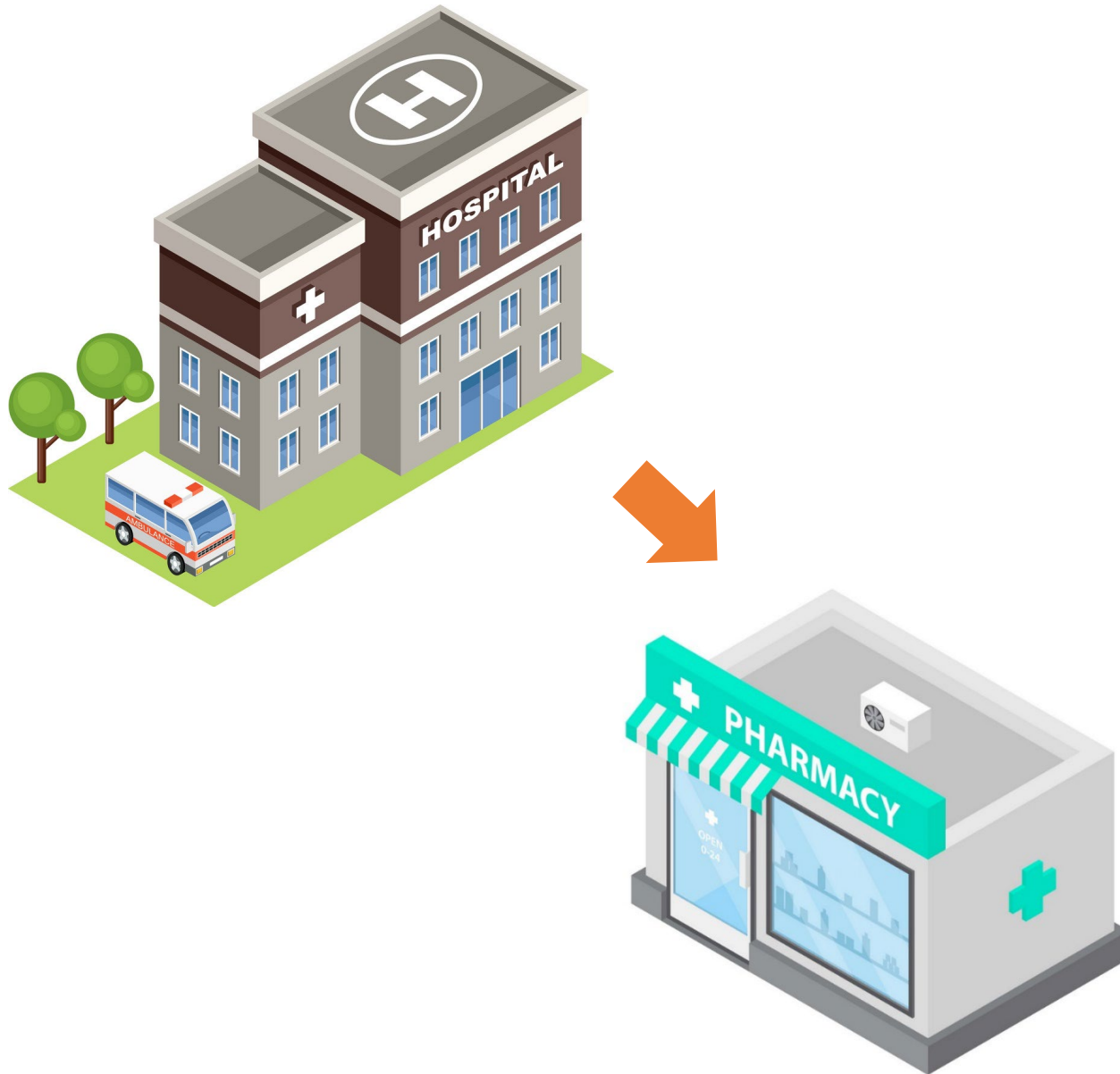
**Where** can we collect secondary data?

Internet, government agencies, industry publication reports, etc.

**Why** do we collect secondary data?

Know the current info to further develop research and strategies





- How many pharmacy available in BKK?
- What are other brands that currently sell in pharmacy?
- Who shop at pharmacy and what do they buy?
- How much do consumers spend per basket size?
- What are restrictions in getting product into pharmacy







- Who are the players in the market and what are their market share?
- What are types of product that competitors are offering?
- What are the outlook of herb industry?
- Who are the current target market of herbal products?
- How many 5-10 years old children are in Thailand?

## 2. Find new information

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### Primary Research

Primary research is newly collected information to address own problems...designed to meet your unique and specific needs.



*What are  
consumer  
perceptions  
towards my  
brand?*



**LA ROCHE-POSAY**  
LABORATOIRE DERMATOLOGIQUE

## 2.1 Qualitative Research

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- To gain understanding and identify meaning, **insight**, and new ideas
- **One-on-one depth interview**, focus group, observation
- Recruitment through screening questionnaire
- Data collection through discussion guide
- Small respondent => less generalizable





## Depth interview

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1. Identify who should you interview
2. Develop in-depth interview guide
3. Conduct the interview
4. Analyze the data



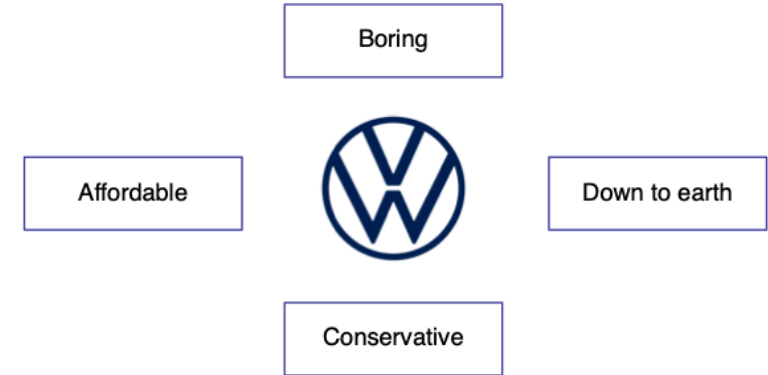
Note: See “Workbook E: Conducting In-Depth Interview”



## Other supporting tools

To identify inner thoughts or subconscious feelings require special techniques.

- words association
- incomplete sentence
- third person technique



## 2.2 Quantitative Research

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- To quantify data and assist in coming up with **conclusion**
- Survey, experimental
- Recruitment through sampling
- Data collection through questionnaire
- Large respondent => more generalizable



### 3. Collect the data

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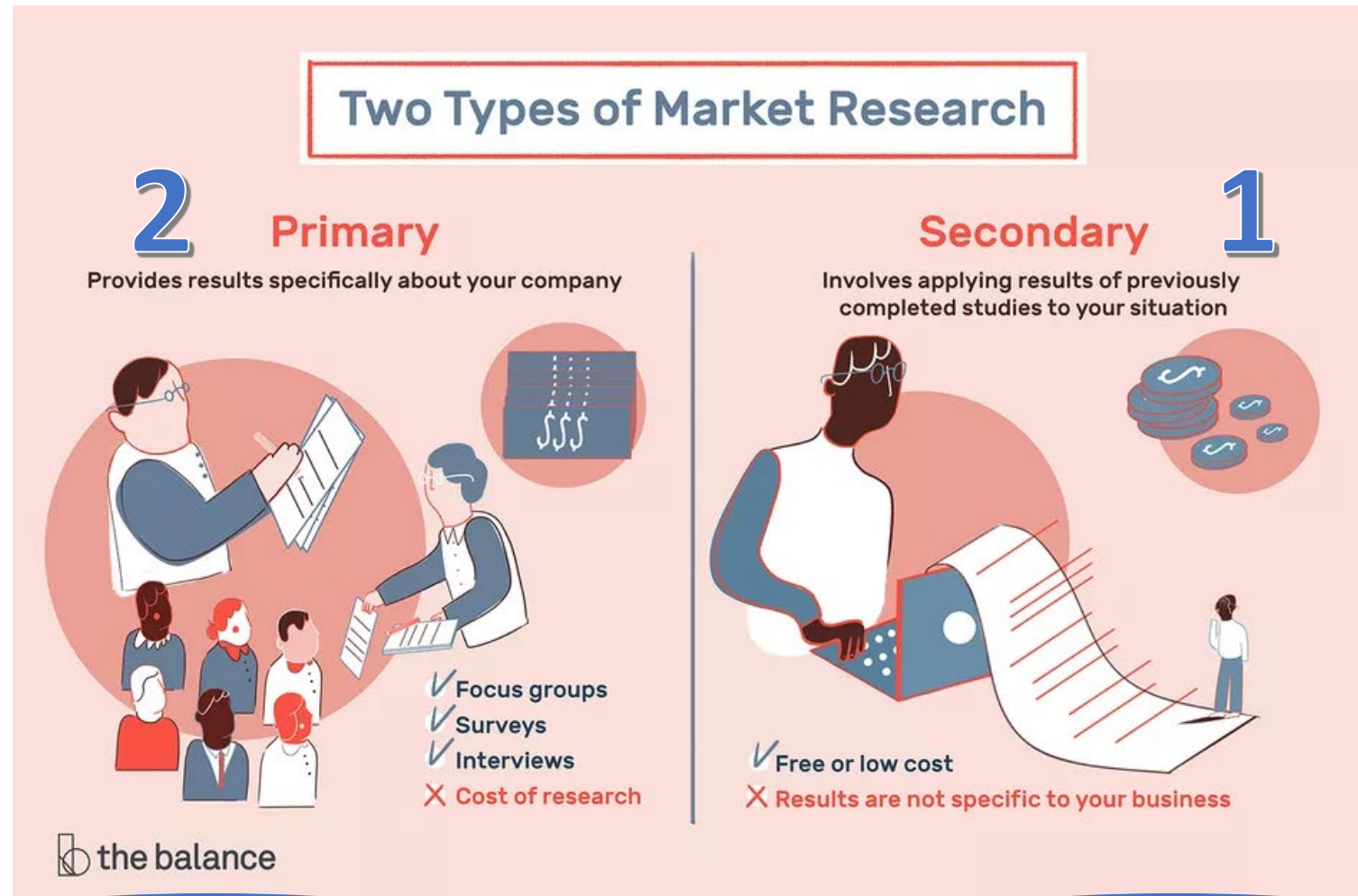
## To get what we want

Make sure that research is able to get the *right person* to answer question and use the *right instrument* to get the answer.





# OUR TERM PROJECT !!!



Primary research (one-on-one interview) for  
“consumer decision journey”

Secondary research for consumer, company,  
competitor. condition

# Practicing interview

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Go to “*Interviewing Exercise*”

# Thank you

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