



# **MARKETING RESEARCH**

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# MARKETING RESEARCH



# *Definition*

“Marketing research is the gathering, recording, and analyzing of all facts about problems relating to the transfer and sale of goods and services from producer to consumer”

-Clark and Clark

# Objectives of Marketing Research

Marketing Research is undertaken with the following objectives:-

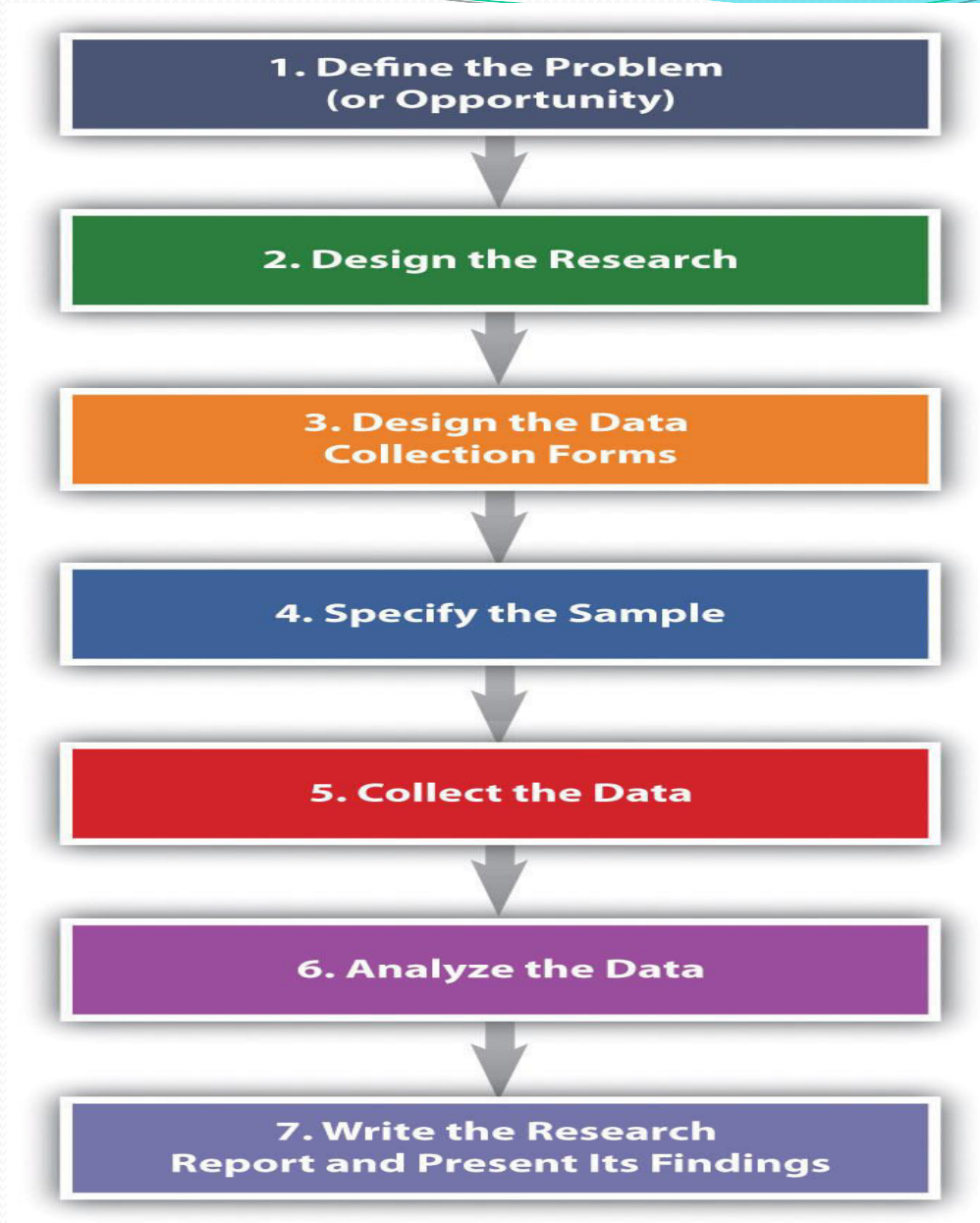
- 1. Proper Planning.** Marketing Research enables the planning of sales and other marketing programmes. The sales forecasts will be made on the basis of data of data collected from the market and other activities will be planned by keeping these figures in mind.
- 2. Controlling Marketing Costs.** A Systematised approach based on facts collected in marketing research helps in controlling costs on advertising, selling and distribution.
- 3. Exploring New Markets.** Marketing Research collects information about new areas where the product can be marketed.

**4. Studying Marketing Competition.** Marketing Research will be helpful in collecting information about the competitors so that the marketing strategies adopted by competitors should be counted to sell the products.

**5. Studying Consumer needs.** Marketing Research aims to ascertain the actual needs of the consumers, taste, preference, habits, price expectations regarding product etc.

**6. Increase in Sales.** Marketing Research will help in predetermining of sales, best ways of reaching consumer, proper timing of sales promotion etc. All the factors will help in accelerating sales.

# PROCESS OF MARKETING RESEARCH



# *Scope Of Marketing Research*

- **Consumer research.**
- **Product Research.**
- **Sales Research.**
- **Distribution channel research.**
- **Pricing research.**
- **Advertising Research.**

# **METHODS OF MARKETING RESEARCH**

- Survey method
- Experimental method
- Observational method
- Depth interview
- Projective method



# Limitations of Marketing Research

- **Time Consuming**: - Marketing research is time consuming process. It requires too much of time to reach the final conclusions.
- **Expensive**: - It involves large cost. A large amount of money is required to conduct marketing research.
- **Limited Personnel**: - The success of a marketing study requires that it is must be carried out by qualified personnel. But the non-availability of qualified personnel is a limitation for marketing study.
- **Unpredictable consumer**: - The whole marketing research revolves around consumer. His behavior, preferences, dislikes motivations are studied to reach certain conclusions. The consumer habits go no changing and this change cannot be precisely predicted. So unpredictable consumer behavior is also a limitation of marketing research.

# CONCLUSION

Marketing Research embraces all activities relating to marketing process and subsidiary types of research, Such as advertising research, sales research and market analysis for the management of marketing activities. Marketing process is impossible without marketing research.

THANK YOU

