

E-Content (Micom sem 2)

Paper III - Marketing Management

By -

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Scope of marketing Research

Marketing research is wider in scope. It starts from identification of consumer needs and extends to evaluation of consumer satisfaction. The following are included in scope of marketing research

1. Consumer research
2. Product research
3. Market research
4. Sales research
5. Pricing research
6. Distribution research
7. Motivation research
8. Advertising research
9. Policy research.

Marketing Research vs Market research

Market research is narrower in scope and is only a part of marketing research.

- ↳ To find information about the market of a particular goods or services
- ↳ It consist of size (actual & potential consumer), nature (consumer characteristics) and environment (social, cultural, ethical etc) of market

marketing research.

- ↳ It covers all the functions of marketing manager. It starts before production and ends after consumer satisfaction & evaluation
- ↳ It covers product, price, sales, market, promotion and distribution policies.

1. **Consumer research.** Consumer research deals with consumer and their problems and the solutions to these problems to better relations between the consumers and the marketing organisation. The areas of consumer research are :

- (a) Knowing the demographic features of consumers of both actual and potential.
- (b) Identifying the consumer needs and expectation levels regarding products or services.
- (c) Locating the factors governing the purchase decisions.
- (d) Ascertaining the levels of consumer satisfactions.

2. **Product research.** It covers the area of product planning and development. It has two aspects : technical and market. It is to find out the product image that is compatible with the self image of the consumers. The areas of product research are :

- (a) Evaluating the product performance of the firm in terms of turnover, profits, market segments and competition.
- (b) Determining product modifications as to their quality, design, varieties, appearance, colour and the like.
- (c) Appraisal of product diversification and simplification plans and products.
- (d) Product innovation that covers development of new products, market testing and evaluation of new competitive products.

3. **Market research.** As noted earlier, market research is to do with the structure of consumers deciding the demand force and other forces influencing such consumer strength. The areas of market research are :

- (a) Ascertaining the size and nature of consumers both actual and potential.
- (b) Forecasting of sales and demand.
- (c) Determining the strength and weaknesses of competitors thinking and actions.
- (d) Assessing the impact of governmental policies on the marketing efforts of the firm.

4. **Sales research.** Sales research covers the problems relating to the sale of products of a given firm. It attempts to find out sales potential to improve the existing level. The areas of sales research are :

- (a) Measuring sales performance in terms of volume and profits.

(b) Analysing and appraising the sales methods and sales personnel performance.

(c) Establishing and revising sales territories and sales quotas.

(d) Determining the effective ways of employee compensation.

5. **Pricing research.** All the questions relating to the consumer's ability to pay for the products is the heart of pricing research. It tries to find out consumer price expectations, actions and reactions. The areas of pricing research are :

(a) Ascertaining the price expectation of the consumers in different markets or segments of the market.

(b) Studying the price policies and strategies of the competitors.

(c) Testing the alternative price strategies.

(d) Measuring the consumer reactions and responses to firm's product prices.

6. **Distribution research.** Distribution research has two aspects namely, channel research and physical distribution research. The channel research is to do with the problems and possible solutions of intermediaries between producers and consumers. The physical distribution research is concerned with problems of and solutions to holding, handling and transporting of products. The areas of distribution research are :

(a) Studying the existing and potential channels with evaluation of channel performance.

(b) Determining dealer needs and number and behavioural factors to ensure full cooperation.

(c) Determining optimum inventory levels and storage facilities.

(d) Considering the economics of different methods of material handling and modes of transport and ascertaining their suitability.

7. **Motivation research.** The consumer research that answers the questions like — what ? who ? how many ? where when ? is known as quantitative research. However, motivation research is qualitative that answers why ? that is why people buy or do not buy a particular product ? It is not only the ability to pay for but the motives or the attitudes that have farreaching impact on consumer purchase decisions. The areas of motivation research are :

(a) Identifying the consumer motives, attitudes, emotions or the hidden reasons influencing buying decision.

(b) Finding out the ways and means of motivating the people to increase the sales.

(c) Knowing the consumer reactions in terms of consumer expectations and aspirations.

(d) Distinguishing between the hidden and apparent consumer likes and dislikes.

8. Advertising research. Advertising research is to do with communication mix the problems involved and the solutions possible. The areas of advertising research are :

- (a) Determining the advertising messages and appeals in the lime-light of research findings.
- (b) Comparison of likely effectiveness of the alternative copies designed.
- (c) Evaluating and selecting the media mix.
- (d) Measuring advertising effectiveness.

9. Policy research. Marketing as a specialised activity is going to be a grand success if other specialised activities contribute their mite. These are the contributions of finance, production and personnel activities. Policy research is to do with the study of the policies in all the areas of an organisation and their post-operative effects on marketing and vice versa. The areas of policy research are :

- (a) Studying the existing policies and strategies in production, finance and personnel vis-a-vis marketing policies.
- (b) Evaluating the efforts of changes in these policies on firm's marketing efforts and the results.
- (c) Determining a blended policy to better the results with reduced efforts and investments.
- (d) Having comparative study of competitor's policies blend to seek betterment.