Chapter XIII
Role of Marketing Research in Marketing Communication

Marketing research is an orderly investigation of a defined problem. The scientific concepts or ideas a researcher uses in relation to a given problem are very systematic and related to one another. The market researcher does never use simple data or information but exact and correct information should be given. These logical reasoning, unbiased information should be used in placing meaning in order to draw conclusions relevant to specific problem. The researchers prove the validity of their theories by repeated investigation. Therefore, market research as a branch of science leads to finding principles that may be applied confidently in the future to solve problems.

Information is essentially important for every kind of organization and it may be considered to be the life blood of planning directing and controlling. So organizations set up different channels of informations at all possibilities. Information may continuously come into organizations but loose informations are unable to yield good results. Thus market researchers, realizing the marketing concept, attunes the whole organization with the market environment. Market researchers supply mainly two types of information viz. a) the information which report on current events, b) the reports which report on current events and developments.

The Marketing world is very complex and it is contd....
fast-changing, the decision makers especially face problems at the time of making decision. So to help the decision makers removing their anxiety the outstanding performance of marketing research is the reduction of uncertainty. There are a lot of problems which may not be highlighted to decision makers until these problems become very serious. Marketing research also can reveal better alternatives. When the decision makers can have authentic data, unbiased information, they become more confident and willing to be decisive. Prejudice of decision makers or other marketing executives against new ideas may also be overcome by evidence from the marketplace. Sociological research can keep executives attuned to changing needs of the consumer.

The researchers always discuss with the executives. Until communication is adequate, one can not help the other. Therefore discussion needs to take place. The researcher becomes aware of what the decision maker hopes to accomplish, how they view the problem, when the decision must be made etc. and then they give their honest and full revelation of the findings. This time to time discussion, during any large project, provide guidance to the decision maker at several phases. Surprisingly, if the executive and the market researcher does not meet together for discussion, in the course of time there may be new developments that might change the

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decision maker's view. To be more accurate, the market researchers prepare a model which is the precise and accurate information of how problems can be solved, including definition of decisions.

The market researcher conducts their research work in four stages. In the first or initial stage they discover and crystalize the problem describing the environment. This preliminary study helps one's knowledge about environment to be sharpened. Then this preliminary research tries to crystalize the problem, it is diagnostic and its in-depth treatment finds out the depth and breadth of the problem. In the second stage, research is exploratory or one that looks about for hypothetical solutions. This exploratory research is not precise or formal and the range of inquiry is broad. Consequently such study does not involve a special method. Therefore this tends to be the least likely to be conducted as a specific project. In the third stage, studies are done with more careful effort that enables the decision maker to determine what course of action should be taken. This is the most common notion of research. In this type, the greatest volume of data is gathered because of experiments would be conducted to indicate the high degrees of certainty. In the fourth stage, the research study report changes in operating results that seem attributable to the action.

All business organizations analyze their sales figure. True sales analysis calls for tabulation.

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classification, geographical variations, determination when sales are grouped by market this usually means by class of customer, trade channel. Market researchers prepare broadest classification to divide sales data and monitor different channels appropriately to record sales through each channel.

Movement of product, in any organization, is not always constant or increasing throughout the year. Practically all companies organize their sales effort on some geographical basis. When company would apply marketing effort in different sales territory, the market researchers help the company to know geographical variations in sales movement so that the remedial actions can be applied in the right locations (sales territory).

When poor performance is found in the sales analysis, distribution of product becomes a factor to be analyzed. The market researchers keep a watch to see whether the products are really available where the consumers want to buy them. On the other hand, the outlets or the channels must be checked frequently. The market researchers also carefully analyze the past and present records of the retailer, and a number of quality variables (display, local advertising etc.).
Market research is used intensively today to provide information, to assist the process of decision-making in marketing mix. Role of market research has gained tremendous importance in the advertising world. Market research, if it is used properly it can reduce the margin in error, sometimes quite substantially. It is a tool and not a substitute for judgement.

Market research provides guidance in establishing and developing an advertising campaign. Advertising is an art of persuasion and in order to communicate people it is obviously helpful to know as much as possible about the way in which people think and the manner in which they react to particular circumstances. Without market research the advertising men remain detached from marketing information and data. Market research survey can inform the advertising men what people are thinking and their impression, opinion etc.

Role of market research in advertising can be summarized as given below:

1) Market research serves as the central source of correct information about the consumer as a channel of communication to advertising men or department.

2) It informs about consumers attention and which media will be used through which significant fact, opinions, interpretations will be disseminated to keep the public aware of the product or services.

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iii) If collects and analyze information of changing attitudes of consumer of existing market.

iv) Assist advertising management in the development and maintenance of effective current and long-range advertising policies, plans and practices designed to project a favourable image of product as well as organization to the public on a large-scale basis.

v) In case of multinational organization, market research provide environmental characteristics and social and some special information to advertising department.

vi) It can demonstrate the relationships of information and misinformation and dominant attitude.

vii) It may indicate the positive and negative symbols to which people will react.

viii) It provides opinion research data for long-range advertising plan in order to improve communication technique.
CHAPTER XIII
Market research in Media Selection.

The first two approaches of market research department are
a) to identify the market (sex, age, income, education, status etc.), and (b) to identify the nature of the message to be conveyed. If the market is not surveyed or in other words if particular details of consumer of a given area (market) are not recorded all efforts would go into vain. Because consumer today is not only considered as purchasing unit; they are, in fact, very unpredictable in nature. Secondly, the message or copy of advertising is very important or it is a planned effort of advertising program. So this step should be given much emphasis whether it is able to achieve exposure of the message delivered among the persons to whom the advertisement has been delivered. If a message is delivered but remains unseen and unheard is no more effective. Therefore the market researcher should supply some specific informations to advertising department that can help in writing effective copy.

The responsibility for choosing advertising media may be performed by advertising agency. But today in most reputed and multinational organisations it is done by market research department of their own or market research firm. Essentially the process of media selection involves some decisions: (i) which type of media (printed, electronic etc.) is to be chosen; (ii) if printed media is selected then what...
is about its circulation; (iii) classes within the chosen medium must be picked - whether the advertisement would be advertised in ladies magazines, sports magazines, day time for or night-time to etc, (iv) specific media within the chosen class must be selected, for example, 'Cricket magazine' soccer magazine' 'Household magazine' 'Fashion magazine' etc.

In arriving at these decision, market research executives take serious step to weigh the standard and performance of competitive advertising and the level of advert. expenditure; conditions of the market facing the advertiser and reaction of the consumer. The market research executives place a great deal of emphasis on market conditions when discussing media decision making. Some important factors:

a) Characteristics of the market :- Its size, location, its qualitative characteristics (sex, age, socio-economic features and educational background etc.).

b) Characteristics of the product :- the nature of the product and its appeal, and whether it is being accepted by the consumer, finally the prospect of the product in the existing market.

c) Characteristics of the distribution system :- The kind of distribution system and the degree to which distributive elements can communicate.

Advertising media themselves possess characteristics which effect media choices. So before selecting contd...
medium or media the market research executives carefully consider some important factors - 1) Total available rupees or media budget, (ii) the requirements of coverage, continuity and frequency, (iii) availability of media; (iv) cost of different media.

Coverage means the number of people exposed to the advertiser's message. For example, the circulation of the statesman is one million twenty thousands that means the coverage of this medium is same as its circulation and maximum coverage is indefinite or not less five or six millions. When some advertisers are interested to strive for wide coverage of the general public, then the mr executives select largest circulated newspapers, magazines, radio, in case of India or course.

Continuity of advertising calls for relating various advertisements in an advertising program to one another. Isolated advertisements are almost useless. And the availability of time and space is an important factor in media choice. It is important especially in case of to because to has both audio and visual effect and there is keen competition among advertisers.

Frequency is concerned with the number of times the potential customer is exposed to advertising messages. Repetition of impression is believed to be the key to advertising success. Repetition of advertising rub the consumer mind and appeals reach to heart with persuasion and authentic information. Therefore it helps the advertiser to make the general public into consumer.

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Larger advertising budget may allow the market research executives to make experiment on media selection with a bit of liberty. But the smaller the advertising budget, the crucial the media selection decision; it makes the task difficult.
Unlike previous days, advertising has been subjected to better techniques and modernity. It has gained extra pace to meet changes taking in life-styles. More precisely to say advertising has gathered momentum after industrial revolution that gave vigour and presented life to industries. Revolution in the production of industrial goods needs an extended market. So that advertising plays the role of accelerating the sale of product, it fulfill the communication gap between the producer and consumer. Today every organization employs advertising as a beneficial means to reach their target. They have given up their traditional belief that advertising is a wasteful experiment.

Population in any country (i.e. India) is increasingly going on. Demand for many products and services is coming almost automatically with the increase in population. It is seemed clear that advertising is expanding the market and sales force indefinitely solely because of greater number of people. In India advertising has become economic utility and it can gear the entire economy of our country. As families are formed, family member increases, ultimately population of a country increases, advertising comes forward to persuade consumer about products and services available to satisfy their needs.
As experience reveals that increases in income and population cannot create sufficient demands of product; advertising has to come and exert consumer's willingness to buy. Now advertising serves as a means of stimulating people to buy more not only informing the people but also by persuading the people. In marketing mix, advertising has become a headway to increase the demand of product.

As the days are going ahead, the people have experienced education than previous generation. More education generally means greater earning capacity, different tastes for products and changing levels of aspirations. Obviously educated people seek to adopt the changes with modernity. These conscious people are seeking to learn the value system of their new stations of life styles so they consult advertisements. Advertising is a market place of ideas to them. Some peoples are still unducstted and advertising is also essential for them because it reflects social cultural trends. It has promoted high levels of personal cleanliness and good habits among them. For example, the importance of brushing teeth regularly was learnt from advertising messages. Once the good habits adopted by people may result in long-range benefit.

Advertisements by generating the demand of product with persuasion can increase the levels of personal consumption which is the sole basis of economic health of country. Otherwise unemployment result. Undoubtedly contd...
with the aid of advertising market is fragmented and in it greater demand exist.

Now women are working in office and different organisations. Moreover, the woman's traditional role as the household purchasing agent is altered. More responsibility for family shopping is discharged by the male, advertising thus requires different strategies to reach these buyers. In order to communicate these buyers, advertising as the job of explaining the product and their availability.

In India, there is a trend toward the consolidation of business into the hands of the fewer producers. But recently so many producers are in the field of competition to compete; advertising provide a means to them whereby they can communicate the customer and establish rapport with them. Without advertising such manufactures are often left at the mercy of intermediaries insofar as consumer contact is concerned. In our country mass communication means reaching out to the rural and semi-rural popular, which constitutes the great majority of country's population. Today rural people have understood the importance of advertising because they have been great benefited from it for example, the peasants have learnt healthy seeds are essential for cultivation and which fertilizer they will use and in what proportion.

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By dint of advertising and with its increasing prosperity, the broad-based rural market of our country is widened both in quantitative and qualitative terms. Products such as bicycles, transistors, battery torches, detergent etc., whose consumption till comparatively recently was restricted to towns and cities, have entered the growing rural market. Advertising is not unidirectional, it not only accelerate the sale and demand of the product.
CHAPTER - XIII

EFFECTS OF ADVERTISING ON PRIMARY AND SELECTIVE DEMAND

Advertising men'speak of demand expansibility; Advertising alone can increase the demand of product. In case of expansible demand advertising can persuade people to buy more of the product. In the early stages of development of a product entirely new to the consumers, primary appeals are used mainly for the stimulation of acceptance for the type of product. Primary advertising may expand demand by increasing purchases among present users, by attracting new users etc. Primary advertising plays a significant role in widening a market for an entirely new product. When a new product appears for the first time in the market, it can not be expected to have a great demand, but rather an inelastic demand. Consumers are usually skeptical of a new product and the purchase of the product is inhibited by fear, prejudice etc; finally they do not arouse any desire for the product. In this case are appeals of primary advertising appears as a persuador to persuade the new customers, to build public acceptance and widen the use of the product.

Factors other than advertising may also act to expand primary demand; especially as changes takes place in the behavior of the customer, changing attitudes towards diet. Behavioral studies indicate that acceptance of product is greatly influenced by behavioral changes.

It is also true that the basic trends of product contd.
is determined by underlying social and environmental conditions which are more significant in determining the contraction or expansion of primary demand. Advertising then only becomes effective when underlying conditions favour expansion; therefore, advertising can not have influence over primary demand if underlying conditions do not stimulate the consumer mind to purchase. Advertising can not change environment and people's basic characteristics. It merely plays upon consumers' buying motives to intensify desire.

Advertising of individual brands is designed to stimulate selective demand. The purpose of such advertising is to lead the customer in purchasing a selected brand from all of those available. But selective or brand advertising is not always appropriate only when some manufacturers do not brand their product at all.

The great bulk of advertising is carried on by individual companies to increase their sales. The expansion of demand comes from attracting the new users to the product field. Advertising is likely to be more effective if a company is operating with a favourable primary demand. For example, cigarette companies of recent times have put much of their advertising and promotional effort to increase the sale of their product because the demand of cigarette has been expanding and obviously it has a promising future.

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When various products of the same product line appear in a market, the market becomes competitive. Therefore, product differentiation is a prime responsibility of the manufacturer. Here advertising has a large chance of being effective by differentiating the product. Products can be significantly differentiated when advertising show consumers the significance of differentiating qualities.

Advertising of a particular brand can stimulate customers to purchase more, besides their need, only when the hidden qualities of products are contrasted with the external qualities. When consumers understand that the hidden qualities of the product, they tend to rely upon the brand and advertising can be used to associate the presence of the qualities with the brand. Manufacturers use advertising to build mental associations regarding the dependability of their brands.

As powerful emotional buying motives are employed in advertising appeals, for a particular concern, it constantly rubs are customer's subconscious mind and influence them to judge the significance of the brand and finally might lead them to purchase. For example, advertising of suitings give the promise of personal beauty and romance and such emotional appeals have material effect on consumers' valuations. When manufacturers are motivated to increase the sale of their particular brands, advertising must be carried on a large scale.
There are some products whose characteristics are not favourable for the influencing of selective demand, because the highly perishable character of the products advertise themselves in order to make consumers' purchasing more convenient. As a result, consumers can judge by inspection the quality of the product at the time of purchasing, therefore the effort to individualise a product under a brand and to support aggressive selling may must not be fruitful.

In brief, advertising has tremendous efforts on selective demand and it makes brand awareness stronger, it develops an association between the brand and a central sales, there establishes a strong identity for the product; therefore it can aid in building a stronger consumer brand preference. Selective advertising aid the manufacturer to the extent that the consumer will select his product by brand name. The stronger the brand preference the greater the chance for the manufacturer to maintain good distribution channels.