Men seeking change has been one of the important characteristics of industrial life. Here the competition is very keen. It is very true that people who have settled for long in a static society, today also want to catch up the 'revolution of rising expectations'. Similarly a critical phase has appeared or is constantly appearing towards industrial scene. Some had made attempt to eliminate the problems by planning. But due to its complex nature, size of enterprise planning has become helpless until it gets a supply of valuable data. In order to meet this problem market-research has come forward. There is much evidence that marketing research is a subject of social importance. The demand creating function is vital to providing employment for population. Increasing productivity will increase the flow of goods to the market but if consumers are not equipped to greater consumption and if the product does not get favourable marketing condition, the economy will suffer from unemployment and inflation. Therefore provisions of educating people in a great step towards the bright future of business. Market researchers have discovered the fact that large or medium-sized corporations should contribute in order to support higher education. Corporate support of education creates an important source of trained future personnel and helps in the contd...
advancement of scientific and technical knowledge. In U.S.A. and Europe fundamental research is financed by business and conducted by universities. Now-a-days, even in India, the large corporations have considered support of education as a social obligation, the tata group of companies have for example, established many research centres, Management institute, Colleges etc. Announcement of different company's scholarship schemes are published in newspapers. Undoubtedly the organisations receive favourable publicity thus their corporate image is improved.

As men are going forward towards the end of this century they are experiencing the constant force of technology, science; complicacies have been stored in their mind; the frame of their mind has been changed. They have made treaty with this era to run forward along the route of the mechanical world. Therefore it has become very difficult for the marketing managers to identify the consumers, their attitude, motivation and careful studies of all these traits causes great success of the business.

Market researchers, with the help of psychologists, behavioral scientists and anthropologists have shouldered the acute problems in the marketing field and determine what consumers think and say about products, and services of a company; see how
much factual the statements that are made to consumers concerning price, quality, service; note down the reaction of the consumer, handle the consumers' complaints satisfactorily and send a complete report to the marketing managers that help them to correct deficiencies in operation, procedure or policy to prevent complaints.

Market researchers act like a watch-dog in a highly competitive market where the manufacturers have invested huge amount of money for their product in the same product line. Marketing researchers help the business or ganisation to sustain their existence as a successful competitor - an important concern to a country's economy. Business management is increasingly recognizing its responsibility for economic goals as well as the environmental goal in which business must function.

The social and economic changes which have become a part of our lives tended to make an impact on our thinking. Slowly but inevitably there are taking place in our culture, altering our value system, personal and impersonal relationships. More importantly this rate of change is accelerating. The more rapidly these changes will take place, the more rapidly beliefs and actions will be changed. This is because we believe that any human interaction is a product of internalized beliefs and externalized actions and the term beliefs includes consciously held values, ideas, and images as well.

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as unconscious and expressed sentiments and gut-reactions. In brief, if people in a society are constantly interacting with social and economic changes the marketing people must be prepared to operate in a startlingly different environment - one in which many of the old rules and measurements will be revised or discarded, and in fact there are done according to the advice of the market researchers.

There was a time when a company could achieve success by developing a better product or rendering superior services. That day is now gone. Now-a-days, a marketing manager, besides his other obligations, must see that his company remains as "a fully accepted of an increasingly debersonalized society". And business manager should adopt some new theories discarding old ones. Marketing research adaptability has become an essential quality for the business organizations. In the business world, sudden death awaits the nonadapter.

It has been said earlier that country's economy is directly linked with industry and their longevity. So the philosophy of progressive corporations' management has realized its full promise in the world of tomorrow. In recent years, managements of American business enterprises believe contd....
that "organizational planning is worthless if it does not take into account social and cultural forces in the environment." In the contemporary era, business firms are highlighted by a number of astonishing environmental forces. In these areas of activities several marketing research theories are working as barometers to inform these environmental variables to the management as scientifically as possible.

It is the era of the public and the public or mass can not exist without the society. Therefore, forecasting of social environment has become more important as bases for managerial decision making. Market researchers have proved it true by conducting several surveys. The coca cola company with other six firms had commissioned a long-term survey to discover how people view the U.S. society and whether business can help supply society's needs. The information and data, supplied by the research agency, helped the firms to find themselves in a much more enviable position regarding decision making affected by these external forces.

Social forecasting is however still far from being a science. It lacks the precision and the instruments of social science; it is evolving its own beginning processes, methodologies and discipline. Because in dynamic societies the changes are rapid, complex and pervasive, it is essential to try to
"get a fix on the future". As a result, monitoring becomes important in particularizing the findings to significance for a company; more importantly these become part of the thinking processes of management. Trains of thoughts can obviously be derailed if they are not fed by facts, information data. Similarly, in case of management, so they need market researchers' help to see the patterns in trends and events that would saturate the planning system. In predicting developments over a decade it is more meaningful to talk in terms of degrees of relative probability, than of certainty or "inevitability". This "development-prediction" is solely dependent on assigning probability to a trend or future event is a matter of judgement after weighing the known data and cross-checking with informed opinion.

A question may be raised why market researchers are emphasizing these social factors and why these are evolving as important traits in the managerial decision-making process. Very truly, the market researchers answer the principal objective of corporate philanthropy is to improve the public image of the company.

* Quotation - taken from article, "An organizational Need: Forecasting and Planning for the social Environment" - Archie B Carroll
(Source - "Managing Corporate Social Responsibility" - Edited by Archie B. Carroll).

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