CHAPTER II

PLACEMENT OF MARKET RESEARCH

In these days of rapidly advancing technology until a firm can achieve manufacturing success it will not exist. This is because there is intense competition and enterprises are persistently and intelligently developing new and better products. As a result, most firms now-a-days are changing their product lines. Intense competition on processes as well as products make possible research essential for the survival of modern enterprise. Market research is entirely linked with development activities, with the perpetuation of existing processes and with the creation of new opportunities. Besides these, the other two prime responsibilities are to increase sales and to expand the market. So market research has gained much importance and it is being increasingly stressed because the managers of manufacturing organisations well know the fact that if products are not designed and engineered to the desires of a constantly changing society they, will not bolster the demand and ultimately profits will fade away. In other words, industrial enterprises may through the continual development of new products find a short of “fountain of youth”.

Vast amounts of money are now invested in research in the hope that company may reap fruits in the near future. Now in pioneering enterprises research work is performed in two ways, by fundamental contd...
research that refers to investigation primarily for seeking knowledge and by applied research which is directed at some specific industrial problems.

The chief responsibilities of the market research department of any enterprise is to test consumer acceptance of products, to supply data for manufacturing schedules; and to provide a source of new ideas for development.
CHAPTER II

DEFINITION OF MARKET RESEARCH

Successful planning of marketing strategies needs information - information about potential target markets, competition and other uncontrollable factors. A Marketing Manager becomes inactive if he does not have information. So it is the job of marketing research to gather information needed to make wise decisions. As the consumers and competitors are unpredictable, it is pure research work. In this competitive business environment and dynamic economy, unscientific data insures failure. Marketing research is systematic and noncursory effort aimed at procuring, organising and interpreting facts. To define it, market research is the collection and interpretation of facts that help marketing management to get products more efficiently into the hands of the consumer. In other words, "Marketing research may be defined as the objective and systematic collection, recording, analysis and interpretation and reporting of information about existing or potential markets, marketing strategies, and tactics, and the interaction between markets, marketing methods and current or potential products or services". (Marketing - G.B. Giles ELEB and Macdomald and Evans Ltd. 1974 Page-24)

Undoubtedly, marketing is concerned with human...
beings who are much more complex and unpredictable in nature; so marketing situations are not always easy to be smelled. Marketing research applies scientific methods the object of which is to characterize the objectivity of the investigator, but emphasis on the accuracy of measurement and to conduct investigations. Therefore market research is more than mere information gathering. It must be marketing and management oriented to determine that the research highlights the hidden corners of the real problems on which actions can be taken. It is also involved in measuring the effectiveness of decisions once they have been made.

Research can be divided into fundamental research and applied research. Fundamental research can be carried out by means of studying books, trade papers, professional journals, company records. The researchers also may survey individuals - consumers, dealers, retailers etc. In the fundamental research the object of the researcher is to discover new problems, new variables, and new hypothesis. Survey is one of the important keys of fundamental research; it is carried out among the public and is designed to record reactions of the people in a given situation. This quantitative exercise renders only informations. In the U.S.A. and Europe the application of computers is being developed in fundamental research for data analysis.

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Applied research is aimed at describing the characteristics of situations, events and conditions. It is used to test specific hypotheses. It is much more formal in its objectives and insures that all necessary information is gathered and its significance estimated. It by no means reveals directly cause and effect relationships. It is a form of intensive study and generally calls for statistical techniques.
The influence of science in this country can by no means be unavoidable for it is pervasive and revolutionary. The whole world is undergoing a period of change - developed countries have been transformed by the tide of scientific discovery and the developing countries are trying heart and soul to improve their technology. People have understood that the promising future of their country lies in the field of science and technology. Since then, the untiring and restless efforts of human being have compelled science to breed discoveries one after the other.

Undoubtedly, improved technology has materially transformed life especially in U.S.A. and Europe, Improved technology inspires economic growth and it is essential to national well-being. Many years ago when there was no improved technology there was no competition. Now competition has brought various complexities and changes in the field of business. For example, many firms are deriving most of their current business from products, and so product research and product development are their most important tasks. The new technology has changed the production process. With automation, there is a trend towards employing fewer skilled people. But the opportunities contd..
are limited. Some skilled and unskilled labourers are not able to cope with new knowledge emerging for skilled and professional workers. Intense specialisation creates organisational problems such as job dissatisfaction, improvement of working environment, increased salary, and other benefits. Therefore specialisation is no guarantee of professional security. Whenever a worker is educated his professional and intellectual trends are married to a continuing learning process because 'achieving knowledge' is not a time-related program; it is like a fire, the more it is fed, the more it will consume.

It is found, however, that advanced technology gives no assurance that new product will always be successful. Most of the manufacturing companies in the United States are spending billlions of dollars each year for research and development. Research work now represents a substantial part of the productive effort. The contribution of research has facilitated the crystallisation of scattered efforts into well-organized and success yielding efforts. Market research has shown an explosive growth after world war-II. In the U.S.A. it is very developed and surveys show us that in 1964 the total size of the research establishments is eight times what it was in 1946. Since world war-II, the technique and application of research were not developed but contd. .
In later period the developments in technique have contributed much to the business world and supported itself to be a beneficial and unavoidable device. (Sources: Marketing Research Management, A.B. Blankenship, J.S. Doyle, First Indian Reprint 1971, publisher: D.B. Taraporevala and Sons and Co. Pvt. Ltd. "Multinational Marketing Management" Warren J. Keegan.

As the advancement came in research, its capability in solving problems become greater, and with the advent of a clear marketing concept, market research has become important to management. Various kinds of specialized market research firms in the U.S.A. are offering their services. Some of them are offering field services, some are doing television commercials and some of them are specialized in motivation research.

In recent days, market research is dedicated to organizations for their development. Today the decision-makers are becoming more and more dependent on it because of the intangible risks involved. Top managers have become more interested to refine the research work because they are continuously getting authentic data and information that has raised their confidence to perform their work more or less scientifically and expeditiously.

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Undoubtedly basic research is expensive, but its long-range benefits may be substantial. Industries in the developing countries inhibit a tendency of neglecting research because research has seldom fixed guarantees and definite periods, most of them are interested to invest capital to other opportunities, which are relatively risk-free, short-run, high-return ventures. Launching a small research effort requires a sizeable initial investment. And the industry in developing countries lack the resources required for efficient research operations. Prof. Barry M. Richman and Prof. Melynn R. Copen came to India and studied the research and development activities of Indian industries. According to them U.S. firms in India have engaged in research and development. Many Indian firms also have been conducting considerably more research and development activities. Many of the smaller Indian firms have also been spending more in relation to their sales on research and development work. But in the Indian pharmaceutical industry, less than 1 percent of total sales volume has been spent on research and development.

Today market research has become an inevitable force. Most people resist change; modifying work patterns in the standard organization usually creates management problems. Market research people work in a constantly shifting environment. They are always creating new problem-solving situations, new devices to problems. (Source: Marketing Research Management A.B. Blankenship, J.A. Doyle, First Indian Reprint 1971 Publisher - D.R. Tarporevala and Sons & Co Pvt. Ltd. "Multinational Marketing Management" Warren J. Keegan.)
CHAPTER-II
MARKET RESEARCH - ITS INCREASING POPULARITY.

In this era of dependence, we are all increasingly reliant upon one another for our different needs and satisfactions. Previously people were independent. But the growing complexity of our society and inevitable problems have determined to nullify the former characteristics of independence. Similarly, in business, people were considered as working tools. Never had the opinion of the individual or the groups of people, been considered as essential to the success of a company. Business today increasingly complex and competitive, relies upon many people for the skills, materials, components, and markets for their products. Besides new companies are starting up, old companies, too, are entering new fields. So competition has become tremendous and really difficult to face. Competition is bound to increase with automation which clearly indicates the resulting increase in production capacity.

When the marketing environment is accompanied by surplus production then the marketing manager should think about the different areas of his responsibility like right planning, (Competition - automation - production - different trends of marketing), right pricing, marketing channels and their modification. There is a question of constant product modification and experimentation.

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Innovations in marketing are being attempted in such a way as to fit competition. In this marketing environment, the question of research comes automatically and research has grown far more rapidly. In today's marketing environment, it will be remarkably surprising if the research function does not grow in importance. A marketing manager understands only techniques but inevitably fails in the applications of techniques; a marketing manager does not know the process of discovering the causes of these failures. Learning more about the consumer and about marketing is the heart of marketing research which is virtually dominant interest to the firm that is practised in purpose of rendering stable and scientific informations about the market to the management.

U.S.A. is the most developed country. So there is a tremendous competition in their marketing world. Market research first appeared in U.S.A. To prove the increasing popularity of market research, we have to study the evolutionary history of market research firms and their activities. In 1915, R.C. Eastman founded a research firm; in 1920 there was little expansion in the number of commercial research departments. In 1930, more firms were established. But in 1940 a number of research firms expanded greatly. In the mid 1964, there were more than

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300 market research firms and they were specialised in their activities, for example, 'Daniel Starch and Associates', specialising in research studies, the 'psychological corporation' specialising in consumer study. Today there are many types of research firms and services. Some firms work on customer behaviour, some are interpreting and analysing the trends of contemporary market situations. Others are involved in processing mechanical aspects etc. (Source: 'Marketing Research Management - A.B. Blankenship, J.B. Doyle').

Market research can no longer be an isolated and ivory-tower operation. It has great power of making major contribution marketing. Its role in the total marketing picture is more important than that of advertising, promotion etc. Market research has reached a level that is needed by management, and it needs to be managed. Data gathered by market research survey if properly analyzed can serve to reduce the area of uncertainty to decision-making responsibility. It serves to decrease the possibility of making wrong decisions and to increase the probability of making sound ones. For example, like other decisions, advertising decisions in the marketing realm, must be made in an atmosphere of uncertainty. Making advertising decisions is related to casts, audience sizes, and probable effects.

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of proposed courses of action. Research is very important in advertising planning because data gathered from day to day marketing activity reduce the degree of uncertainty in decision making areas and can present a picture of the profit making area. Managers can profit more by inspiring and developing a greater sensitivity towards the use of research. Inevitably it has become a managerial tool.

The Manager's effectiveness is the echo of information available to him and how that information is interpreted and used. The flow of information cannot help in making decision, it needs true test. Managers rely upon that properly analyzed data which convey the condition of the market. Undoubtedly research is gaining popularity day by day because it has expanded its areas of activity. Before conducting a survey of market research, a market research group first defines problems. Then they consider the nature of the marketing effort, the competitive climate, areas of specific problems, and the availability of data. As a scientist, the market research specialist thinks in which marketing area problems have grown up. Defining the problemmed area he might suggest for increasing the budget of advertising.

A survey of market research determines the number of competitors in the target market, their contd...
nature, the degree of competition and market concentration, the distribution of advertising spending by brand within the market, the competitive market price structures compare with his company's brand. He always tries to include some specific services to his company's strategy or marketing policy as to create potential impact in the market. He should also find out what knowledge is available and what knowledge is lacking. Research also indicates the right sources i.e. which sources will create potential impact; for example, sometimes a research manager is asked to conduct copy testing. He will dig out to which medium it is fittest, the effectiveness of the proposed copy and he will think about services which into qualitative and depth approaches to consumer reactions.

The view of manufacturing concerns about packaging is based on the shelf visibility and imagery. But a market research specialists tries to put emphasis on other facts like convenience of the customer, cost of packaging, size of the container, and its safety etc. besides the above-mentioned two.

Experience is the amount of past data gathered from incidents that have been buried in the beach of life. When a research manager is asked to justify the worth of advertising copy undoubtedly he would consider the flexibility and rigidity of it and whether they are able to deliver anything of worth.
Contribution of market research in resource allocation is important one. Market research usually represents long-range and short-range processes. Market research is socially desirable. Today it is accepted that the impact of market research on economic growth is large and likely to grow even larger in the future. Market research studies the development of new products, processes, and techniques upon which the most valued economic growth rests.

Every organisation is profit-oriented and has to proceed through unrealized business environment. So they want to employ market research. Market research work is generated by specialists who always balance all resources in the light of existing and planned needs. They always cope with the problem-arising facts in an environment where utilization is essential. Now-a-days the tendency of even medium sized firms is to invest in research in order to survive.

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CHAPTER II

MARKET RESEARCH AS A SCIENTIFIC METHOD.

Business becoming more complicated and exacting, has demanded more intelligence and clear, straight thinking, and has required more of the scientific approach to its problems in every phase of management. Business has become conscious of a swinging through a cycle. A tremendous pressure on production came immediately before the war, and was intensified, during the war. Then came a drop in business - a depression appeared in many industries - which put a test on the principles of scientific management.

The new production capacity, the new standard of product and its selling force, the new channels, pricing has put an added pressure on the production organization for lowered cost and for sustaining in the field of competition. It has likewise, put a pressure on the sales organization for greater volume, new products and new markets. It has put a pressure on the financial, accounting and controlling organizations for exact knowledge of internal and external conditions, by which they can establish policies and lay out their courses. But suddenly the business men had to face the dynamics of market and marketing forces, and the heterogeneity of buyers. All these traits are very uncertain in nature for their new-born-data may be considered contd..
as adequate information but commonly may be obsolete after a day as "yesterday's inactive information". Those days' immatured marketing process could not run paralelly with the overnight's tremendous technological change.

The marketing world welcomed science to shoulder the problem of its various branches, when science took the responsibility of systematic gathering recording and analyzing of data about problems relating to the marketing of goods and services, then market research was born. The question, may rub our mind, why market research should be considered as science, Likewise science the market research is also characterized by the possibility of making precise statements and possibility of exact measurement. Market research has suitable methods of describing its problem and it is capable of analyzing the problems with precision and uniqueness. Like other scientists, market researchers speculate the whole marketing process should go ahead by making repeated measurements. The market researchers fixes routine, supply informations for decision-makers and determine the nature of their decisions, timing. They prepare factual reports and furnish current data in writing and submit it for approval by the research superior. Sometimes when scientists faces problems, they proceed through an entirely new and intricated path of science. Similarly contd...
the market researchers face a much more disorderly environment when they would find themselves in foretelling what the environment is going to be during a future period and which of the alternative actions will have the best effect in terms of objective sought.

Marketing research is undoubtedly a science for it provides correct guidance. The methods by which research is conducted, yield correct evidence and answers. Research knowledge is very specialised. It should not be expected that only a market researcher should convey marketing information. A market group consisting of many specialists who furnish data or information from field surveys, laboratory experiments, census data analysis etc. may be appropriate to the problems. Therefore specialized intelligences are applied in order to yield good results from the network of marketing problem.

Like scientific knowledge, the data collected by market researcher, are precise, accurate and it strives for reduction of errors. The researcher attempts to reach the objectives by stating questions with maximal charity, giving unambiguous definitions to concepts and measures and records, observations as completely and in as much detail contd....
as possible. For example, in market segmentation studies, the researcher should consider age, sex, income, geographic location, personality etc. as prime criteria to measure each segment. The market researcher can never be satisfied with facts which are already in existence, they want to go beyond fact and create new attitudes towards a particular product through the use of mass media. This can be done with the aid of rigorous experimentation in which the researcher determines the best communications approach. Then researcher should verify new facts by experimentation and by comparison with what is already known. The market researcher goes beyond fact but that does not mean that they provide only the mere description of facts. They analyse facts by the help of several theories which are a set of logical propositions which explain a phenomena. A theory can create additional facts which have favourable consequences for the producer.

We know that science is factual. Similarly marketing research also provides very factual knowledge; for example, it help the manufacturer to learn how buyer’s respond to company’s promotional techniques. Whenever the buyer’s attitude or specific behavior is learnt, the manufacturer can gain and theories which may modify business strategy.

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The market researcher analyses the buying behavior and buying decision process decomposing it into its different stages and then finding out their interrelationships; for example, buying decision process consist of (i) interest stage, (ii) evaluation stage. Here the market researcher accounts for how the potential buyer undertakes his evaluation of the product. They also tell buyer's original interest is merged with curiosity he may evaluate information he obtains about the products in a relatively objective way. On the other hand if a buyer's interest is characterized by disbelief, he may more intelligently and sensitively examine and more or less would be influenced by negative information during the evaluation process. Analyzing the component parts of this process, the market researcher then determines how the whole decision process emerges. When problem arise, the market researcher tries to solve the problems in a methodical way by providing current knowledge and obtaining current data and information. Informations obtained from various sources must be categorized through different uniform ways. Market research proceeds in a careful planned way to satisfy information. This involved careful investigation of the specific problem faced by the marketer. There are a series of steps the market researcher must have in order to complete a meaningful bit of research.

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Like science, marketing research is explanatory. It is not possible for a market researcher to describe certain market phenomena but he is able to provide better explanation, wherever possible. This enables the marketing planner to formulate his market policies more effectively. They can determine price and production levels when they get explanatory data. However being well-informed about the shape of the demand curve they undertake actions that can shift the demand curve in a desirable direction and perhaps alter its elasticity in favourable ways. Science not only explains what is happening but also informs about what will happen. Similarly, the marketing researcher, not only explains how the market process occur but is also able to predict with reasonable certainty how they may occur. This prediction enables the marketer to plan for the future. Correct information and correct assumption are the only basis of correct prediction. In the world of science, theories are constantly changing. In marketing research too, new theories are taking the places of the old. All marketing theories, like science, are susceptible to tests which make possible their refutation; otherwise they will be discarded. Therefore, marketing research will be going ahead with its promising developments, science-based devices and it is sure that very soon it will be cont'd...
as important as air and light ever to small and medium sized industries. Otherwise anxiety and uncertainty will extend their tentacles towards business.

Likewise, science, market research is dedicated to the development of the human being. As science is restless to invent new theories, new methods to remove human sufferings and to constantly give them more comforts and well-being, so market research has unearthed many mysteries associated with business and steadily has driven away clouds from the business-sky by its careful scientific investigations, inquiries, analysis on human needs, their preferences, likes and dislikes. Relatively, a majority of business organisations today are sure that they are quite safe from of wasting money. Therefore, they can spend vast amounts of money for their improvements. When all organisations of a society/societies as well as a country are financially sound they would try earnestly to improve the lot of the people; ultimately the development of a country will automatically come. When systematic studies are done in the field of science, it breeds new things. Similarly when different trends of market research are studied sincerely it can inform about innovation which is one of the most important ways to the manufacturing concern for their survival in the highly competitive market.

In short, science leads the people to the truth and marketing research directs the business in the right-way and enables them to sustain their existence. *****
CHAPTER II
ADVANTAGES OF MARKET RESEARCH

Market research is not only a bundle of techniques and market researchers are not merely a group of specialists. Their tasks extend far beyond their previously-formulated techniques. Today, they are both marketing and management oriented to assure that their research highlights the real problems on which action can be taken in order to meet them. Recently market research has developed a close relationship with scientific management - "that kind of management which conducts a business or affairs by standards established by facts or truth gained through systematic observation, experiment or reasoning".

Market research specialists, armed with the knowledge of marketing, perform many responsible tasks really essential for a management to operate a business successfully:

1) The size of a market for a product or services: The more a company has a clear picture regarding the area of the market where it serves, the more effective its strategies will be. So it is the task of market research specialists to supply both quantitative and qualitative information. Quantitative informations are the informations of population distribution, number of competitors, and comparative influence of competitors in the market. And qualitative informations are involved in attitudes, class structure and educational contd.
background of the people of the market.

ii) The past pattern of demand: It helps the market research specialists to imagine the would-be market. Collecting data of the past demand is an important need for selection of the market. Much of these data may be collected from published reports or studies of the past. Besides these, another important task of these specialists is to study which factors might effect future demand and at what time. This is of prime importance.

iii) Buying habits, motivation of the customer: The study of the motivation of the customer is really a psychological thrust on the part of the market researcher. They performed it either by group discussion or by survey methods. Advertising has been considered as force, so how the customer responds to the advertising of the existing product is a matter of study. It is clear to us that people behave as they do because they are responding to forces (not only to the force of advertising but also to political, economical and societal forces etc.) that have the power to activate, or direct some manner or form of action, and that these forces are called motivating forces. Among the motivating forces the important ones are those, inherent in and internal to human beings, called needs. So to understand the needs of the buying contd..
masses the specialists have to have a clear conception of human needs. The needs of human beings by and large, can be classified into three groups. Physiological needs are those of food, shelter, water etc. Sociological needs exist on more refined level. These are very dynamic and acquired in the course of everyday existence. The need to belong, the need for love and affection, and the need for acceptance come under this group. Thirdly, psychological needs are dependent upon relationships with other people. The need for status, need for achievement, need for recognition and others are included in the psychological needs.

If market research specialists have a clear conception of human motives they could have knowledge about the demands, needs and would inform the management accordingly. As a result planned campaign may be arranged that will bear a definite and comprehensive image of the company's desired goal to the customer. This psychological study would develop a climate in favour of a company and accelerate its production. The soul of any enterprise lies in consumer purchase or non-purchase decisions. In studying market and its individuals, it is clear that there is a force which influence individuals to buy a product.

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This force is called demand; it is reflected in three major factors i.e. (a) desire, (b) ability to buy (c) willingness to buy. So to analyse the demand of the consumer market research specialists study all these major factors.

Desire can be reflected by the products ability of satisfying consumer want. The study of consumer desire has shown that it is dependent on age, sex, marital status, occupation, education, national origin, religion and some other external factors like climate, humidity etc.

Advertisers are intelligent enough and understandably they invest their funds solely on efficient advertisements. Naturally, they would require information that will provide guidance. Automatically the market research department of an advertising agency is asked to conduct research. So their important task will be to predict the performance of specific advertisements. For a particular brand a message can be written with different appeal - pleasure, leadership, economy etc. but the researcher should realise whether the intrinsic worth of appeal is strong enough to produce the better result expected. Again there is a chance for a copy being divorced from the effects of other advertisements and from other sales promotion elements. So in these contd..
the help of research is highly needed. To establish what people do is clearly important. However it is also important to establish "Why" they do (why they choose certain brands and not others etc.). To know the attitudes of the consumer it is necessary to undertake motivation research. No doubt it is a qualitative exercise supervised by market research specialists.

A manufacturer must expect to get consumer reactions to a new product before he commits himself to extend production. In case of an existing product and a competitive product, the manufacturer would like to have information about what avenues can be explored for improvements and to gauge the strength and weakness of the product. Product research is a means of getting feedback on the reception of older products. It is used to seek reasons of success and failure of a product. Market research specialists supply the information that provides guides and controls to future innovations of products, packages, or selling methods. Their scientific studies are involved in evolving the idea, testing it deductively and then putting it to a practical test. Undoubtedly, testing of all products is too much a voluminous task so thinking of substituting their process is necessary. Sometimes researchers adopt 'Concept test' which contains the "graphic

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description of a product and provide means for obtaining reactions to the product from a panel that is representation of prospective consumers. One method of concept testing is to advertise the proposed product. The responses to this advertisement would be analyzed and obtained. Ideas gleaned from the responses are analyzed, and the potential of each product is determined.

Quantitative data is absolutely essential in order to persuade the client and to consolidate product campaign. With the aid of professional researchers' quantitative knowledge regarding the number of radio-listeners and TV viewers becomes available. To examine the subjective feelings and attitudes of potential customers has been one of the most important growing areas in marketing research because these two basic factors in marketing led to the ultimate reality of sales. Sometimes the true feelings of people are not well described and well-expressed but even then they frequently respond the way they think or to please their vanity against their true feelings.

A manager can not be expected to have all the facts relevant to described policies and the execution of plans. Market research is a means of improving the managers awareness of reality. Marketing research, measures additional dimensions and help executives in making effective decisions and strategy.

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Decision making is really a burdensome task. Decisions are constantly made based on the informations supplied by researchers. Market researchers are mainly employed to collect information of the physical world, the social world, the external things and forces and circumstances of the moment. Perfect informations, in case of making decisions, are essentially important because basing on these informations could be directing rightly or properly.

Most companies, in recent days, have realized the importance of marketing research and thereby they have included in their policy the principle that earning a competitive rate of profit and return on investment should be done by emphasizing research. Research-oriented results consolidate a company's stability and add an extra force to the growth of it to a dominant position. Market researchers also perform a overwhelming task in that they cause the directors to modify and reaffirm organization's policy. The modern world is highly dynamic; new things become older, needs fade away, new fascinations breed new trains of thoughts which causes new needs. As a result the whole marketing system struggles with changes. It is wise to keep the directors consistent with these changes.

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Managing as an art has never assumed a closed system. Unlike the traditional managers, the principal task of the modern manager is to design an internal environment for performance, and he must necessarily do so within the constraints and influences of the enterprises' external environment - whether political, economical, social or any other. Modern managers would be afraid whenever they realize that they are going to manage an organization without having informations about the "external world" of business. At the time of setting objectives, marketing research makes managers feel and convince them to put emphasis on the cultural factors. It has been found that many American multinational companies have been forced to take into account the different sets of customs especially at the time of operation in foreign countries.

A market research team has greater responsibilities to perform in the field of advertising - they select some questions at the time of evaluating the effectiveness of advertising copy - (a) how a copy can be measured, (b) whom to measure. The effectiveness of copy can be measured by its validity, reliability, simplicity, expense, time required, skill required.

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Measuring effectiveness of advertising copy is generally done immediately after its release.

The research team justifies whether copy on the following grounds: -

a) Is the copy addressed to the prime prospects?
b) Is it the carrier of principal consumer benefit?
c) Does it contain a selling idea?
d) Does the melody of advertisement contribute to the brand?
e) Does it provoke any favourable attention?
f) Does it contain believability?
g) Is it interesting enough to be remembered or can it rub the human mind stimulating the sense organs?

b) Is there any relationship between product name and product claim?

After the message is broadcast and printed on a full scale the other responsibility which emerges is that of audience measurement. It is obvious that a successful advertising campaign to carry out its complete selling task would necessarily measure the audience for the next desired steps.

In U.S.A. there are some organisations which provide audience measurement services. They perform this service by mainly three methods -

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methods - a) the Diary Approach, in which approach a panel of homes is used. Here the information is kept by the periods of day, the number of listeners, and viewers, their sex, age, the program name, the channel. b) Personal Interview Approach :- This is done either by telephones or in homes. c) The Electronic System :- in this system a device is attached to the radio and to sets, which records automatically when the station.

* Source - "Marketing Research Management"
A.B. Blackenship, J.B. Doyle.

is in use and also the station to which it is tuned. From the point of the advertiser's view advertisements must be analyzed on the basis of the number of exposures they have achieved.

No doubt advertising is a part of marketing, must be involved in making money allotted to marketing as productive as possible. Stockholders, retailers, share holders are interested in the size of appropriations of advertiser. Unquestionably, the matter of giving more attention to approaches to appropriation determination arose because it is a completely a mathematical procedure that will help in optimizing expenditure. Careful attention to it has value for management.

But Sales and purchase of products are influenced by many more external influences than...
merely advertising. A single advertising element is the combined result of a qualitative and quantitative mix. So research is essential. With the help of research appropriation is determined only by discovering reasonable advertising objectives and reasonable means of attaining them. It will be a frustrating effort if any one tries to calculate the impact of present advertising from the past because the elasticity of advertisement is not always constant but varies from time to time. Here, appropriation means the sum of money amount for complete advertising expenditures for some specific period, usually one year. And budget prepared for present purposes, indicates how the amount of money for advertising is to be spent by various breakdowns. It (research) also shows how much of what kind of activity will be carried on "When" and "Where". Budgets may be broken down by time periods, sales area, media and so on. To determine the advertising appropriation, the market research specialists must draw attention to the framework of market, industry, competitive conditions and company objectives, policies. Besides this, channel selection, product quality, and total geographical area where advertising will operate must come into consideration. Next he must calculate the costs of production and media could...
and obviously revise the goals and methods in order to adjust cost to goals and goals to the financial constraints of the firm. To identify the consumer is an intricate job because of inability to predict their buying behaviour. Awareness and attitudes of consumers toward a product is very helpful in market segmentation.

Probably advertisers are too optimistic in their objectives to purchase an optimum number of conscious impressions with their invested money. To satisfy this basic need of the advertisers, market research specialists exercise erroneously to supply mathematical data - the pure and result-oriented. Secondly, they conduct research on media from different corners like a) the circulation (in case of print media) among the potential buyers, b) the number of individual than this total actually reads, c) the number of individuals exposed only to the page on which advertisement is published, d) the number of individuals give attention to the advertisement.