



Cooperative Education Report

Marketing research in Thailand: a consumer insights analyst at Brainjuice Co. Ltd

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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
Education, Faculty of Business Administration Academic Year 2/2023**

Siam University

Title: Marketing research in Thailand: a consumer insights analyst at Brainjuice Co. Ltd

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We have approved this cooperative education report as partial fulfillment of the cooperative education program semester 2/2023.

Oral Presentation Committees



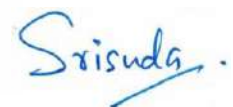
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Credits: 5

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Degree: Bachelor of Business Administration

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Abstract

This internship report titled "Marketing research in Thailand: a consumer insights analyst at Brainjuice Co. Ltd" is a detailed account of the practical experience gained while serving as a consumer insights analyst at Brainjuice Co. Ltd. The primary aim of this study is to showcase how theoretical knowledge gained during classes can be implemented in real life work settings. It is a testament to the relevancy and importance of practical implementations of concepts learned during lectures.

The objectives of this study include: (1) to implement the theoretical knowledge learned in class. (2) To understand the working of a marketing research company in Thailand. The report delves into the various roles and responsibilities undertaken as the consumer insights analyst of the association. Furthermore, it highlights the challenges encountered and the solutions implemented to address those challenges. It also explores the invaluable contribution of the university lectures in fulfilling the demands of my role.

Keywords: Marketing research, Brainjuice, consumer

Acknowledgement

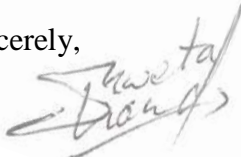
It has been an honor to serve as the consumer insights analyst of Brainjuice Co. Ltd for various company products, and I am grateful to Siam University and Kathmandu College of Management (KCM) for providing the opportunity of conducting our Co-op educational program.

I would like to extend my sincere gratitude to Assoc. Prof. Dr. Kanjana Mahattanatawee, Co-op supervisor, for her unwavering support and guidance throughout the internship period and assisting me in the completion of this report. I must also appreciate the support of Dr. Srisuda Chongsitthiphol, Cooperative education committee, for guiding me through the internship process. I would like to express my heartfelt appreciation to Mr. Abhirak Rojvithee, Job supervisor, for constantly encouraging me to explore my abilities and ensuring that I acquire valuable skills throughout the journey. I express my gratitude to Mrs. Nussara Rojvithee for providing me with the opportunity to work with your company. I am also thankful to Mr. Aashutosh Mishra for recommending this internship opportunity to me, which has played a pivotal role in my career growth.

I want to acknowledge and express my gratitude towards my colleagues Ms. Radarut Supasri (Aom) and Ms. Kancharee Noichan (Dreem), who generously shared their technical expertise and knowledge they have gained through their vast experience working at the firm.

Thank you.

Sincerely,



.....
Shweta Chand
Student ID: 6308040011

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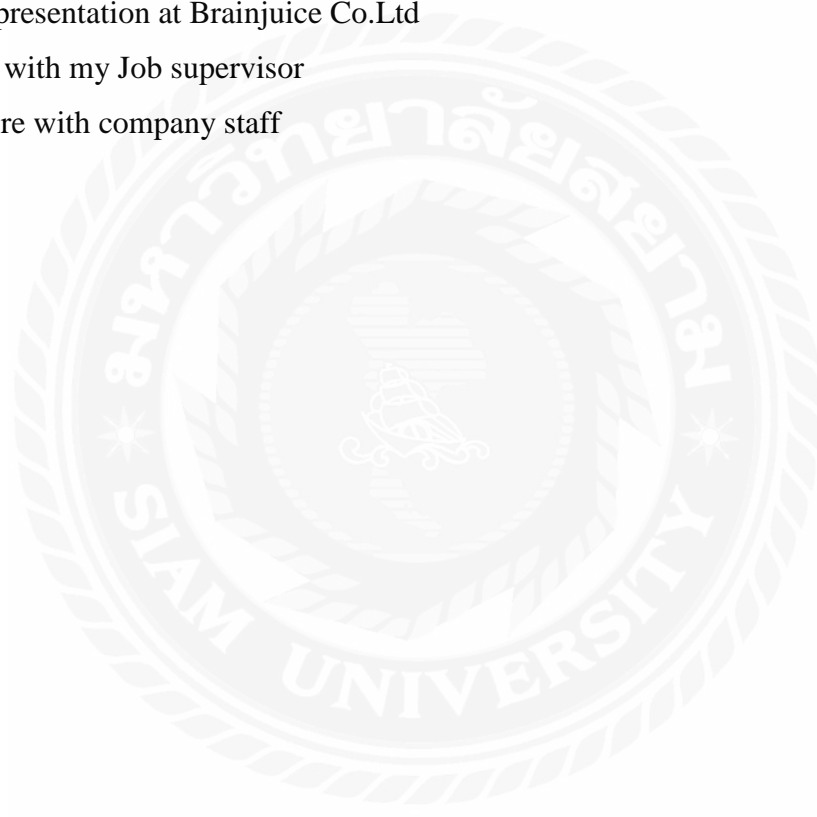
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Chapter 1: Organizational Profile



1. Company profile

Founded in 2009, Brainjuice Co. Ltd. is a full-service research agency. It offers research services all around Thailand's kingdom. It is capable of conducting research studies and doing fieldwork in both urban and rural locations across the country, including the provinces that border Malaysia in the south. Its team speaks the local tongue, which facilitates communication and helps to break down barriers based on culture.

Additionally, Brainjuice conducts research in Pakistan and the ASEAN nations. For Thai clients in these markets, it has carried out a number of research studies. In addition to Thai clients, they serve clients from Asia, Europe, and the United States.

1.1. Vision of the Company

To be a leading marketing research agency in providing boutique marketing research services leading to innovative marketing research and customized solutions for every product and customer.

1.2. Mission of the Company

Leading clients to truly profit from their presence in key Asian growth markets and in-depth local knowledge by consumer and product understanding.

1.3. Objectives of the Company

- **To Know the Target Customers & Bring in New Business:** Marketing involves understanding the people who are interested in purchasing a firm's products or services. This involves gathering information about buyer variables, such as the number of buyers, how frequently they buy, their geographical location, social category, and other relevant factors.
- **To identify a new target audience that they want to pursue based on their last sales figures:** In addition to its other purposes, market research is also utilized to discover individuals who could be potential customers but are currently unaware of the company's products and services. Firms make use of this research to evaluate whether there are any unexplored markets or customer groups that haven't been targeted yet
- **To Measure the Marketing Performance & Impact of Promotional Efforts:** In today's dynamic marketing environment, companies often use various strategies to promote their products or services. The communication mix, which includes advertising, personal selling. And sales promotion, plays a significant role in this regard. Researching the effectiveness of different components of the promotion mix will help the researcher assess their strengths and weaknesses. You can utilize the findings to implement necessary changes that would enhance the outcome.
- **To Know the Consumer Response:** Market researchers aim to comprehend how consumers respond to their products and services. To achieve this, they collect information about buyers' preferences, opinions, behaviors, and attitudes. The insights derived from market research will assist researchers in determining what aspects of their offering appeal to customers and what do not.
- **To Know Market Costs and Profits:** There is growing concern worldwide that marketing costs have increased so much that companies are struggling to maximize their profits. Marketing cost reflects the resources a company invests in its marketing efforts and is a key performance indicator. Studying the breakdown of total marketing expenses can help

- Key performance indicator. Studying the breakdown of total marketing expenses can help evaluate which marketing strategies are not cost-effective and do not yield satisfactory results.
- To Master the External Forces: The company's policies and strategies are subject to change based on controllable internal factors and uncontrollable external factors. Companies need precise data about their competitors' activities, their market share. Modifications in foreign markets, government policies, consumer income and expenses, technological advancements, new product substitutes, environmental factors, etc. Firms must continuously adapt to the changing forces in their environment through research. By conducting research, firms can become more innovative and increase their chances of successful survival
- To Design and Implement Marketing Control: The role of marketing control is to monitor and provide feedback on how well the marketing plan is performing compared to the preset standards. Its purpose is to identify and correct deviations and provide data to revise the plan.
- Identifying market gaps: By using market research, you can identify gaps in the market. Companies with limited resources may be unable to go after every opportunity. So understanding what the competition is doing and identifying areas where there is untapped potential gives companies an advantage.
- Reducing product failure & minimizing business risk: Using marketing research information can help develop a successful marketing mix, leading to profitability and an advantage over competitors. Businesses utilize research findings to predict and prepare suitable measures to deal with potential risks in their operational surroundings.
- Forecasting future trends: You will stay ahead of competitors by anticipating future consumer needs and taking advantage of market opportunities by using marketing research. Forecasting can help companies make better decisions on which markets and products to focus on and anticipate changes in consumer preferences.

2. Organizational Structure

2.1. Board Structure

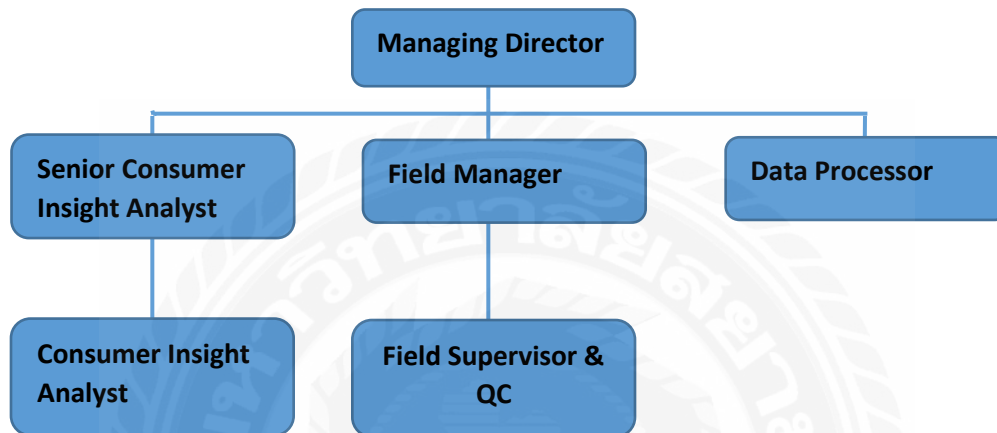


Figure 1: Board structure of Brainjuice Co. Ltd.

The board structure comprises three sections, the consumer insight section, field operation section and a data processing section. The consumer insight section comprises a senior consumer insight analyst and another consumer insight analyst. The field operation section comprises a field manager and a field manager. The data processing section comprises a data processor. The entire team is led and supervised by the Managing director of the firm.



Figure 2: Executive board of Brainjuice Co. Ltd.

2.2. Member



Figure 3: Members of Brainjuice Co. Ltd.

2.3. Working Committees

Three working committees have been established to provide specialization, efficiency, inclusivity, better communication, and improved accountability to an executive team. By delegating responsibilities to committees, each area of the organization can benefit from specialized expertise, diverse perspectives, and streamlined decision-making. This results in more effective decision-making, better outcomes, and a more well-coordinated organization. These committees are led by board members of Brainjuice Co. Ltd.

- Consumer Insight
- Field Operations
- Data processing

2.4. My job position

I am currently interning as a consumer insights analyst, reporting to the Managing director of Brainjuice, Mr. Abhirak Rojvithee. My responsibilities include reading and analyzing processed data, Data entry and presenting findings in the form of charts, graphs and other visual means. Analyze findings to see for any unusual activity. Understanding and researching product related content as well as suitable marketing research strategies best fit for the product.

2.5. Motivation behind joining the company

Being a marketing student I have always known the importance of marketing research for any company as well as its products and services. Moreover I had a keen interest in wanting

to enhance my problem solving, analyzing and critical thinking skills. As I want to pursue a career in the field of marketing and open my own marketing agency in Nepal.

As marketers today are beginning to realize that their primary focus needs to be on investing in profitable customer relationships. To do this, at least three things will have to change. First, we have to look at marketing as an investment, rather than simply an expense. This means focusing on estimating returns on every marketing dollar invested, using return on marketing investment (ROMI) as a key metric for assessing marketing success. Second, smart marketers are looking at profit per customer as the key goal, not simply revenue. Third, the focus is moving from customer transactions to customer relationships. A key measure of this is lifetime value. We expect that estimating the net present value of future cash flows from each customer or customer account will become the basis for deciding how much to invest in each relationship (Dev, C.S. et al. 2010). I was eagerly looking forward to this experience of learning from a firm that has been in the related field for more than a decade. Apart from the work perspective I was also motivated to work for this company because I was looking forward to gaining a corporate work life experience in a foreign country, to learn new culture, network and indulge into progressing as an individual focusing on self-growth.

2.6. SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Established reputation (over 10 years) ● Expertise in Quantitative research. ● Good client services are worth the price. ● Suitable for first jobbers (manage project research from start to finish) 	<ul style="list-style-type: none"> ● Limited employee. ● Research tools and techniques are limited. ● Qualitative research is limited.

<ul style="list-style-type: none"> • Blend of Office and WHF • Amazing reach and networking throughout Thailand, ASEAN nations and Pakistan in terms of research work. 	
<p>Opportunities</p> <ul style="list-style-type: none"> • Working with loyal and regular clients in the FMCG industry. • Pursuing new clients and effectively pitching research projects with competitive pricing and high-quality deliverables. 	<p>Threats</p> <p>Other research firms that are comprehensive and offer a variety of techniques, specializing in various industries beyond the FMCG industry.</p>

Figure 4: SWOT Analysis of the organization

2.7. Objectives of the Co-op studies

Cooperative education programs (co-op), also referred to as Work-Integrated Learning (WIL), provide students with relevant professional experiences in industry. This industry-focused environment presents an opportunity for students to clarify academic and career objectives prior to finishing their studies (Fletcher, T. L. et al. 2014). This program of Co-op studies has played an important role in my journey of learning and implementing my theoretical knowledge into practical experiences. Through this program I have also been able to grow as an individual both personally as well as professionally. Cooperative learning is an effective tool for encouraging university students to develop academic goals that motivate them to fully engage with the tasks they are set in order to acquire knowledge and skills (learning goals). In addition, when students are asked to work as part of a team on an autonomous basis without the structure and supervision necessary to ensure a minimum standard of cooperation, they display a greater tendency toward social

reinforcement goals than toward learning and achievement goals. These findings contribute new knowledge to the conceptual framework on cooperative learning. Goals may be considered one of the most important variables influencing students' learning and the use of cooperative learning techniques in university classrooms creates the necessary conditions for encouraging students to develop goals oriented toward learning (Mendo-Lázaro, S. et al. 2022).

As I made the decision to pursue my Co-op education program in the kingdom of Thailand, making use of the policy of being allowed to work anywhere depending on our interest. This has provided me with the opportunity of experiencing the work culture here in Bangkok. Due to this experience, I have been able to sharpen my skills in the field of marketing research which is beneficial for a marketing major student as myself. I have also been able to use this opportunity for networking and personal development.

Through a more professional perspective this program lets us utilize our learnings from the university lectures into the practical work life, moreover we learn how and where to put to use what we know theoretically. We also get to learn more practical ways of working and about new methods or software with advanced abilities. Practical experiences tend to clarify theoretical knowledge better and practicing the theoretical concepts in real time aids in retaining the knowledge firmly.

This report is crucial in letting me document my experience, obstacles, overcoming, shortcomings, accomplishments etc. for future references. This also helps me assess myself and reflect upon my Journey.

Chapter 2: Co-op Study Activities

1. Job description

- Contributing to preparation of study of marketing research strategy for company products.
- Assisting with sorting customer survey research questionnaires.
- Coordinate link/tabulation process.
- Identifying insights gaps to develop strategic learning plans.
- Synthesize data to draw insights from multiple audience measurement tools.
- Preparing charts, graphs and other visual means by data entry.
- Preparation of topline reports and full reports to present findings to executives and clients.

2. Job responsibilities

- Collect and interpret data pertaining to areas of operational interests.
- Apply effective research and analytical techniques to enhance decision-making.
- Develop clear visual representations and insights for relevant company data
- Coordinate closely with various teams to establish and monitor business and data performance metrics.
- Design research projects that answer specific business questions.
- Analyze competitors, determine brand perception, evaluate market penetration and understand customer needs.
- Develop surveys to capture market research data.
- Analyze marketing metrics to identify cause-effect relationship between marketing actions and financial outcomes to increase profitability.
- Manage market segmentation, targeting and positioning activities as needed.

3. Activities in coordinating with co-workers

As a trainee at Brainjuice Co., Ltd., I work closely with my two co-workers who guide me as well as assign me work for my learning. On completing my task I report to them and they go through it for any corrections if needed.

We hold a meeting at the end of the day with the managing director to summarize and communicate the tasks done during the day. In addition to that we hold a meeting every Friday at 5:00 PM - 6:00 PM and during these meetings, we discuss and strategize various initiatives, tasks, upcoming events, and provide updates on our tasks. Moreover, I also have meetings with the Managing director, where we discuss my work experiences, queries and also during these meetings I am taught about the working of marketing research and given its related knowledge.

4. Contribution as a Co-op student in the company

I have been working with Brainjuice Co., Ltd. since January 7, 2024. Since then, I have been assisting with the preparation of charts, graphs and other visual means by data entry to make topline report presentations and full report presentation findings for executives and clients.

I have also been assisting with sorting customer survey research questionnaires and tabulating survey questionnaires with links using software such as SurveyMonkey.

Working on a new marketing research conducting study A&U study (attitude and usage). Preparation of study to present to the client in order to conduct marketing research suited for their company product.

In addition to that I also had the opportunity to perform comparative analysis for ingredients used in a product. For which I had to study the ingredients Retinol and Astaxanthin and come up with a conclusion as to which would be better for a product such as a shower cream. To which, after an understanding and creating a report of the usage, trends, advantages and effects of both ingredients I concluded that, for antioxidant protection, shower cream

containing astaxanthin would be a better fit. This conclusion on presenting to the client with the reasonings from the study was accepted by the client.

Chapter 3: Learning Process

1. Problems identified

As a non-Thai trainee at a Thai firm who is foreign to the country's culture, the major problem I faced was the language barrier. As I didn't understand the Thai language, I couldn't help with a lot of work that I should be assigned to as a consumer insight analyst. Due to the same reason I couldn't understand the takeaway from weekly meetings and this also was the reason for me not being able to contribute or give out much input on my behalf.

However, when working for project Daphne I did encounter some problems. Daphne in Concentrated fabric Softener for which we tested four products. As part of my work once I receive the data from the data processing, I am supposed to do the data entry in the form of graphs for better understanding of the clients. While I was doing so I detected an error with the data which I made my senior (Aom) aware of. Another Problem I faced while working was understanding how data is stored in a banner file. I was able to coordinate with my senior (Dreem) about it.

2. Solutions implemented

Being understanding of my situation, to overcome this barrier my senior coworkers made sure to give a side note with the work assigned to me which made it easy to understand the tasks and get it done successfully, as seniors (Dreem and Aom) attached a side note letting me know with banner consist of the required data for the respective slide or graph. As for the issue in the Data with Project Daphne, it was sent for rechecking and delivered to us after correction, which we then entered into the graphical representation in the presentation slides.

Also, my co-worker helped me understand what was discussed in the meetings by summarizing it for me once the meeting was over. I was also assigned to do more tasks that were suitable for me like researching on various topics for products. Coming to the present time at the firm I am able to get to my tasks even without the side note, however it is still there for help.

3. Learnings from the Co-op Studies

- **Technical skills:** My experience at Brainjuice has made me more proficient in my skills of data analysis and interpretation.
- **Professional development:** I have improved my communication skills, teamwork and problem solving. I can calmly handle unforeseen circumstances and work under pressure. The experience has helped me enhance my time management, priority management and organizational skills, allowing me to effectively meet deadlines and complete diverse tasks.
- **Personal growth:** It has taught me to be accountable for my actions, develop work ethics, adaptability, resilience and persistence amidst challenging situations. I am learning to become more confident in my abilities and being self-reliant.
- **Industry knowledge and insights:** While working with the Brainjuice community, I have gained insights on the dynamism and realm of possibilities in the marketing research sector in Thailand

4. Application of coursework into corporate life

The lectures and courses I studied in my undergrad classes such as “Research in Marketing”, “Marketing Strategy Management” have played a beneficial role in my working experience at Brainjuice.

The research skills and knowledge gained from “Research in Marketing” studies aided my better understanding of various concepts and techniques in marketing research. I got to practically perform my knowledge in the quantitative research conducted by the company,

questionnaire preparation, data reading and analysis. I also got experience working with a new software SurveyMonkey as during class we were taught to work with SQL.

The learnings acquired through “Marketing Strategy Management” helped me in analyzing and understanding surveys conducted by the company depending on the product category. Managing market segmentation, targeting and positioning activities, differing based on the product or required result by the client.

Chapter 4: Conclusion

1. Summary of highlights of Co-op Studies

There have been gains in various sectors in my journey throughout. To summarize my experiences of Co-op studies in Thailand at Brainjuice, I must mention my gratitude for the invaluable opportunities to learn about the marketing research sector in Thailand.

As for me the major highlight of the program in addition to enhancing my skills as a marketing research analyst is the exposure for being able to learn about the corporate life in a foreign country such as Thailand. In addition to this, the opportunity to Network with people and gain external knowledge is also something I am appreciative of.

2. Evaluation of my work experience

The exposure that I have been grateful to receive through my work has made me realize that learning is an ongoing process which tends to improve with time if we are willing to put the work and effort towards strengthening and enhancing our skills. My job required me to take upon various responsibilities throughout my involvement in the firm which has taught me to work responsibly as well as manage and prioritize my work.

This entire experience has been like a training session where I have worked, gained knowledge, made mistakes and corrected myself multiple times and through all this I have improved and evolved at work, in my skills as well as, as an individual on a personal level.

The best part of my job experience will always be the network of support I was able to establish within the company. My coworkers and supervisor's support and direction have been crucial to my career and personal development here at the company. I feel more capable and ready to take on challenges relating to my work now that I have their knowledge and insights. It has inspired me to reach new heights and realize my full potential.

As a whole my time working for Brainjuice Co., Ltd. has been rewarding and fulfilling. It has provided me with a solid foundation in the marketing research sector. In addition to enhancing my marketing skills it has so helped me with my professionalism.

3. Limitations of Co-op Studies

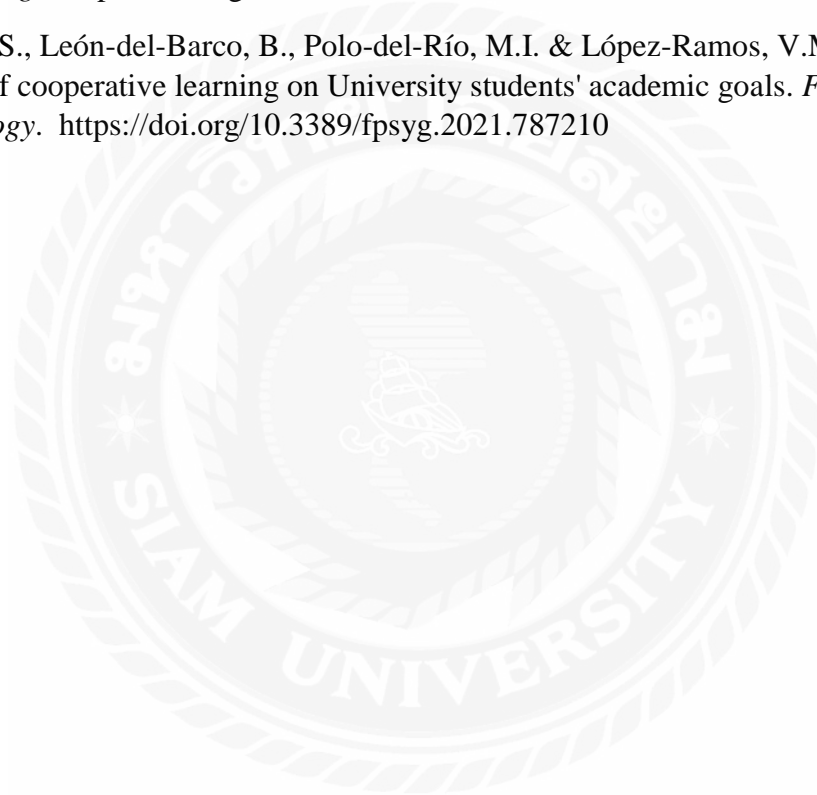
- Limited time period of the study, restricting the benefits and learnings of the work experience that could be explored
- Lack of quantitative data that can firmly assure that the internships are integral segments of the university course
- The report is based solely on my work experience, which may not be universally applicable

4. Recommendation for the company

Improve communication channels by encouraging physical meetings monthly. This would lead to better communication, effective and efficient working as everyone would be on the same page.

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Appendices

Annex 1



Figure 5: Physical visit by Advisor.



Figure 6: Co-op presentation at Brainjuice Co.Ltd

Annex 2



Figure 7: Picture with my Job supervisor



Figure 8: A picture with company staff