The underlyings stream of business has recently exerted tremendous pressure; the highly improved technology has structured the society differently, consequently people have been changed and are constantly being changed. They have permitted faster life and adopted themselves to the everchanging society. As a result people's life style, psychology have become complicated; precisely to say they are not now as simple as they were. Without people business can not exist, more clearly without having a clear conception of consumer psychology and market condition no manufacturer would play any risky game in the name of business. Therefore they should want devices or methods which would help them to understand the market and the consumer in order to sustain their business. Yes, market research, the new subject, is the combination of different subjects related to business and human behaviour etc. Market research, within a very short period, has gained mountaneous success as a 'problem-solving' device. It is very scientific as well as systematic so its application in the field of business-problems is very up-to-date. It not only supply the hard-core facts to the top-management but by conveying scientific data and authentic informations it insures the management to business success.