Chapter - VI

Market Research department and its interdependence

The explosive information requirements have been met on the supply side by impressive view information technologies. But most business firms do not operate at a high level of information sophistication. Only a few firms have developed advanced marketing information system that provide company management with up-to-date marketing information and analysis.

Market research department is solely dependent on the flow of information. It is also true that all informations cannot be accepted because there is too much information of of the wrong kind or sometimes information arrives in a form that leaves no idea of its accuracy. Perfect and acceptable marketing information can present a picture of the main components of a total market. Therefore, the first and foremost task of a market research department of a business firms is to make some arrangements to systematic these flows.

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Truly a market research department of any organization is formed of well qualified, trained and highly experienced people who are usually thought of as being skilled in figures. But they, often, haunts for ideas because they must be prepared to come up with the ideas on how to approach a problem. Keeping it into the mind the research staffs must maintain regular contacts with the people (retailer, wholesale and other kinds of people related to the organization) with a view to get special kinds of assistance and facts. A market research department is the Company's Source of Statistics. If the data exist somewhere, he must be able to lay his hands on them.

A market research department compells the managerial people to recognise their importance on the basis of their performance for example by evaluating an advertisement, a new product, a suggested sales promotion, a method of distribution of the Company they serve. To perform these jobs they conduct a comparative research study for which they must go to several places. The research department is also asked to predict about 'Sales forecasting' which implies a thorough and sincere
case study and for which it is essentially important to maintain a cordial relationship with the others.

Product development is one of the most valuable areas of a market research department and occasionally this department may be asked to contribute creative ideas about new products. The market research department must consult with R & D department before suggesting to managerial people. The people of a market research department must maintain a major continuing relationship with the marketing department.

If a company has a public relations department, it may need the help of market research department for corporate image. The public relations department is usually concerned with the attitudes of specific publics toward the company.

Few numbers of managerial people do not admit that it is as important as other responsible departments because they firmly believe that market research people are impractical and not able to understand the company and its marketing problems. The managerial people also believe that the market research department can not represent realistic ideas of how much time and money should be spent on study. Managerial people become impatient and often will forgo a study if it takes too much time or money, considering it as worthless. Despite these, many other criticisms the people of a research department
have to face from time to time. On the contrary the market research people sometimes hold that management is basically sales-oriented rather than marketing-oriented.

As a whole; if this serious conductment and misunderstanding prevails in between them, no organisation can not be functioning successfully for a long run. A good understanding and nice Banking atmosphere within the organisation must be created.

The market research manager and his staff can make few steps to increase the status of their department towards the management. If the research manager and his staff sincerely thinks that the company is their own company and consider that the role of their department as insuring to increase profits by increasing sales, by improving marketing methods. The first and foremost contribution of this department is to help in making profits. The research manager must be practical and must not realise that he is in ivory rather should be cooperative to other departments and with general management and will demonstrate willingness to be of help. They should not be overfussy about what their companies think belongs under the heading of research.
The research managers are not always expected skilful in personal relations, he could develop it by attending numerous people of the organisation in the way of experiencing the people's reactions and exchanging his own opinions. There is no substitute for willingness to be helpful.

The market research department of any organisation can not function in a vacuum or space because research work can not be done in isolation. The market research department being a limb of a company must be functioning successfully assuming its important role that definitely can help in making profit like other department; Otherwise it would fail to reveal fruitful result and to gain confidence and prove worthy.
CHAPTER VI

Relationship between the Public relations team and the Market research team of a firm.

The term public relations is fairly recent but the practice is certainly not new. This term seems first to have been used in its modern sense in the closing years of 19th century. Webster's New International Dictionary (3rd edition) defines public relations as, "The promotion of rapport and goodwill between a person, firm or institution and other persons, special publics, or the community at large through distribution of interpretative material, the development of neighbourly interchange, and the amusement of public relations". In brief, public relations, is certainly concerned with the winning acceptance and goodwill for products, for people, for companies, for ideas. Public relations is a selling device.

Modern public relations is a large umbrella that covers many responsible activities. It has to maintain a close relationship with other departments of a firm and also with the market research department. Because a public relations department has to keep the top management fully informed on the reaction to all aspects and phases of the policies and activities of the company, a wise public relations department is essential as light and air. Like other departments, market research departments also prepare reports.
and in this regard the function of a market research department is to analyse, summarise all sorts of material having value to top management. The papers thus prepared by the MR department are very recent and up-to-date and should be submitted regularly to the top management through the public relations department.

Sometimes the officials of MR department maintain a deep-rooted relationship with the public relations department because it acts as a source of information to them. Public relations department communicate the ideals and policies of the organisation to the public through various media and it brings to public attention significant facts, opinions and interpretations which help the MR specialists to study market and to search for valuable data - the life-blood of a business organisation.

The public relations department of a firm projects the image of the Company by cooperating in the production of visual aids, slides, film strips, documentary films and by distributing financial news about annual reports, share issues etc. Whenever image is projected, it would be easy to collect data about consumer choice, consumer reactions, product differentiation from the competitive market. The first task of public relations is to earn support for company's product and to project a favourable consumer image to the company. Unless support is earned there will be misunderstanding and conflict; Conflict begets friction and frustration. Friction slows
motion and frustration breeds ulcers. However, science has made this era speedy. People have no time. People are convinced with pleas to listen, to buy, to do this or not to do this. Faster living permits less and less attention to these pleas. But public relations, in this era, has become the only possible way that can solve the time problem and help the market research specialists to perform their crucial tasks.

Market segmentation is a very significant process of identifying the market characteristics. It is the objective of the public relations to establish channels of communication with selected segments of the public and using those channels as effectively as possible can generate favourable attitudes towards business are as follows: - i) develop a better, truer public impressions of company, ii) contribute to an improved climate for business operation, and an improved community attitudes on factors that make settlement and growth in a given country, state, Without public relations contribution in this area it is quite tiresome and troublesome for market research specialists to get core-facts.

Public relations is an essential part of the total marketing mix. Whenever market research specialists go to explore markets and collect data they first make contact with public relations department. In this respect, very precisely to say public relations department help a and its product name become better.
known, report those hard-core facts about a Company that bear on sales, seek out new markets and it broadens existing ones.

In the era of "The public be pleased", more than ever "the genius of the people must be consulted".

(Quoted from "Effective Public relations" - Cutlip and Center). No institutions, no organisation can exist for long without public support. The Market research department of a firm is accounted for studying the public opinion. "Public opinion is the complex of beliefs expressed by a significant number of persons on an issue of general importance" Public opinion is not an entity with tangible form and substance, but a collection of rational and irrational beliefs, illusions, and views expressing the attitudes of individuals who comprise the public. Market research specialists would not be able to view the contemporary trends of consumers' opinion unless they take the help of public relations experts. Public relations department influence public opinion which develops from attitudes of individuals. Attitudes are dormant until aroused by motives that are incited by a need, emotion, idea, or physical state. The attitude of the consumers are influenced by planned public relations campaign. Public relations departments of firms conduct campaigns in such effective ways that the consumers express their beliefs, philosophy, values through their attitudes. The basic and important task of public relations department is to determine and analyze attitudes of people in order to understand them and to anticipate public opinion on controversial.
problems or in favour of the company. Public relations is the only way of arousing attitude of the majority of the group. The passive attitude of the public shown apathy or causes harm to company. In this respect public relations department tirelessly stimulates the need by communication. Whenever attitudes are understood market research specialists can make headway to their progress.

We know that innovation is essentially important to Company to be existed. Before applying this technique a certain type of atmosphere is essential where innovation will be expressed. To create such an atmosphere, public relations department tries to create changes in attitudes of individuals. Public relations department of a firm comes regularly in contact with the public. Thus they can bring changes in attitude are accomplished by communications that means by appealing to the emotions to arouse favourable attitudes. Changes can also be brought about by arranging exhibition of the Company's product. The dynamic, realistic, and sometimes dramatic character of events exerts a strong influence on attitudes. Events provide information that often includes a change of attitude. Events may transform passive attitude into positive opinion. Public relations departments enables market research departments to prepare their questionnaire and formulate their policies that are acceptable to public. It defines to, and makes market research departments aware of, existing and potential problems, and thus are helpful in determining objectives and strategies of a market research program. It can reduce
nebulous impressions of public opinion to specific likes and dislikes, thus helping market research department avoid mistakes in dealing with the public.

Market research specialists face different problems when they conduct surveys. Precisely, whenever the image of a company is not projected it would be quite difficult for market research specialists to collect data which concerns the company. So they take the help of the public relations department of their company. It is the responsibility of the public relations department to conduct image surveys to determine institutional profile by ascertaining the attitudes of people towards organisation, how well they understand it, what they like and dislike about it. Conducting these surveys public relations specialists can prepare records about how well a company is known, its reputation, and what the public thinks about its products, services, prices, advertising etc. which are essentially important to market research department. The data of image research also provides information to a management for educating policies, correcting misconceptions, and improving the corporate image among the public.

Public relation is a two-way communication. Public relations experts, through careful listening to its publics and sensitive interpretation of the signals it receives, can inform market research specialists to detect any likely breakdowns in communication and thus
market research specialists evaluate and consider the possibility of altering the nature. Basing on the report, supplied by public relations department, market research departments, send reports to the top management in order to secure understanding and acceptance. People want to know what a business is doing to satisfy their interests. Whenever market research specialists would go to collect information the people might supply false information and conception unless the policies and actions of Company are explained by public relations department.

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