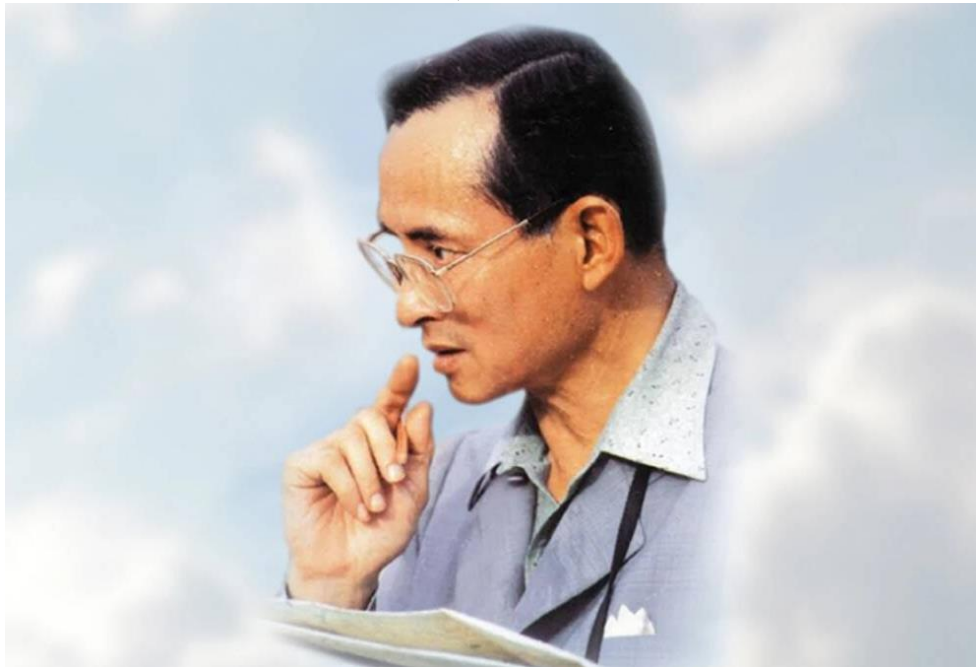
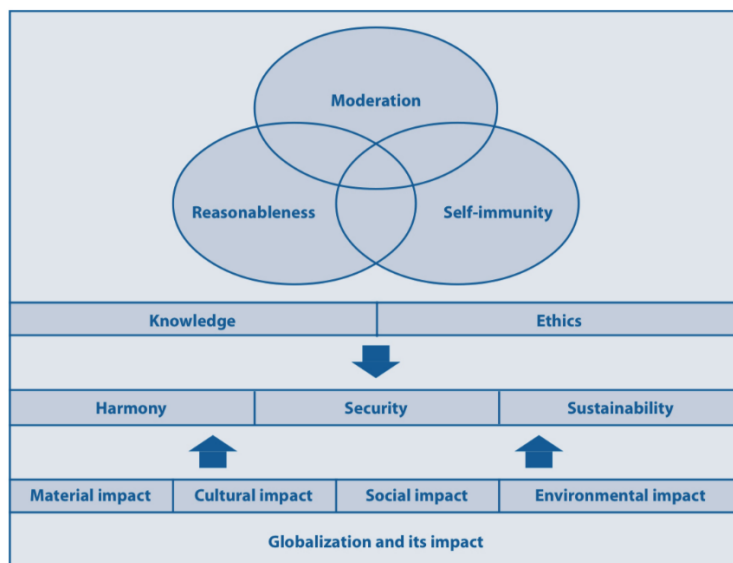


Sawasdee ka all TMRS members and friends,



As October has arrived, on behalf of TMRS we would like to pay tribute and respect to our beloved late King Rama the 9th in honor of his Royal Majesty contribution to all the Thais' well-being and for the progress of our nation. His Royal Majesty has left us with the philosophy that can guide our way of life that can safely guard us all from uncertainty and turbulence circumstances through "Self-Sufficiency Economy Philosophy".

The self-sufficiency economy philosophy which comprises of 3 components which are moderation (พอประมาณ), reasonableness (มีเหตุผล) and self-immunity (ภูมิคุ้มกันในตัว) and 2 conditions which are knowledge (ความรู้) and integrity (คุณธรรม) **which boil down to the 5 basic maxims:**



- 1) Know what you are doing
- 2) Being honest and persevere
- 3) Take a middle path, avoid extremes.
- 4) Be sensible and insightful in taking decisions.
- 5) Build protection against shock.


Source: Thailand Human Development Report 2007

There are several initiatives that we would like to share with you.

THE RECENT ACTIVITIES THAT WERE JUST ENDED AT THE END OF SEPTEMBER ARE OUR ONLINE TRAINING ACTIVITIES THAT RECEIVED QUITE NUMBER OF ATTENDEES

We would like to thank all of you who participated in our online training last month by Dr. Jirayut Kasemsant Na Ayutthaya (Poomontre) and we hope that the training was beneficial and useful to you and your team on storytelling and data analytics. **On behalf of TMRS, we also would like to give special thanks to Dr. Jirayut Kasemsant Na Ayutthaya (Poomontre), the head of TMRS academic and training committee who have shared his knowledge on storytelling both from hindsight and foresight points of views.**

HOW TO TELL THE RESULTS OF COMPLEX ANALYSIS IN AN EASY-TO-UNDERSTAND WAY IN MARKETING RESEARCH: TECHNIQUES AND TIPS



OUTSTANDING LECTURER

Asst. Prof. Dr. Jirayut Poomontree Kasemsant

- Director of Career Training Center, School of Management and Economics (MSME), Assumption University
- Lecturer at Department of Marketing, MSME
- Head of Academic TMRS Board

Satisfaction	BrandA	BrandB	BrandC
Product Quality	4.5	4.2	4.3
Value for Money	3.9	4.2	4.3
Performance	4.1	4.2	4.0
Shop	3.8	4.1	3.7
AVERAGE	4.17		

Satisfaction	BrandA	BrandB	BrandC
Product Quality	85%	80%	79%
Value for Money	87%	77%	80%
Performance	79%	74%	76%
Shop	55%	72%	58%
AVERAGE	78.5%		

Satisfaction	BrandA	BrandB	BrandC
Product Quality	55%	71%	37%
Value for Money	17%	26%	41%
Performance	20%	39%	41%
Shop	12%	29%	1%
AVERAGE	28.5%		

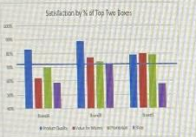
Remark: Count % only Top Two Boxes (4 and 5 scores)

↓



Satisfaction by Mean

↓




Satisfaction by % of Top Two Boxes

↓



Satisfaction by % of Top Boxes



Jirayut Kasemsant

OUR UP COMING ACTIVITIES AND BENEFITS TO MEMBERS

APRC Annual Conference 2023 Ulaanbaatar, Mongolia, October 12th- 13th

The Asia Pacific Research Committee is organizing a spectacular Marketing Research and AI Conference in Ulaanbaatar, Mongolia. Not only you would be able to enjoy the conference sessions but there will also be 2 workshops organized. One of the workshops is running by Mr. Ray Poynter, President of the ESOMAR and the other is running by the Behavior Economic Guru, Mr. Ashok Sethi. Please don't miss your chance to immerse yourself in AI Front together with Fantastic Mongolian Cultural Day Tour.

For more information, please visit the following link: Ulaanbaatar, Mongolia – 12 & 13 October 2023 (aprc-research.com)



The Training on Shopper Insight “Winning Sales through Retail Psychology”, October 20th

Our TMRS member, Khun Sarinporn Jivanun, Managing Director of Enviro Thailand will be sharing with you the shopper insight in this upcoming October.



Registration Link: <https://forms.gle/SfSy5s2yRbwi7Mbq8>

QUAL360 APAC in Singapore, November 1st -2nd

QUAL360 APAC is jam-packed with insightful presentations and hands-on learning that will help supercharge your qualitative research techniques. From immersive roundtables to inspiring keynotes by industry leaders, this amazing event will update you with the latest trends and insights of the industry. Top brands speaking at the event include Kimberly Clark, Nestle, Symrise, Coca-Cola, Fonterra, 3M, Mondelez International, Kellogg Company, Reckitt, Colgate-Palmolive, Menarini Asia-Pacific, Bharti Airtel and more! QUAL360 APAC is all about networking, learning, and creating new opportunities for attendees. Grab your ticket now as seats are limited.

The Promotion Code for TMRS member is **TMRS15**

APAC
QUAL360
Where Innovation Happens

Supported by
that FIG tree
INSIGHT MEETS HUMAN

Discover the latest consumer insight techniques from the world's top experts

DATE: 1-2 NOVEMBER **PLACE:** SINGAPORE

ASSOCIATION PARTNER

TMRS สมาคมวิจัยการตลาดแห่งประเทศไทย
Thailand Marketing Research Society

SIGN UP NOW AND GET 15% OFF
PROMO CODE: TMRS15

REGISTER NOW: APAC.QUAL360.COM

The ESOMAR, The Art & Science Innovation Conference in Singapore

AI to Spark and Evaluate New Product Ideas ✨ The event will be held from 8-10 of November 2023.

ESOMAR
THE ART
& SCIENCE
OF INNOVATION

SINGAPORE
8-10 NOVEMBER 2023

DRIVE INNOVATION SUCCESS
BY HUMANIZING AI
TO RESPOND TO HUMAN NEEDS,
THOUGHTS, AND EMOTIONS

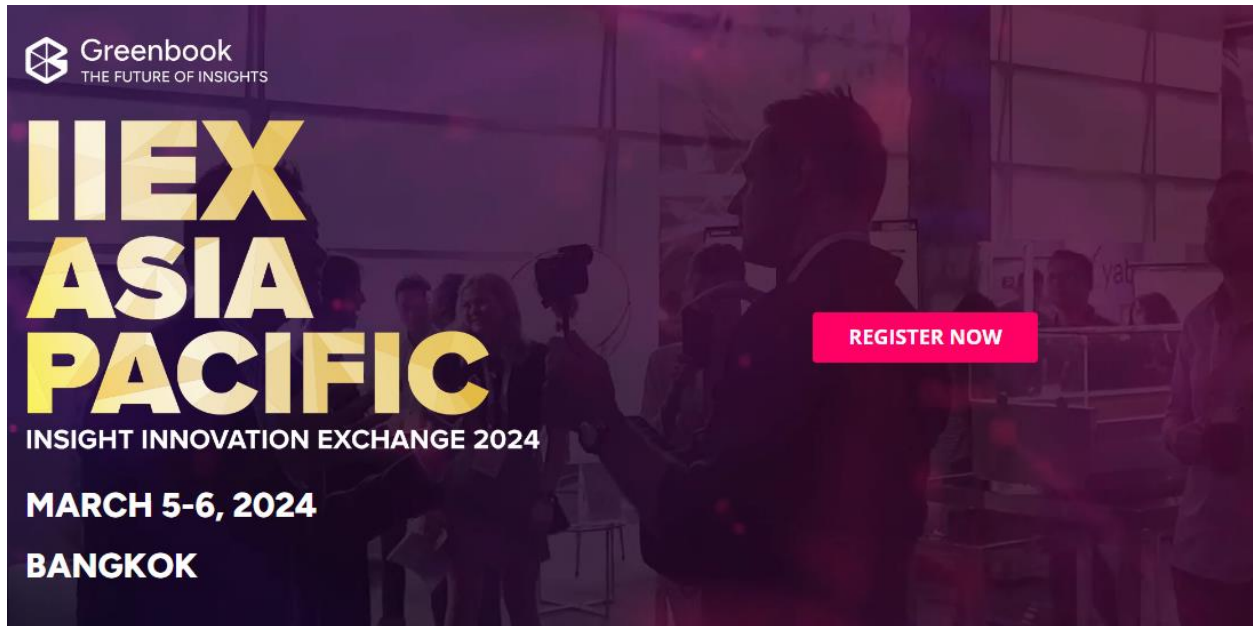
REGISTER NOW

Join us in Singapore and connect with 400+ professionals, immerse yourself in cutting-edge insights and game-changing strategies. As a TMRS member, you can use the following discount code for 15%

The promotion code for TMRS member is [INNOVATION2023_ASSOCIATIONS15](#)

Lastly is the up coming IIEX event in March 2024

For more than a decade, IIEX events have been the predictor of the insights industry, shaping the future of innovation and establishing the standard of best practices in data and insights. True to that legacy, IIEX APAC is not just another conference; it's a unique gathering driven by future focus, groundbreaking technology, human-centered innovation, and the bold ideas that have become synonymous with the APAC region.



The promotion code for TMRS member is **promo code THRS50**

As mentioned, much more to come from TMRS this year and the year to come. Please do not hesitate to get in touch with us if you have ideas or suggestions via contact.tmr@gmail.com. Our team are delighted to share our view regarding insights with Academia as well as Corporate who would like to know more about insights, marketing research and applications.

Thank you!

TMRS Team



สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society



#marketingresearchmatters

#วิจัยการตลาดที่ตอบโจทย์