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“ROLE AND IMPORTANCE OF MARKET RESEARCH STUDY FOR STARTUPS”

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ABSTRACT

Startups are playing a vital role in the present markets and resulting in individual growth & ultimately fetching towards higher growth in Indian Economy. In this context, this research is undertaken to understand the role and importance of Market Research for startup. Market research plays a pivotal role in the success of any startup. In the business world, a start-up is considered to be successful only when the idea is converted into sales and to achieve this, start-ups have the option of using market research to build their idea marketability quotient right from the launch of their products or services. Market research will definitely help in figuring out the needs and upgrades expected by the customer but how frequently start-ups conduct such analyses and reinvent themselves will determine their overall success. Market research enables startups to identify untapped market opportunities that can give them a competitive edge. By analysing market trends, consumer demands, and gaps in the market, startups can discover niche markets or unmet needs that present potential for growth.



KEYWORDS : Digital Age, Universities in India, Digital Public Relations (PR), Brand Image, Digital PR Strategies.

INTRODUCTION :

Market research is the systematic process of gathering, analysing, and interpreting data about markets, customers, and competitors to support informed business decisions. It provides insights into customer needs, preferences, and behaviours, helping startups understand market trends and opportunities. By conducting market research, businesses can assess demand, identify new opportunities, mitigate risks, and enhance decision-making. Ultimately, market research is essential for startups to stay competitive, innovate, and meet the evolving needs of their target audience. By conducting thorough market research, startups can understand their customers' needs, preferences, and enabling them to tailor their products or services effectively. Additionally, market research helps identify gaps in the market, analyse competition, set competitive pricing, and develop targeted marketing strategies. This approach not only reduces risks but also increases the chances of success by guiding informed decision-making. Ultimately, market research empowers startups to navigate the competitive landscape and position themselves for growth and sustainability. Market research is nothing but a process using which startups gather facts about a specific market. It is a kind of analysis

made to study the rationale of potential customer behaviour and market dynamics. With market study, startups get to know business ideas, business conditions, and potential clients. Since market research offers useful information about consumer demands, preferences, and market trends, it is essential to startup development.

REVIEW OF LITERATURE:

- **Gundre & Kawadkar (2020)** - Start-ups companies are newly founded companies or entrepreneurial ventures that are in the initial phase of development. Start-ups are the one who working towards innovation, commercialization of new product or services. This research study, analyses the entrepreneurship environment through specifically focusing on start-ups and innovation. It will try to investigate the main challenges that start-ups and Challenges Faced by Entrepreneur. Start-up India was launched to provide a very promising future to the entrepreneurs of the country. The initiatives introduced were in great favour to make start-ups successful. This paper analyse the benefits and challenges faced by the start-up. The authors conclude that the initiative of the government brought a deep and last longing positive spirit in the country for all people young and old who wanted to pursue their dreams of having their own successful start-ups. The start-ups in India tend to have lot of opportunities for growing their business. Even if they face issues and challenges, they should try to cope up with these hurdles in a well efficient manner.
- **Ayyappan & Prashanth (2022)** - A startup is created company, partnership, or venture that aims to quickly expand an innovative business concept. A startup is a young, up-and-coming firm that takes a proactive towards creating a lucrative business model. In addition, the company's founders engage in extensive studies and surveys to learn more about emerging ideas, technology, industry trends, and commercial opportunities. To affirm ownership, dedication and contributions of founders and investors, a shareholder's agreement needed to be agreed upon early on. The research understands the start-ups and their significance and to measure the awareness level among young people about towards the Startup India.
- **Khan (2022)** -This study found out that a big marketing concern faced by start-ups is that products or services are new and unproven but the toughest challenge is to pick the appropriate blend of promotion mix. Therefore, the purpose of this study is to investigate how marketing promotion strategies adopted by Start-up women entrepreneurs within the constraints of limited resources are influencing sales performance of Start-up of women entrepreneur in Palghar District of Maharashtra. The study also attempts to determine the appropriate promotional mix for this Start-up based on the perception of Start-up women entrepreneur.
- **Santoshi (2023)** - Startups, as emerging firms with significant growth potential, are important drivers of global economic growth, job creation, and innovation. Entrepreneur development programs are essential for equipping individuals with the skills and the resources needed to launch and run successful startups enterprises, thereby significantly contributing to socioeconomic growth. This research analyses the growth of startups in India with respect to 5 parameters i.e. GDP, GNI, Employment opportunities, number of Unicorn Startups and Unicorns on the basis of sectors.
- **Giri & Mukamiya (2024)** -This research paper study about the importance of market research in startup development and it's growth. Market research is an important tool for startups as they purpose to survive in competitive environment. It looks into all aspects of market research, such as how it affects strategic decision-making, customer awareness, and product development. This study purposes to clarify the value of market research in startup development by examining the various issues and challenges in marketing research of startup. The study underscores the vital role of marketing research in the creation and expansion of startups. This study provide entrepreneurs with the information and resources required to fully utilize market research in promoting scalability and sustainable development by addressing a variety of challenges unique to startups.

NEED AND SIGNIFICANCE OF THE STUDY:

Startups are playing a vital role in the present markets and resulting in individual growth & ultimately fetching towards higher growth in Indian Economy. In this context, this research is undertaken to understand the role and importance of Market Research for startup.

OBJECTIVE OF THE STUDY:

This study aims to shed light on the role and importance of market research for startups, how it affects their success.

RESEARCH METHODOLOGY:

This research study is completely based on secondary sources of data published in journals.

STARTUP:

Startups are new businesses with exciting, novel ideas that are willing to take risks to make them a reality. They may appear insignificant and uncertain at first, but they have the potential to alter the way things work in the future. Startups are like daring dreamers striving to make a difference. A startup refers to a newly established company or business venture that is in its early stages of development. Startups are typically characterized by their innovative ideas, disruptive potential, and a focus on rapid growth. These companies are often founded by entrepreneurs or a group of individuals with the aim of bringing a new product, service, or solution to the market. To encourage entrepreneurial growth and foster innovation, the Indian government has introduced various schemes and initiatives aimed at supporting startups across the country. In the business world, a start-up is considered to be successful only when the idea is converted into sales and to achieve this, start-ups have the option of using market research to build their idea marketability quotient right from the launch of their products or services.

MARKET RESEARCH:

Market research is a complex of methods and techniques aiming at analysing a target market of a new business. It can provide a general understanding of the industry, competitors as well as needed products and services that can bring a profit. The effective analysis determines the market insights, competitors' features and client wants, triggers, fears, and motivations. Startups apply this data to create better products or services, enhance customer experience, and devise a marketing message that will attract customers. It is a technique of research analysis carried out in the form of surveys, interviews, questionnaires and focus groups to understand the market, target audience, the need for the business idea/product in the market and its sustenance. Market research will definitely help in figuring out the needs and upgrades expected by the customer but how frequently start-ups conduct such analyses and reinvent themselves will determine their overall success.

TYPES OF MARKET RESEARCH:

Market research is key to a successful business strategy and improved service / product for business ideas. While setting the revenue targets, choosing the appropriate research approach for business ideas can make a huge difference. The two types of study in market research based on business goals are primary market research and secondary market research.

1. **Primary market research:** Primary market research is also called field research. Primary or field market research is the one in which you collect any information. It's all about the market study of current sales volumes, customers, and metrics. It also includes studying the effectiveness of the new business ideas, their operation, and the competition.
2. **Secondary market research:** Secondary market research is also called table research. A secondary or table research study is associated with data analysis that a third party has already prepared. It generally includes studies and reports from the government, other companies, organisations, and other groups or entities engaged in the industry.

MARKET RESEARCH METHOD:

Any business idea can be successful with the correct market research method. Depending on the mode in which the data is collected, the different market research methods for startups are-

- **Interviews:** It is a personal kind of market study. It allows you to delve into the analysis more deeply, and it also provides extensive clarification and communication.
- **Surveys:** A survey is a way of collecting information from the target audience using questioning. Surveys are most commonly used and can be tremendously versatile. Surveys can clarify a lot of doubts and questions for new business ideas.
- **Focus groups:** It is a method in which a team or group of people sit together and discuss a particular topic. The organiser controls the discussion. Startups also performs checking questions and notes the insights gained from the meeting. This concept sounds simple but conducting it is not an easy task.
- **Observation:** It is the most commonly used and reputed market research method. It is all about observing the target audience.
- **Social media listening:** Social media provides an immense amount of information. It provides the exact reflection of what a person needs and cares about, as it is spontaneous and unfiltered.

ROLE OF MARKET RESEARCH STUDY FOR STARTUP:

Market research helps startups to make deliberate decisions, develop pertinent innovation and use appropriate resources. Businesses can take advantage of market research for various purposes, for example, to indicate the feasibility of a startup, to determine and develop potential new markets, to follow new marketing trends, to satisfy the demand for new products or services, to identify the best product placement, etc. Market research will allow you to determine your goals, gather all the information you need and find the way to go. The obtained data will help in making serious decisions in the management and development of their business. Market research is systematization of certain data and knowledge, which allows you to re-evaluate the potential of the company and determine the strategy for further development. Such an analysis is a necessity for serious long-term firms.

Markets can be a difficult place for startups to enter and make the right waves. Market research is a crucial tool for companies looking to gather inputs and analyse trends in a market. It helps businesses derive insights about their potential customers, competitors and the industry to take accurate and timely data-backed decisions. Market research helps startups gain information from the market and prepare the best strategies for their launch. Market research may provide businesses with the information they need to differentiate themselves from competitors and create a special proposition. By analysing the competitive landscape, startups can identify gaps in the market and position themselves to target customers. Market research is a crucial component of any entrepreneur's business plan, especially for a start-up. It is essential for figuring out sales and the potential that your products currently hold or may hold in the future.

Market research plays a pivotal role in the success of any startup. By conducting thorough market research, startups can gain valuable insights that help them make informed decisions, identify opportunities, and mitigate risks. Market research enables startups to identify untapped market opportunities that can give them a competitive edge. By analysing market trends, consumer demands, and gaps in the market, startups can discover niche markets or unmet needs that present potential for growth. By conducting thorough market research, startups can assess the viability and demand for their product or service, reducing the risk of failure. Market research is the compass that guides startups towards success. By understanding the target market, identifying opportunities, and mitigating risks, startups can make informed decisions that lead to growth and profitability. Incorporating market research into the startup strategy is not only essential but also a recipe for long-term success. Market research is vital in satisfying market expectations, boosting profit margins, identifying new opportunities, maintaining a good brand image and staying competitive.

CONCLUSION:

Startups are playing a vital role in the present markets and resulting in individual growth & ultimately fetching towards higher growth in Indian Economy. In this context, this research is undertaken to understand the role and importance of Market Research for startup. Market research plays a pivotal role in the success of any startup. In the business world, a start-up is considered to be successful only when the idea is converted into sales and to achieve this, start-ups have the option of using market research to build their idea marketability quotient right from the launch of their products or services. Market research will definitely help in figuring out the needs and upgrades expected by the customer but how frequently start-ups conduct such analyses and reinvent themselves will determine their overall success. Market research enables startups to identify untapped market opportunities that can give them a competitive edge. By analysing market trends, consumer demands, and gaps in the market, startups can discover niche markets or unmet needs that present potential for growth.

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