L1: Sources of Market Macro Info in India - Part 1

- Research can be of three types when it comes to ownership of the data
  1) Customized
     - Done for a specific client as per their customized requirements. The data is the property of that client
  2) Omnibus
     - Questions from multiple clients are carried on the same questionnaire; each client's respective data becomes their own property
  3) Syndicated
     - The research firm undertakes the study at own cost and sells the report to any client who is interested. The data remains the property of the research firm

- What is the share of each brand?

- Which pack size sells better?

- What is the profile of the consumers for different brands? → Consumer profiling

- What is the viewership of different TV programmes?

- How many impressions did my TV campaign get?

- Which newspaper has better readership?

- Consumer Panel
- Readership Surveys – IRS / NRS → Indian Readership Survey
- TAM → Television Audience Measurement – BARC
- Retail Audit →
- Press Audit →
- RAM → Radio Audience Measurement
- Prescription Audit →

*NRS – National Readership Survey (Not Much in Use)*

Consumer Panel

- Run by IMRB / Kantar in India   *Dove*
- Urban + Rural coverage
- Is an important source of
  - ✓ Market share information
  - ✓ Brand growth information → (Q4 2022-23) ↑↓
  - ✓ Consumer profile information → (25-35)
  - ✓ Regional variations in performance → NVS S. / Urban vs. Rural
  - ✓ Product purchase cycles →
- Has the advantage of being a monopoly since there are heavy entry barriers for competition – hence highly profitable
- Is subject to quite a bit of criticism whenever clients feel the data doesn't match their knowledge of the real picture

L3: Macro Info Indian Sources - Part 2

Consumer Panel..2

- Categories covered → FMCG Products
  - Household care items like detergents / scouring powder / toothpaste / toilet cleaner etc.
  - Personal care items like shampoo, toilet soap, skin creams
  - Food items like branded atta, rice, sugar etc.
  - Food / snack items like soft drinks (family packs), biscuits, health drinks etc.
- Essentially any product that comes under the purview of the housewife (Q: who is the housewife?)

Consumer Panel..3 → who makes the decision of the kitchen

- Operations are as below
- In each selected city / village, a panel of housewives is set up.
- Each panel member is given a diary.
- The diary will basically have provisions for writing down details of each purchase made like
  - ✓ Date
  - ✓ Product category
  - ✓ Brand
  - ✓ Pack size
  - ✓ Pack type
- The diary has mainly pre-coded options for the above fields

→ already filled with SKUs, just need to fill up

Consumer Panel..4

- The panel member is also given a "bin" into which the used packs can be put
- At the end of the month, the research firm's field person picks up the diary and the packs and replaces with a fresh monthly diary
- The filled-up diaries and the packs are sent into the analysis
- The data from each panel member is aggregated and then reports are generated at
  - All-India / Zonal / State / Town-class / village class level
  - SEC / Age level

Consumer Panel..5

- The sampling procedure for consumer panels is as below
- The first task is to select the towns / villages. This is done through stratified sampling.
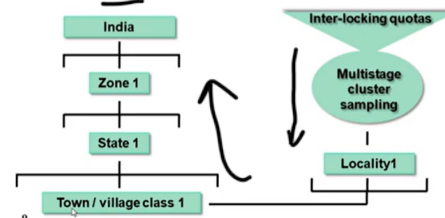
Consumer Panel..6

- The data is projected as below
- Each panel member represents a cell defined by SEC x age, for instance SEC A x age 25-34
- Each city will have a quota for the number of panel members in each such cell
- The data is simply aggregated from
  - Each member to his / her cell
  - From each cell to the town / village
  - From each town / village to that town or village class in that state
  - From each town / village class to the state
  - From each state to the zone
  - From each zone to the country
- The data is sold to whomsoever is interested
- Typically, these are large FMCG companies like Unilever, P&G, Colgate, J&J etc.
- The data is provided to the client on an easy-to-use software. The software is developed based on studying the way brand managers use the data and hence has in-built appropriate functionalities.
- What kinds of problems can occur?
- Panel members may not record properly
- Some panel members may not be at home when the agency person goes to collected data
- Sampling errors
- New brands / pack sizes in the market which are not in the diary, hence panel member doesn't know how to write
- Data entry errors

Retail Audit

- Run by ACNielsen in India
- Urban + Rural coverage
- Is an important source of
  - ✓ Market share information
  - ✓ Brand growth information
  - ✓ Regional variations in performance
  - ✓ Shares of pack sizes
  - ✓ Off-take of promotional offers
- Also has the advantage of being a monopoly since there are heavy entry barriers for competition – hence highly profitable
- Is also subject to quite a bit of criticism whenever clients feel the data doesn't match their knowledge of the real picture
- Categories covered
  - Household care items like detergents / scouring powder / toothpaste / toilet cleaner etc.
  - Personal care items like shampoo, toilet soap, skin creams
  - Food / snack items like soft drinks (family packs), biscuits, health drinks etc.
  - Some hardware items like sanitary-ware
- Essentially any product that is sold at a general retail counter such as petty shops / grocers / departmental stores / self-service shops / modern trade formats

- Operations are as below
- A census of outlets is carried out in the selected towns and villages (T/V). The outlets are classified as in the list earlier
- A sample of outlets in each type in each T/V is asked to be in the panel
- Each month, the agency field executive visits the panel outlets, and counts the stock of *each SKU* of *each* brand of *each* product category covered. The next month, he does this again, and also asks for the details of the number of units *bought* in the interim one month
- The sales from the outlet is calculated as

$$OS - CS + BS$$

  - Opening stock minus closing stock plus stock bought
  - Can we do some examples here?
  - The sampling is similar to the sampling for consumer panel, with the only difference being
    - Actual outlets are selected from the census list
    - The quotas are set for type of outlet
  - The analysis and reporting are also similar to the consumer panel, and so are the kinds of errors

TAM

- Stands for Television Audience Measurement
- Run by a company called TAM *BARC*
- Delivers information on number and profile of people who watch any given time-slot in any channel on TV
- The time-slot can be as narrow as 10 seconds, hence we can actually measure whether a particular ad was seen or not by the intended target audience
- Also works through a panel, and the sampling, analysis, and reporting are all quite similar to consumer panel
- One of the few large studies in India that uses modern technology to capture data
- Operations…
- Each panel household is given a machine called the People Meter
- The PM has buttons for each individual in the family and also has a remote, so can be used to operate the TV
- When a particular family member walks in to watch TV, he / she is required to switch his button ON, and vice versa.
- The PM also captures the channel being watched through an advanced technology; also captures channel switching
- The data is either saved in a disk and couriered or transmitted to the central office and processed
- Is often under severe criticism because of the amount of media money that is spent on TV using this data
- The cost of the PM is high, hence there are constraints on how big the sample can be
- There is a competing product called A-Map, but it is yet to make much headway in the market
- Buyers of TAM data are typically TV channels, media planning arms of ad agencies, and large advertisers

RAM

- Is for a similar purpose as TAM but meant for radio.
- Run by the same company
- Uses no technology; and is quite an inferior product.
- Each panel member is expected to carry around a diary provided with 15-minute time slots, and write down in the diary whenever radio is listened to and the station name as well
- The data errors are primarily because panel members simply do not / perhaps cannot comply with this requirement of writing down
- Survives in market because there is no option, and radio is not a big medium for the large advertisers

Readership Surveys

Indian Readership

- There are two – IRS and NRS
- Very similar to each other
- There is one key measure here to be remembered – Average Issue Readership AIR for a daily is the percentage of people who have read a copy of that daily in the last 24 hours; not necessarily the latest issue of the daily. And so forth for magazines, with respective periodicity
- Sampling procedures are very similar to the others; but there is no panel here. It is an one-off survey
- Sample size are huge, over 200k, and the survey runs through the year to avoid blips in the data

- Apart from AIR, these surveys also measure (by asking the respondent) frequency of reading a particular publication, and a whole lot of profiling details
- An important use of this data is that it provides a base for projection of all other research surveys, since the sample size is so large, and since the census provides only population sizes and no reliable data no age, SEC etc.
- Both IRS and NRS are subject to a lot of criticism since large sums of money are spent based on this data
- The typical buyers are publication houses, large advertisers, and media planning arms of ad agencies

Prescription Audit

- This helps the pharmaceutical industry to know the share of different brands of each formulation – for example Crocin versus Dolo versus Calpol
- Is run by setting up a panel of doctors across specialities and giving them a special prescription pad. The pad has a carbon paper underneath each sheet, and so captures a copy of each prescription made.
- The data from each doctor is simply aggregated and projected to give shares
- Run in India by ACNielsen and C-MARK

Press Audit

- No primary research involved here
- Simply involves going through *each and every* issue of each publication covered, and noting down the details of each ad that appears
  - Size in column centimeters
  - Brand name
  - Category
  - Whether brand ad or promotional ad
- Provides crucial information to advertisers
  - Confirmation that the ads paid for appeared
  - Share of advertising compared to competition