

Consumers' perception about different research organizations

[Business](#), [Organization](#)



Research Proposal for Internship Program Proposed Title: Consumers' perception about different research organizations. Prepared By: Saumitra Kumar Paul Roll No. 060007 5th Batch, Evening Institute of Business Administration Rajshahi University. Submitted to: Dewan Sazzadul Karim Senior Manager, MRPC Square Pharmaceuticals Ltd. Square Pharmaceuticals Ltd. Square Centre, 48, Mohakhali C/A, Dhaka- 1212 Background of the study: Square Pharmaceuticals limited, located in Dhaka, is the number one Bangladeshi pharmaceutical company and one of the most recognized Bangladeshi brand among consumers.

This high degree of recognition is one of the main reasons Square Pharmaceuticals Limited has been so successful. For the 2007 fiscal year, ending December 30, 2007, this firm continued to soar, with sales of Tk. Started as a tiny organization, the above statement is the present landscape of Square Pharmaceuticals Limited. But this is not the end of the story, yet has a long way to run. To consistently and constantly grow and stay on the competition in the highly competitive market, right decision must be taken in right time. Here comes the importance of market research organizations.

They generate and provide information to be used as input into pharmaceutical's management decision making regarding the product-market characteristics and functions. In order to determine customer needs and to implement marketing strategies and programs aimed at satisfying those needs, marketing managers need information. They need information about customers, competitors, and other forces in the market place. In recent

years, many factors have increased the need for more and better information. As firms have become national and international in scope, the need for information on larger and more distant markets has increased. As consumers have become more affluent and sophisticated, marketing managers need better information on how they will respond to products and other marketing offerings. As competition has become more intense, managers need information on the effectiveness of their marketing tools.

As the environment changes more rapidly, marketing managers need more timely information. The task of marketing research is to assess the information needs and provide management with relevant, accurate, reliable, valid, current and actionable information. Today's competitive marketing environment and the ever-increasing costs attributed to poor decision making require marketing research to provide sound information. Sound decisions are not based on gut feeling, intuition, or even pure judgment. In the absence of sound information, an incorrect management decision may be made. Some organizations have their own research wing and others depend upon third party research organizations for such data. Several research organizations like 4P, AC Nielsen, Sirius etc.

exist in the research industry of Bangladesh. So, it is imperative to determine their reputation and efficiency. In this study, my main purpose is to make a comparative analysis between different research organizations of Bangladesh and rank them based on some relevant attributes. Problem definition/objectives of the research: Broad objective: This study will be designed to make an assessment of the consumers' perception about

different research organizations. Specific objectives: In course of the study, for the accomplishment of the primary broad objective, fulfillment of the following set of specific objectives are required: 1. To explore Customers' perception of the set of benefits they are receiving from the third party research organizations. .

To identify the existing research firms. Page 2 of 4 P. T. O. 3. To identify the strengths and weaknesses of various research firms. 4.

To compare the capability, efficiency and performance of various research firms. 5. To recommend appropriate research firm/s to charter in future.

Dependent variable: Perception about the research firms. Independent variables: 1. Specifications. 2.

Error. 3. Currency. 4. Objective. 5. Nature 6.

Dependability of the data. 7. Flexibility of data collection 8. Diversity of questions 9. Use of physical stimuli 10. Sample control 11. Control of the data collection environment 12.

Control of field force 13. Quantity of data. 14. Response rate. 15. Perceived anonymity. 16.

Social desirability/sensitive information. 17. Potential for interviewer bias. 18. Speed 19. Cost Research Approach: A descriptive research is being proposed to perform the study. Kind of information to be obtained: This study will be based on both primary and secondary information.

Primary data: Structured questionnaire will be provided to collect information from respondents. Secondary information: Secondary information will be collected by reviewing web sites, journals, brochures, publications, newspapers and other relevant documents. Research Methodology: Survey method is being proposed in which a structured questionnaire given to a sample of a population and designed to elicit specific information from respondents. Mode of administration of the survey: Face-to-face or telephone or email interview may be used. To know the customers' perception about the research firms, this proposed study will be conducted by a constructed questionnaire with those persons who will be selected as sample for the study. All participation will be voluntary. Page 3 of 4 P.

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