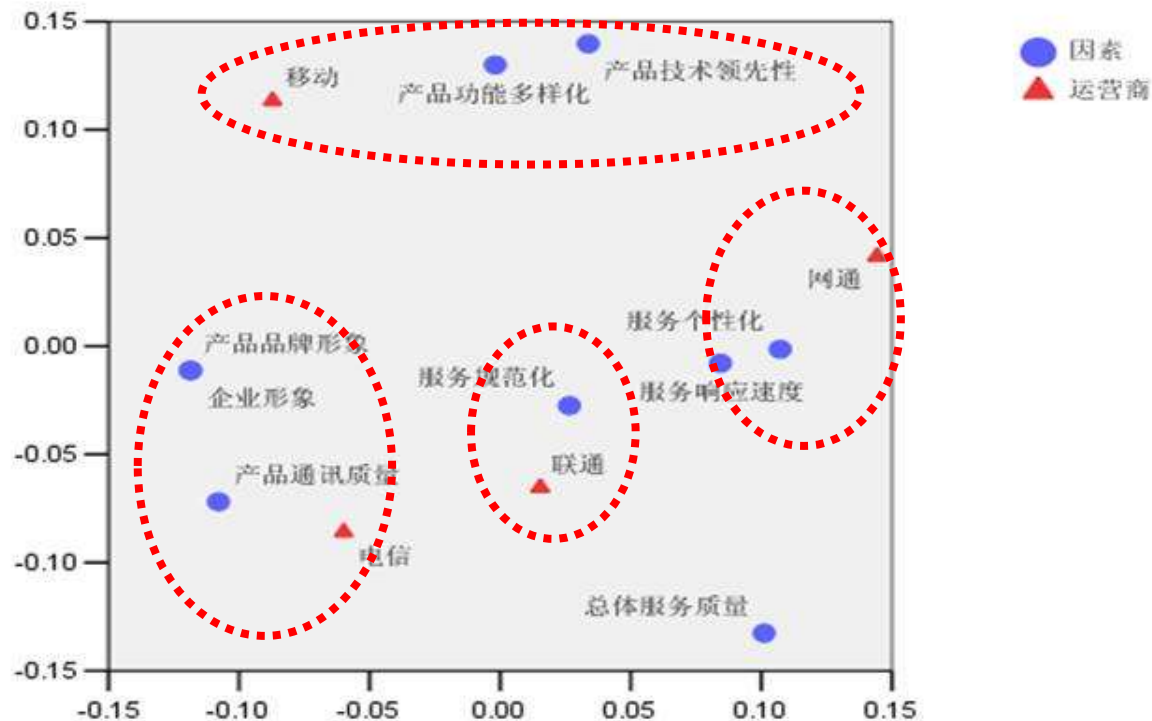


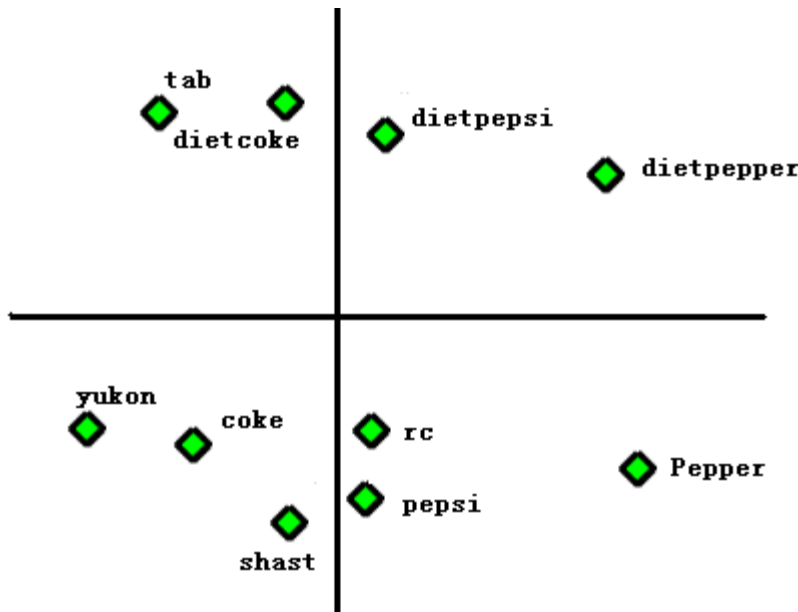
Telecom Operators & Attributes – Perceptual Mapping



- ☹ Correspondence Analysis can solve following problems:
- The relationship between Brands and Attributes.
 - Customer with different area, age, education level has different preference to different brands.
 - What kinds of customers prefer to purchase what kinds of products.

- Multidimensional Scaling Analysis can solve following problems:
 - Relationship among different brands, what are similar brands.
 - What index can be used on similarity appraisal
 - The advantages and disadvantages on different brands
 - Develop new product concept, and test the brand repositioning, test the result of the competitor's market action.

Different Beverage Relationship

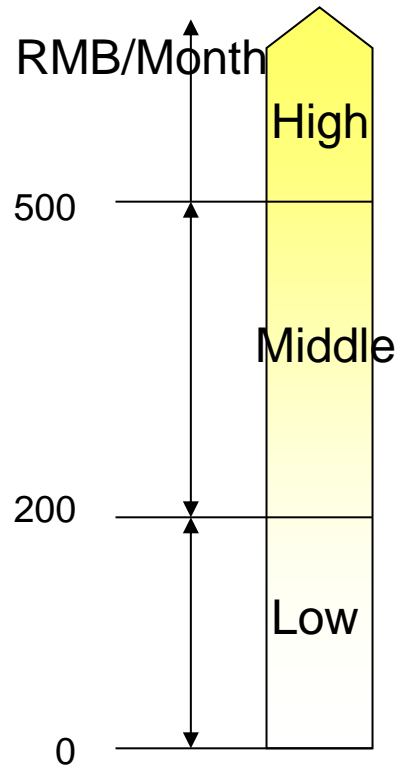


All brands have been separated into two parts. The above part is healthy beverage. Thus, the vertical axis represents benefit degree for health.

Each diet Cola is correspondent to each Cola respectively, such as dietpepper and pepper, dietpepsi and pepsi, etc. Thus, the horizontal axis represents taste.

Cluster analysis mainly solves the market segment problems.

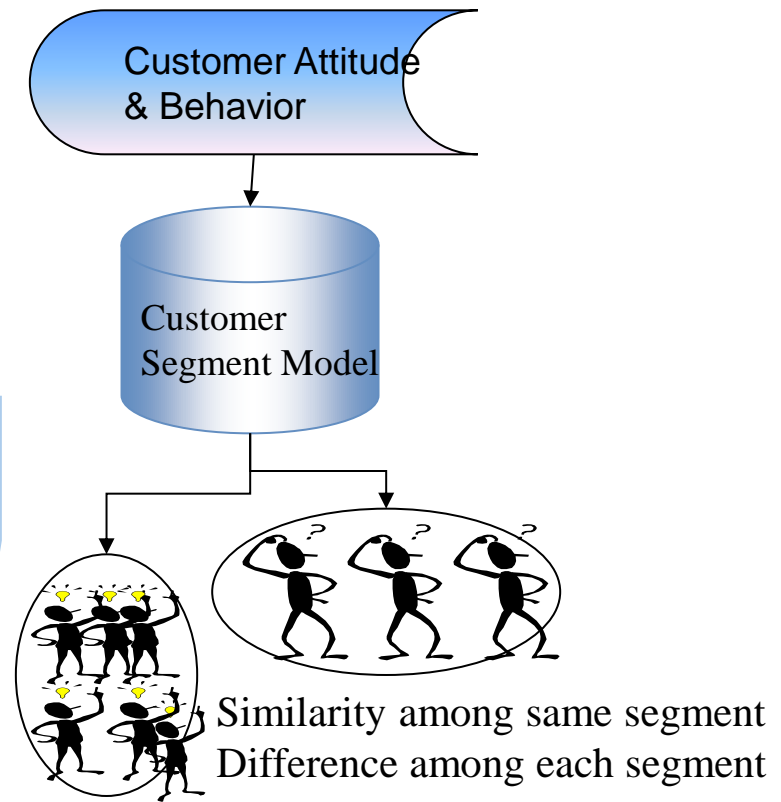
Based on one variable---Customer value to do customer segment



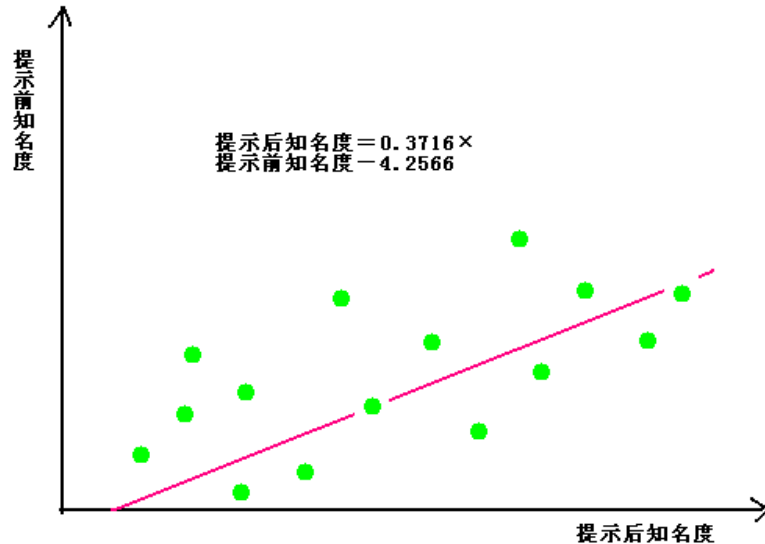
Enigma for Customer Segment

Same value customer may have great difference on demands.

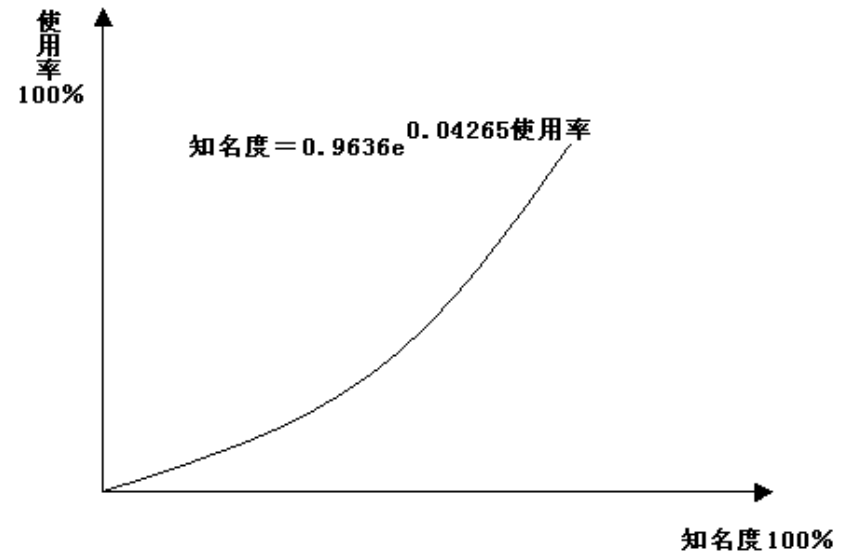
Base on multi-variable—Customer attitude and behavior data to do customer segment



Brand awareness before and after mention



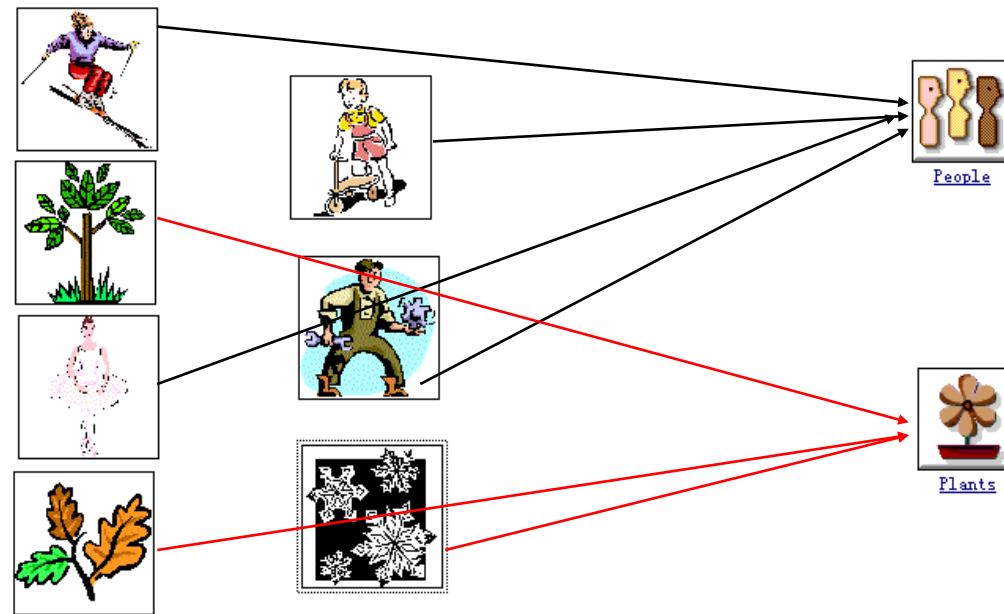
Relationship between brand awareness and usage rate (FMCG & not luxury products)



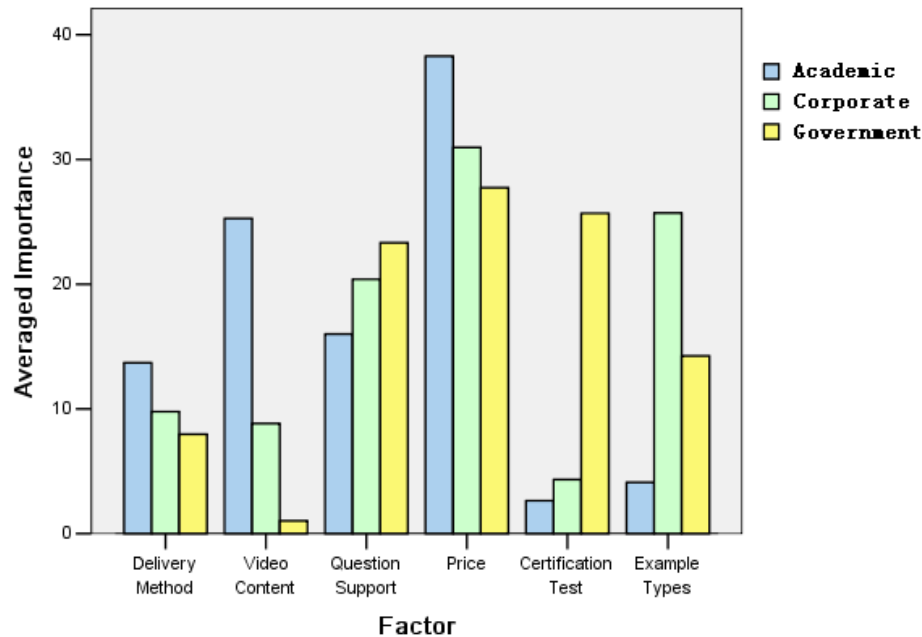
- Regression can be used on sales forecast, satisfaction survey, brand awareness study, etc. Regression is one of the best ways to do brand value and equity's indices study.

	Factor1 Taste Perception	Factor2 Strong Tea Feeling	Factor3 Sweet Taste	Factor4 Rich Milk Feeling
Rich Milk Feeling	0.38	-0.13	0.15	0.85
Sweet Taste	0.30	0.40	0.77	-0.21
Strong Good Smell	0.41	-0.03	0.15	-0.23
Easy to Swallow	0.42	-0.27	-0.19	-0.41
Smooth Taste	0.42	-0.26	-0.24	-0.13
Strong Aftertaste	0.42	-0.11	-0.09	0.08
Having Tea Taste	0.26	0.81	-0.50	0.07

- Factor Analysis is used to describe several indices and factors' relationship with little factors.
- It is usually used before Cluster Analysis and Regression.



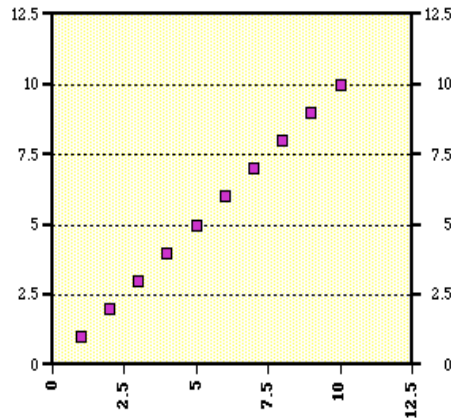
- Discriminant can solve following problems:
 - The difference between certain brand users and none-users.
 - From the demographic and life style data, tell the difference between people has great potential and has no potential to purchase a new product?
 - The difference between the customers who always visit one restaurant and the customers who visit another?
 - People who will reply email and who will not.



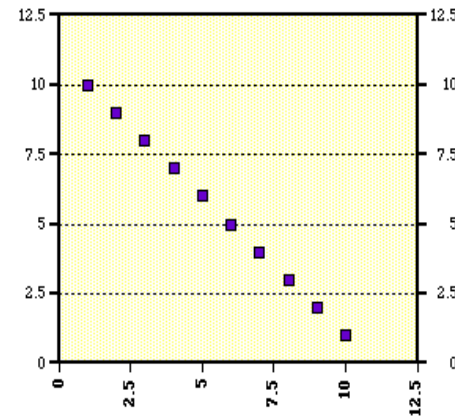
Different Trainees
prefer different
training factors.

- Conjoint Analysis can solve the following problems:
 - To consumers, what attributes will influence the preference most greatly?
 - Different consumers have different level of preference for different attributes.
 - What attributes combination is the most welcome, if the product meeting these combination existed?
 - To simulate product marketing according to collected data, what will be the final market share?

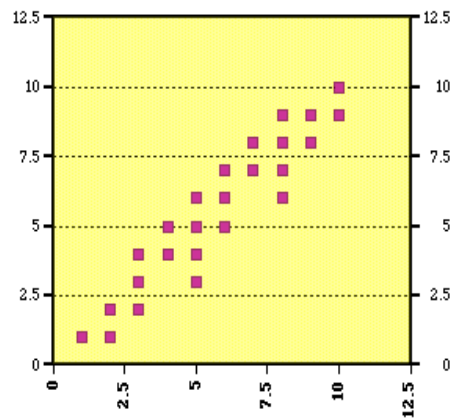
Perfect Positive Correlation



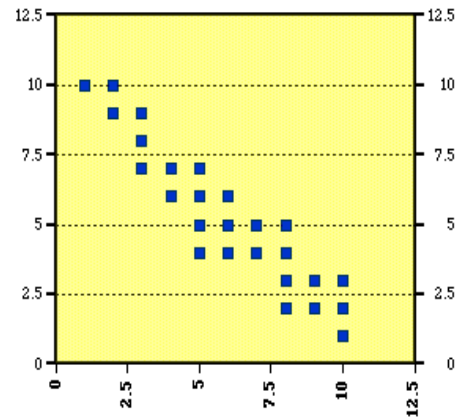
Perfect Negative Correlation



High Positive Correlation



High Negative Correlation



- Measures the degree and direction of linear relationship between 2 variables.

Marketing Research Services

AD Research

- Concept Test
- Test before Launch
- Test before Print
- Test after Launch

Market Research

- Product Test
- Product Positioning
- New Product Launch
- Customer Segment
- Price Sensitivity
- Package Test
- Brand Loyalty
- Channel Sales Track
- Usage & Attitude
- Industry User Study
- Shelf Display Test

Media Research

- Website User
- Newspaper Reader
- Broadcast Audience
- Magazine Reader
- Telecom User

Opinion Research

- Government Project
- City Planning Project
- Government Policy
- Business Economy
- Social Focus
- Life Style
- Employment
- Housing
- Education
- Health

Quality & Satisfaction Research

- Quality & Performance Assessment
- Employee Satisfaction
- Consumer Satisfaction
- Customer Loyalty
- Customer Relationship Management