QUALIFICATION OF MARKET RESEARCH MANAGER.

It is logical to expect that market research managers would tend to be intelligent. They must have the ability to solve complex and abstract problems with speed and accuracy, to adopt to new situations quickly and easily and to plan effectively.

Market research managers must have highest interest in dealing with people. If a market research manager can experience these following traits, he can be considered as a successful market research manager: (i) he must be an active leader and participant, (ii) he must have high moral and ethical standards, (iii) interested in people - particularly in studying them psychologically. He must have a command over the written and spoken world as a means of communicating his ideas. The most important thing is that he must be capable of promoting harmonious human relationships, (iv) he should possess superior mental and analytical ability (v) He must have serious conscientious approach to his work, and he would never hesitate to take risk only after full consideration of the available facts, (vi) he must be forceful, intense to dig out new facts, information, and new methods of doing, (vii) he should never feel contd....
bored to face any problems and must be frank, straightforward in his dealings with the people,
(viii) As an ambitious fellow he must be able to identify his ambitions with those of his company to an outstanding degree.

A successful market research manager shows high drive and achievement desire. He should always assume himself as a hard-working and achieving person. The area in which a market research manager works is completely different and may be felt frustrating but he, under no circumstances would feel bored but by his 'drive for accomplishment' he would lead his team to the most desired goal; he finds satisfaction in it rather than contemplating because he is a doer not a dreamer. It is not true that a successful market research manager does not have satisfaction from the contemplation of future ease but the most important to them is the continual stimulation that derives from the real pleasure of immediate accomplishment.

Successful market research manager's struggle for increased responsibility and derive a strong feeling of satisfaction from the completion of a task. Finished work and newly gained competence provide them with their sense of continued ability.

contd...
Successful market research managers must have a high degree of ability to organise unstructured situations and to see the implications of their organisation. If in working environments some situations arise with which they feel unfamiliar and are unable to cope with they should earnestly try to bring it into familiarity. Another most important qualification of market research manager is that he must be active and aggressive - it does not mean he is aggressive and rude in his dealings but implies constant effort of keeping moved, doing something, and being active. To realise the significance of the word 'active', it reveals that he must be mentally and emotionally alert.

The most interesting but difficult question, in our mind is that, what sort of educational background the research manager should have. Undoubtedly, it is difficult to answer. Some says, that liberal arts background is suitable for supplying breadth of viewpoint. Others argued that an awareness of business, in the form of training, is a great advantage. For more to its reality, we can not deny the importance of education in any stream. It is the sum of man's experience that breeds some personal traits contribute most to his effectiveness in the research job. As marketing research management is completely associated with the techniques of marketing research, therefore he must be fully aware of them; otherwise success would exist far away from them.
A flow of information about the market cannot be entirely regarded as suitable raw material for executive action. But information is very necessary to the management for making decisions and to subject list? Which should be developed and tailored to the specific needs and objectives of the company. Informations which are helpful to the management must contain their intrinsic worths like immediacy, timeliness, accuracy, life span etc. Theoretically it is possible to collect a vast bulk of data but economics would not always justify them because very often these are of great value? Management would have frustrating experiences if there was no information system. A management information system has been defined as "the combination of human and computer-based capital-resources which results in the collection, storage, retrieval, communication, and use of data for the purpose of efficient management operations". (quoted from "Computerized Management Information System" - Joseph F. Kelly). The ultimate goal of the management information system is to increase the profitability for the company.

Data may be collected in various ways but the choice depends on analysis of the value and the use of information. Data and information have a great reciprocal relationship. Truly, information can contd...
not be supplied if supporting data are absent, similarly, data meaningless unless interpreted and digested into information.

When data, is not available through published statistics, direct collection is necessary. The most important means of collecting market data is survey research, a process which involves interviewing some groups in order to obtain necessary information. Normally a questionnaire is essential to insure a successful survey. At the time of preparing the questionnaire the interviewer must be conscious about the nature of it; for example, (i) it should be simple, and easy for respondents to answer, (ii) the questions must be stated in language that even the least educated respondents will understand.

There are some important areas from where informations can be collected and each area contain some information category.

Area: - I.
Category - 1)

1) Market potential (in this respect information indicates the potential demand for products, its status, and prospects in the existing market).

2) Attitudes and behaviour of the consumer:- (information indicates consumer's reaction to the company's existing product). contd...
3) Channel System: (Here information about good channel system helps in a great extent to channelise a company's product).

4) Communication media:-(information about media reach product-information to potential customer at the right time and help the company to build a favourable image in the mind of the consumer).

5) Success of Market:-(indicates the availability quality and cost of the product).

6) New products:-(indicates various informations about new products).

7) Competitive products:-(it includes the information about prices and features for existing and proposed products).

8) Competitors' operating system:-(informations related to the competitor's operating capability viz production efficiency, machinery, relationship between employer and employee (from company's House journal) etc.

9) Competitive Sells:-(Sales performances of competitive product).

10) Competitor's marketing plan and program (information relating to sales promotion, advertising, area coverage for existing and for new products).

contd...
11) Competitive investments:-(information relating to expansion plan, investment, new capacity, proposals for investment, manufacturing resources).

Area - II:

1) Availability of raw material.

2) Availability of individuals and groups: (It is interesting to note that the individuals in industry today are not simple working machines; they are complex in nature. They demand bigger payoffs in job satisfaction. They expect their jobs to be interesting and challenging and desire more participation in shaping the working environment. So there is ample scope to collect informations about what incentives, salary and reward are given).

Area - III:

1) Information about economics:-(information relating to capital movement, growthrate, economic structure and economic geography).

2) Social information:-(information relating to the structure of society - the custom, attitude, and preferences etc.).

3) Scientific technological factor:-(information relating to any scientific development).

contd...
4) Political factor: information relating to political affairs.

Area - IV.

2) Management and administration information relating to the policies of management information concerning the matter of improving the conditions of employee and so on.

Management is chiefly concerned with two broad types of information - external information (which is generated outside the firm) and internal information (which is generated within the firm). The system designer must develop a system which can assemble and supply suitable information. A system can be defined, "a set of components (including people) that works to get together in some disciplined form of regular interaction to achieve a specific end.

But it is the responsibility of the market research department to collect information and..."
disseminate it. Market research departments spend a substantial amount of time to collect specific information which includes regular scanning of business reports, special reports, business newspapers, magazines, trade journals. Interviewing the company's salesmen and purchasing agents can reveal fruitful information. Such regular scanning and interviewing help the market research departmental to supply a host of significant information about change in consumer attitude, competitor's new strategy, price changes, new product entries, new market opportunities etc. All the informations collected are not necessary to be supplied immediately; they are stored in the data bank for the future. These informations are the heart of information system.
Books:

1) Marketing - G.B. Giles.


4) Research and Development Management - Daniel, D. Roman.

5) Marketing Research - Fundamentals and Dynamics - Gerald Zaltman, Philip C. Burger.

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The consumer is a very unpredictable unit. In attempting to understand consumer psychology or choice, many advanced students and researchers of consumer behaviour have presented in-depth treatments and theories. The underlying thread of consumer choice process is the focus of the choice made by consumers: which brands to purchase, which information to examine and so on.

The choice process of the consumers consists of different elements viz., motivation, attention, and perception, evaluation of information, use of memory, consumption and learning. As different consumers have different processing skills, and prior experience, so they make different choices. In particular, consumer buying process is greatly influenced by other situations besides the above-mentioned internal stimuli: Consumers are continually making choices related to certain purposes or goals. Motivation is thus a crucial concept in any choice. Motivation affects both the direction and intensity of behaviour. From the point of motivational theory, choice process is a process of moving from some initial state towards some desired state. That means at the beginning of the choice process, consumers have...
some amount of information relevant to the choice. From this initial state, the consumer must progress through intermediate states to the desired state which in most cases will be consummation or a purchase. Therefore motivation is viewed as a set of mechanisms for controlling this movement from one state to another.

Attention and perception are important elements in explaining the choice of the consumer. The particular information whenever a consumer achieved, can have a great impact on choice. In general, there are two types of attention - voluntary and involuntary attention. Voluntary attention is related to the conscious allocation of processing effort to activities related to current goals and plans. Involuntary attention is related to the unconscious allocation of processing effort to activities.

Economists are in favour of the theory that purchasing decisions are greatly influenced by conscious calculation and it is accelerated by economic soundness of the consumer. But today it is not accepted because no one believes that all individuals today act as simply as calculating machines. Many people believe that the lower the price of the product, the higher the sale.

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Its validity does not rest on its acceptance because some individuals may buy less of a product when its price is reduced. They may think that the quality has gone.

The consumer is the focal point around which marketing and all business activities revolves. So consumer choice is an important part of consumer psychology. Similarly it is in the best interest of the business to move their products through their sales channels. Consumer psychology is greatly spaced by advertising and selling strategies that properly assess the fundamental nature of individual choices. Though choices are expressed individually, the individual is the product of culture in which he lives and it helps to form the individuals character. When an individual purchases any product he is strongly influenced by the media forces around him. These media forces around the consumer gradually forms his buying character. Scholars have recommended the relationship between culture and marketing science and to understand consumer behaviour psychology, sociology, and anthropology have been included in the field of their study. Undoubtedly the present behaviour trend is the outgrowth of the remote past. In primitive societies traditions established by parents were adequate guides for

contd.
the choices made for their offspring. But now-a-days, with the increasing productivity of capital the consumers have demonstrated their success by purchases. Thus purchasing fashion products has been a way of expressing tastes besides obtaining status.

Today it may appear reasonable that purchases of products would not correspond in perfect proportion to income and age patterns. Research has been able to identify certain classes that have common characteristics in terms of the kind of products and services they prefer. Sometimes strategy of marketing plan is determined by qualities that influence the subjective choice of individuals. What are their basic interests and goals? With whom do they associate? What kind of reaction do they prefer?

In order to understand consumer psychology Warner studied social patterns and he divided people into classes. Here class can be defined as people who are more or less equal in prestige and community status; they interact among themselves. At best the social class will furnish the marketer with a rough guide to assist them in his strategy.

To conclude, an individual's behavior is never simple. His motivational springs can not be deeply understood by himself, because as an individual grows, he enters from time to time into different worlds and as a result, his psyche becomes complex.
CHAPTER IV

FAMILY LIFE CYCLE

Family life cycle plays an important part in constructing life of its members. Teenagers of a family tries to imitate the ways of behaviour of their seniors or all these behaviour's gradually cast permanent impression over their mind. It is also found that family life cycle plays an important part in the consumption behaviour pattern. It is true that preferences for food items, life style and other relevant patterns have been germinated from family group. Therefore along with age one can learn a lot from his family and some of these, in later period, may turn into habit.

In a family, men play the role of decision-maker on the purchase of tires, batteries for car, generator, etc but women take the roles of cook, housekeeper and decision-maker on household items. Regarding household items housewife's decisions are supreme and her decisions may not be influenced by others so the teenagers of a family adopt a definite trend of life style which is mostly synonymous to the life style of the family in which they live. Undoubtedly, family exert enormous influence upon the individual. It is also true that an individual may get the basic trend of his life from his family and in the later period he

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continually changes modify their intrinsic qualities (tastes, beliefs, likes and dislikes).

Now the marketing man studies the family life cycle of a consumer because they believe that they could be more appropriate in determining consumer beliefs, judgements, likes, dislikes and behaviour. Now a days 'family life cycle of a consumer can be used as a frame of reference for the individual.'
CHAPTER - IV
LIFE STYLE OF THE CONSUMER

Life style means the style of living of members of a society. Like the idea of product symbolism, the importance of life style analysis of the consumer has been tremendously accepted. Life style forces and advanced technology are always interacting with each other. If the gap between technology and modes of living of consumer becomes widened, it will have a greater impact marketing. In developing nations, the gradual increase in the expectations of consumers has become as basic as innovation to marketing men. So they study the consumer and their life styles, advice to put on the essence of their life styles in the advertising. Besides these they are always trying recklessly to make their concepts of consumer behaviour sharpened through life style analysis.

Why is life style analysis of consumer important? A simple but very important question indeed! Life style analysis renders effective services minimizing the risk of lagging behind cultural needs. Life style approaches help marketing institutions to take a new look at changing consumer behaviour and direct them to focus on the future and to anticipate the underlying stream and upthrust of the nature of life style changes that brings contd..
valuable information to marketers.

Marketing minded firms are always eager to manufacture products that can meet the demand of consumers who are conscious of their life styles. Therefore, the essence of marketing is innovation. With the help of life style analysis marketing people attempt to conduct research to find many areas of profitable innovative opportunity. Communication is very important in marketing life style analysis can save the marketing people from wasting of their communicating efforts. If they judge their communication theories in terms of better understanding of consumer life style - which is the light of reality.

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CHAPTER - IV.

CONSUMERS' INTEREST

The people who are prospects for the advertiser's product are considered as consumers. Consumers are not merely purchasing units and they are not influenced by advertising. If advertising can, at the will of advertiser, create needs in the consumer, then the ad-manager would not concern himself with consumer analysis. As the consumer analysis is a very difficult task and a major percent of business success lies in it, it has come into the forefront of marketing strategy. Modern marketers acknowledge that the consumer should be a control figure influencing the design of marketing programs. So the modern marketing manager, from the understanding of consumer and their needs, must tailor the products to suit these needs. It is also true, all marketing men believe that advertising creates needs or desires is one that is frequently heard. The frequently heard advertising by rubbing consumers' interest rather than creating consumer needs. The consumer needs stem from much deeper lying and more powerful social, cultural and physiological forces. Advertising can suggest only ways in which needs can be satisfied and from it consumers can learn about popularly accepted ways of meeting their needs and goals. From research findings ("Advertising planning, implementation & control" by David W. Nylen, South Weston Publishing Co.)

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it is learnt that advertising works best when it offers something that consumers already need and it creates needs only in the sense that it makes consumers aware that a product offers a satisfactory solution to a need. Today's consumers are not purposeless, mindless subject and they do not wait for instructions before acting; they are wise enough. They have their own needs and take initiative in satisfying those needs. Advertising that attempts to change the consumer needs is ineffective because the consumers do not care the information that is not useful to them. It is the consumer, not the advertiser, who will decide what he needs, consequently he will pay attention to information related to his needs.

Culture is a set of values, beliefs, and ways of solving problems that is accepted by members of a society and transmitted to succeeding generations. Over the course of time, culture undergoes changes, which, although difficult to observe, have profound effect on consumer behaviour. Many of the goals which consumers set for themselves and many of the means to reach those goals are derived from the consumer's culture. As the culture changes, consumer goals and, hence, market segments change and the attributes of products must change. Such changes in markets are so deep-seated that advertisers can not hope to argue with them through advertising. Instead, the advertiser should seek to position his product in markets likely to grow in response to culture change.
CHAPTER IV.

CHANGES IN LIFESTYLE AND CULTURE AND THEIR EFFECTS ON CHOICE.

The lifestyle of a human being expresses values in describing the roles they play in life and how they think, perform and react. It can be adopted and it is changeable. Lifestyles of modern society have been changed tremendously. Because people of the modern world have experienced formal education, more education generally means greater earning capacity, different tastes for products, and it has promoted high levels of personal cleanliness and hygiene among people; changing levels of aspirations have been stimulated to lead developed lifestyles.

Today a business organisation's policy is to encourage the consumer. Business Organisations believe that the consumer must know what he deserves and be aware of the possibilities of the pursuit of a high standard. The implication here is that the consumer must take more initiative in determining what is produced as well as in what is consumed. Such a role for the consumer implies significant changes in business organisations as well as in the motivation system out of which growth and abundance have arisen. The business organisations are constantly producing new products which are being distributed in the market. Therefore developments among the consumers are favourable to greater consumer autonomy. Consumers today are more affluent and thus have more money with which to experiment. They can afford items

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which have individual characteristics and which are not a part of the mass market. Many consumers also have more leisure time to cultivate individual tastes and personal consumption characteristics. Now it is the usual tendency of a consumer to show more independence in pleasing his own personal tastes. But in the earlier days people liked to live in a very simple and straight way and tradition provided the cue for practically all choices.

Nowadays communication science has been tremendously improved and a lot of research work has done on it. As a result modern advertisements are made to appeal to human tastes and also to persuade consumers to buy more. Today, advertising is not merely informative, it also persuades people to buy things they can afford. By dint of advertising and other communication networks people are seeking to learn the value system of their new stations of lifestyles, and they are on the pursuit of manifesting their new lifestyles. Now advertising has become the market place of ideas. Every now and then people are being fostered to listen, many things are being interpreted to them. Therefore the advertising should develop a lifestyle which would lead him to proceed with particular styles - the expression of their life. As people have developed different lifestyles so they feel and react differently and their emotion must be different. People's intrinsic worths (emotion, tastes, likes and dislikes) influence their choice to a great extent.

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Today in most of the countries of the world, women have come out from their 'narrow world'. Rather, they have entered in a world of vast responsibilities. Now they are working and contributing to their family income. When family income is increased their status of living must be changed out of which different choices will take place. Furthermore women's traditional role as household purchasing agents have been altered; now they have proved themselves as worthy to shoulder many other responsibilities of family. Therefore lifestyle of family is on the turn.

The identification of cultural changes or differences in culture has occupied a tremendous importance. It is true that differences in one culture from another may provide a guideline to the marketer about the taste and choice of consumers. To study the cultural differences one may study the four basic things - (i) the family system, (ii) the religious system, (iii) the society system, (iv) and the educational system. Culture influences the choices of individuals because they are the products of the culture in which they live. As the pattern of a culture differs from another their choice, purchasing behaviour or habit, must be different because they are strongly influenced by the many sources which surround them. Choice is the moving target of culture that means along with the changes in culture choices are being changed. Therefore the marketing plan should be consistent with the language and the goal of the culture from which the consumer gets his buying cues. So the relatedness of culture to marketing has been recommended with a view to eliminate the risks in the field of marketing.
CHAPTER IV

DIFFERENT CULTURAL TRENDS

Market researchers believe that culture is an external force to the market which influence the size, growth and other characteristics of the market. It is an underlying cause of changes in market sales. The market researchers anticipate the cultural factors only to predict changes in the market sales quite easily. Over the course of time, culture undergoes changes very silently and steadily, have profound effect on consumer behaviour.

Culture means a set of values, beliefs and ways of solving problems accepted by members of a society and transmitted to successful generations. Choices of individuals are greatly influenced by their culture because individuals are the product culture. Individuals set few goals for themselves, most of the goals and means to reach those goals are derived from the culture of individuals. Changes in culture and changes in product attributes are closely related so along with the cultural changes product must be changed. Such changes are so deep-rooted that advertisers cannot even think to persuade the consumer to adopt the anti-cultural trends rather the advertiser should seek to position his product in the markets likely to grow in response to cultural changes. Therefore the marketing plan should be consistent with the goals of the culture from which the consumer gets his buying cues.
Chapter IV

The growing importance of Competition in life.

The competition is somewhat strongest force stimulating to reach to a better state, to achieve something better. It is an underlying force which motivate people to go ahead in every respect. Competition, in the business world, is undoubtedly a directing force has fostered a tremendous growth.

Immediately after the marketing concept has been well accepted, the marketing men had taken into their consideration that change in consumer satisfaction is obvious so technological innovations should be logically derived. The business houses became active to adopt technological change in order to welcome 'Change' in customers' needs and satisfaction. The business houses anticipated that if consumer needs or choices are not fostered the speed of business will come to an end. In this way the full-fledged 'competition' had taken its way in the business world.

Formal education and constant changes in product design made the people educated and helped them to discover their actual needs, to adopt the process of product selection. The resulting effect was that the people who have lived for centuries in static societies have suddenly been caught up in a "revolution of rising expectations". All men seek to grow and growth must be enhanced if the environment can be adopted that foster growth. On the other, the income of the people has increased than before so the consumer have got a chance to experiment different products to meet up their needs and choice. Consequently the marketing men started contd. • p/2
traditional approach of production the needs of consumer have been complicated not as simple as they once were. Now the growing disposable income, increasedisure time, lengthened life spans, increasing increasing educational attainment have made people's life turbulent. The real focus in this kind of analysis is to identify the needs of tomorrow's customers. Manufacturing or organisation alone cannot perform all these typical works. They need someothers' help i.e., help of the consultant agency, publicity organisation and many others that can render information on different aspects of consumer. We can, therefore, say competition has created a commotion, in the business world, which is systematic in nature and can breed country's healthy economy.

Thrust of competition of the business world has added an extra pace into man's life to step up the peak of the progress and development. Nowadays it is very clear that where there is no competition there is no progress. In our materialistic world, competition has hatched "professionalism" demands perfection and depth of knowledge of any particular field of study.

Therefore, to conclude, competition is not madness or a directing force based on cruelty but it stimulates the people to go ahead and lead them towards prosperity and by germinating the seeds of discovery and invention into them held the country to yield the beneficial returns of these. Competition is an under current and it is the hallmark of development.
Project Selection: The size and nature of individual project have direct effect on the involvement of operating departments within the research firm. Project selection is directly related to future product lines. As project is generally a long-range programme. So the research firm should check up by periodic evaluation and review. The research firms should prepare a project in such a way that the objectives are clearly stated, and involves no controversial ideas. Proposed project may be very simply authorised by the management if it does not involve any complexity, if it becomes reasonable regarding cost, time schedules and quality.

Market research firms render services to different business organisations for making profit. But each new project that promises successful product campaign must be considered in the light of its potential for balancing the business firm's production capability. The professionals in the market research firm, being conscious, should consider the significance of the project by asking themselves how the existing product mix will be affected by the new product. Does the program have sufficient technological device to offer opportunities for additional product development? Will the new product lead to improved production techniques for present products? How does new product contribute to reducing cost?

The functions of Market research firm can be grouped in three stages:

1st Stage: -
1) Defining the problem.
4) Material of the product.
5) Production cost of the product.
6) Profitability.
7) Potentiality and growth of the product.
8) Uniqueness of the product.
9) Price of the product.
10) Position of the product in the existing market.
11) Expected life of the product.
12) Relationship with other product activity in the existing market.
13) Quality of the product.
14) Durability of the product.
15) Repairability of the product (in case of industrial product).
16) Safety features of the product.

4th Stage :-

1) Is this problem-solving approach related to overall organizational goals?
2) Does it contribute to product mission?
3) Are projects consistent with long-range research please?
4) How much benefit have been derived from products which have been developed by research?
5) How many product improvements were introduced by the organisation in comparison with the competitors?
6) Is research helpful in cost-reduction programmes?
7) What is the range of product planning, is it appropriate? How much good it is?
8) Are the developed techniques within research organisation to encourage productivity?
9) Are the key people in the research firm or department research motivated? Does they have sufficient variety of skill?

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