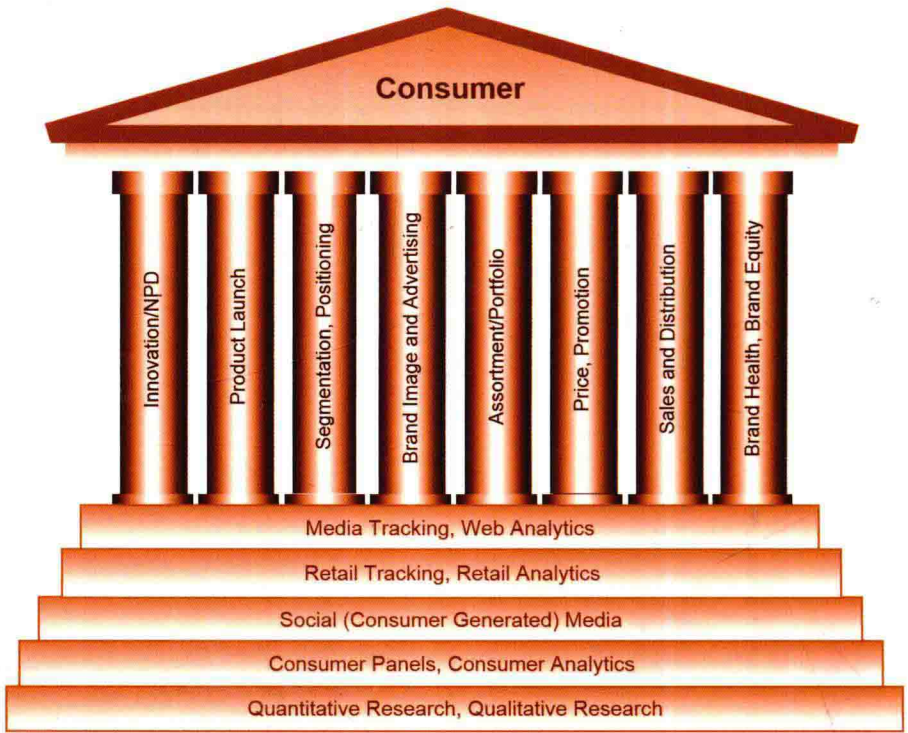


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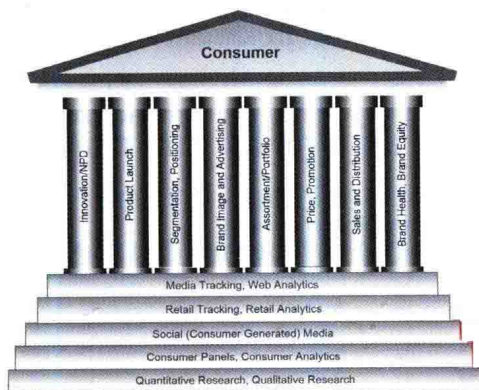
A Practitioner's Guide to Marketing Analytics
and Research Methods



Ashok Charan

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Marketing Analytics

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and Research Methods

In memory of my father
To my mother
With love and heartfelt gratitude

Preface

The digital age has transformed the very nature of marketing. Armed with smartphones, tablets, PCs and smart TVs, consumers are increasingly hanging out on the internet. Cyberspace has changed the way they communicate, and the way they shop and buy. This fluid, decentralized and multidirectional medium is changing the way brands engage with consumers.

At the same time, technology and innovation, coupled with the explosion of business data, has fundamentally altered the manner we collect, process, analyse and disseminate market intelligence. The increased volume, variety and velocity of information enables marketers to respond with much greater speed, to changes in the marketplace. Market intelligence is timelier, less expensive, and more accurate and actionable.

Anchored in this age of transformations, *Marketing Analytics* is a practitioner's guide to marketing management in the 21st century. The text devotes considerable attention to the way market analytic techniques and market research processes are being refined and re-engineered.

Given its focus on the methods adopted by practitioners, the book is tailored to the needs of marketing professionals. It is ideal too for business management students who wish to pursue careers in consumer marketing.

Marketing Analytics is structured into six parts — brand, consumer, product, advertising, price and promotion, and retail. Collectively the 22 chapters cover the key aspects of managing brands and categories.

Part I deals with brand, brand image and brand equity. It covers the analytic methods used for developing brand and marketing strategies.

Part II deals with qualitative and quantitative research methods, with emphasis on how these conventional research processes are embracing online platforms. It covers customer segmentation, customer

satisfaction and customer value management. It also addresses how consumer panels, consumer analytics and big data enhance our understanding of consumers and their buying behaviour.

Part III is centred on *product*. It deals with the entire new product development process from ideation, concept and product development to product launch. It covers the analytic methods and procedures that are deployed to screen ideas, concepts and products, at each phase of the NPD process.

Part IV is all about *advertising*. It covers the theories of advertising, how new media is transforming the way brands engage with consumers, digital marketing, and research methods for copy testing and advertising tracking.

Part V deals with *price, promotion and market mix modelling*. It covers a variety of pricing research methods, and techniques for promotions evaluation. The chapter *Market Mix Modelling* deals with statistical methods of analysis of historical data, to assess the impact of various marketing activities on sales.

The concluding part, *retail*, covers retail tracking, retail analytics, sales and distribution, and category management. It focusses on the use of metrics and analytic techniques to develop sales and distribution plans, and manage categories.

The text also includes seven case studies that have been crafted to facilitate a deeper understanding of the subject.

For more information on the topics covered in the various chapters and appendices, visit the book's website at:

<http://bizfaculty.nus.edu/site/bizakc/MarketingAnalytics>.

At this site you can access lecture presentations, and soft copies of tables and charts pertaining to the cases in the book. It also serves as the location for introducing fresh content and revisions to the text.

I wrote *Marketing Analytics* with the practitioner in mind. It is intended to impart a thorough understanding of research methods and analytic techniques, to guide you as you craft market strategies, and execute your day to day tasks. I hope that you enjoy reading it, and that it serves you well.

Acknowledgement

My love for marketing grew at what was then a small newly created department at Hindustan Lever. There I had access to a wealth of information in an environment that was conducive to learning. It was in this department, and subsequently at Nielsen, that I acquired the knowledge that made it possible for me to write this book.

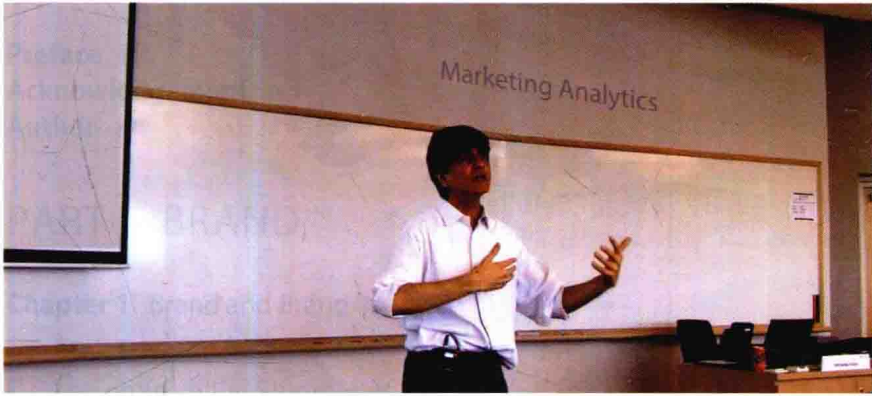
I remain indebted to several individuals during my years in the industry, and particularly my team at Nielsen for their support, and to the Nielsen Company for nurturing and rewarding me for 16 years.

Not many years back, academia was unknown territory, and I am immensely grateful to prof. S. Vishwanathan for persuading and encouraging me to teach. A close friend, in some respects, Vish understood me better than I did myself, and he took me down a path that led me to where I am today.

I am greatly indebted to Mr. Chua Hong Koon from World Scientific Publishing, for his guidance and support. I also thank his colleague, Ms. Li Hongyan, for her considerable assistance and patience in editing this text.

For most of my life my mother and father have been my source of strength and stability. It is their unconditional love, sacrifice and faith that gave me an immense advantage in life, and it is to them that I dedicate this book.

Author



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Ashok is the creator of Destiny©, an advanced FMCG business simulator, which he uses for teaching marketing courses to business students and marketing practitioners.

A marketing veteran, he has over 25 years of industry experience in general management, corporate planning, business development, market research and marketing. Prior to joining the NUS Business School, Ashok worked with Nielsen and Unilever. At Nielsen, he assumed a number of roles including Managing Director for Singapore, and Regional Area Client Director – Asia Pacific. His experience spans both business and consumer marketing, and he remains active in consulting in the areas of market research, analytics and data integration.

Ashok is an engineering graduate from the Indian Institute of Technology, Delhi, and a post-graduate in business management (PGDM) from the Indian Institute of Management, Calcutta.

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