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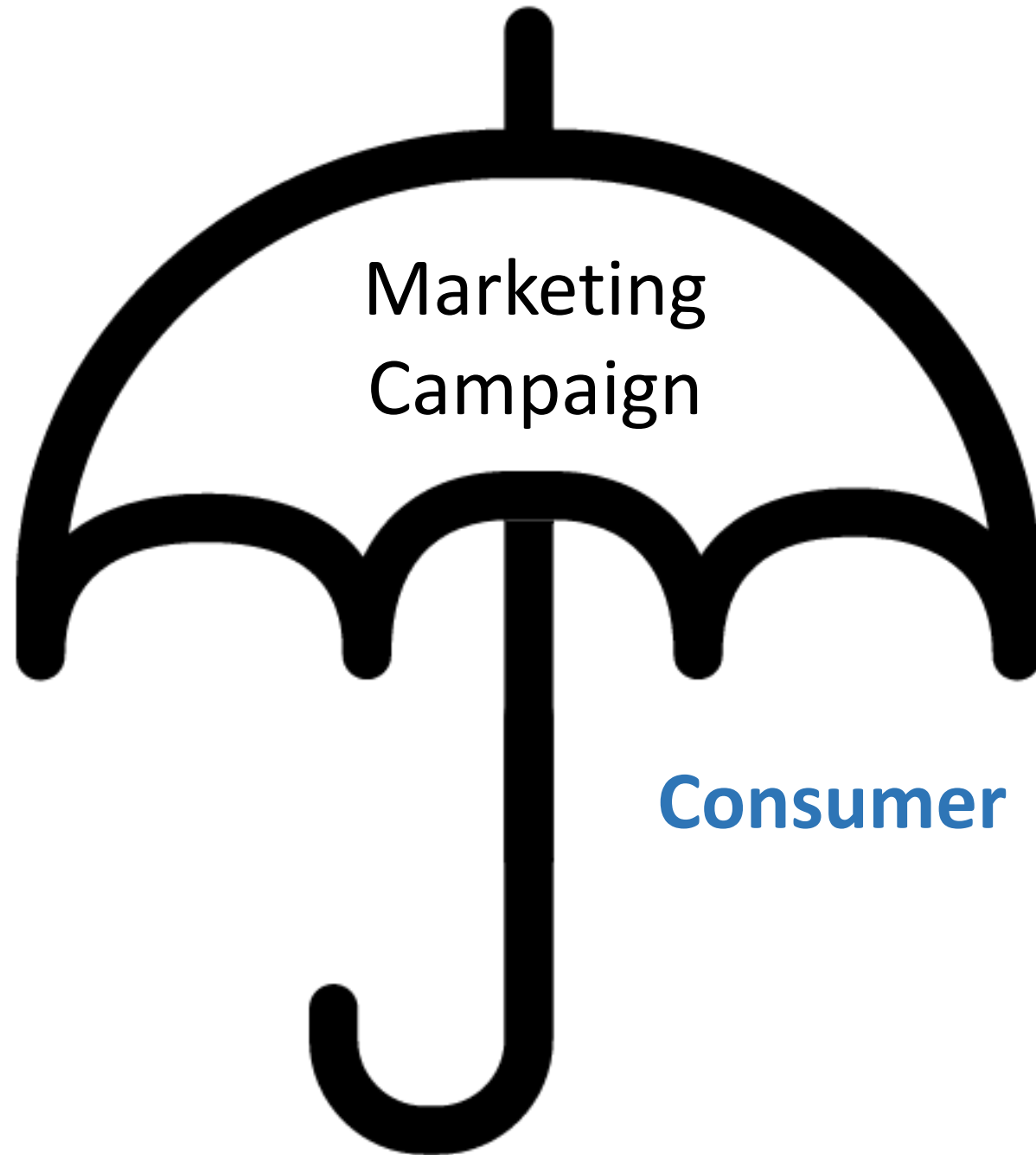
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# Consumer Behavior

## #2.1 Market Analysis

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Consumer as a part of marketing campaign

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Marketers offer marketing campaign

Understand “consumer” to design  
marketing campaign that offers  
superior customer value

ENOUGH?

# WHAT ELSE?

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Consumer



Company



Competitor



Condition

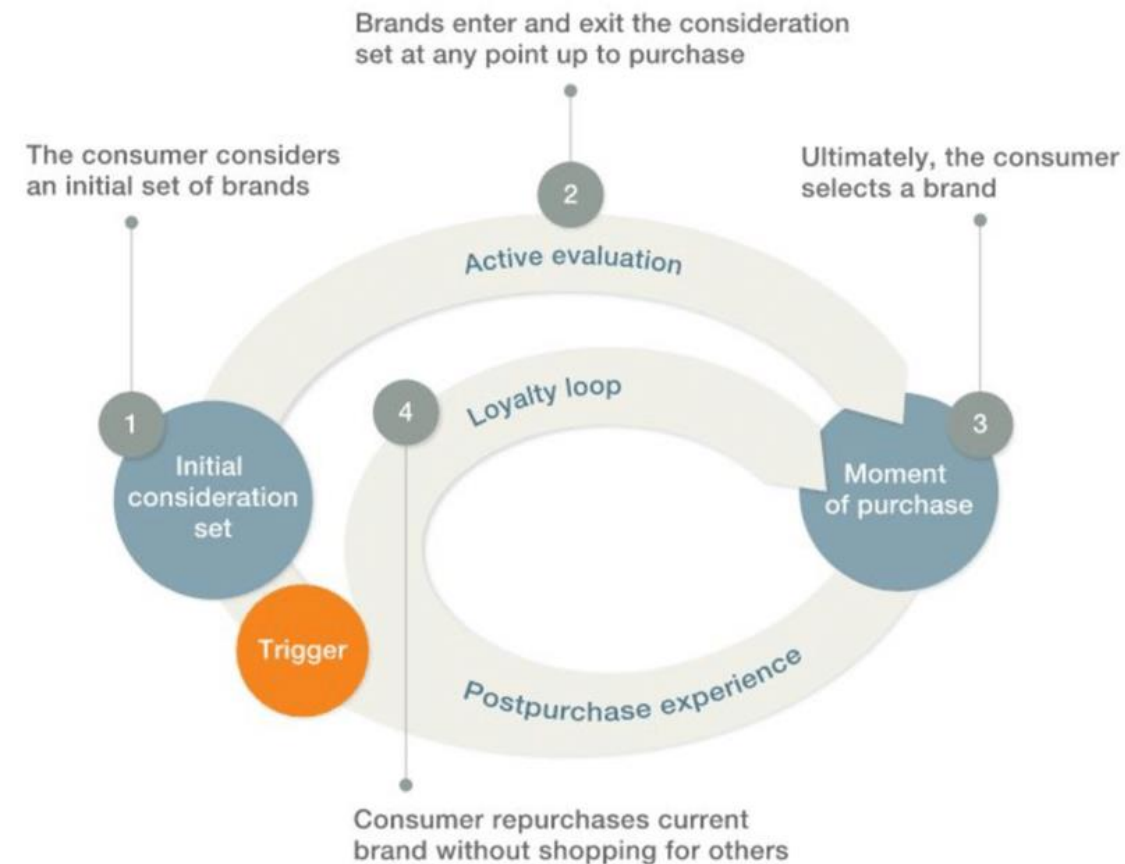


## MARKET ANALYSIS



# Consumer Analysis

- Who are they?
- How big are they? (size and growth)
- How do they make decision to purchase your product?





# Company Analysis

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- Company profile
- Current marketing strategy
- SWOT





# Competitor Analysis

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Who are the competitors?

- Direct competitors
- Indirect competitors

Offering the **different** solution to solve the same problem to the same target market

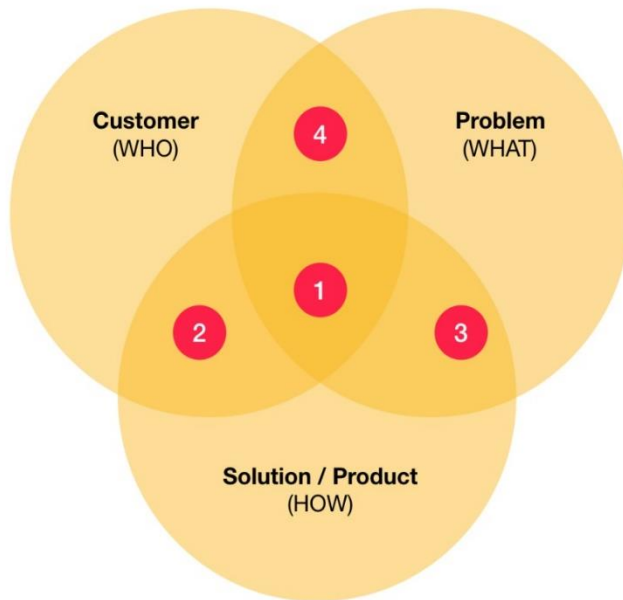






# Competitor Analysis

## Understand the WHO, WHAT, and HOW



1. **Direct Competitors**  
Same customer, problem, and product category
2. **Different Problem**  
Solving a different problem for the same customer but in a similar way
3. **Different Customer (Industry/Vertical)**  
Solving the same problem in a similar way but for different customers
4. **Different Product Category**  
Solving the same problem for the same customer but using different approach



	Customer (WHO)	Problem (WHAT)	Solution (HOW)
UBER vs. Lyft (direct competitors)	✓	✓	✓
UBER vs DoorDash	✓	Different problem	✓
UBER vs Zum	Different customer	✓	✓
UBER vs Chariot or taxi dispatch apps	✓	✓	Different solution



# Competitor Analysis

- Company profile
- Current marketing strategies and tactics used
- SWOT





## Competitor Analysis

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*"If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle."*

*– Sun Tzu, The Art of War*

Know the enemy, Know yourself !!

Identify “**Points to Attack**”





# Condition Analysis

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Current conditions in the industry

Understand the business environment through PEST analysis

Identifying “opportunities” and “threats”





# Condition Analysis

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## Political

Policies and regulations related to things like taxes, environmental regulation, tariffs, trade policies, labor laws, ease of doing business, and the overall political stability.

## Economic

Economic forces including inflation, exchange rates (FX), interest rates, GDP growth rates, conditions in the capital markets (ability to access capital) etc.

## Social

Social impact on an industry refers to trends among people and includes things such as population growth, demographics (age, gender, etc), and trends in behavior such as health, fashion, and social movements.

## Technological

Advancements and developments that change that way business operates and the ways which people live their lives (i.e. advent of the internet).

# Understand your market

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Go to ***“Secondary Data Exercise”***

# Understand your market

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Go to “***Competitive Analysis Landscape***”

# Thank you

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