CHAPTER 8

CONCLUSION

Today's business systems must provide enterprise reach so that islands of contrasting information can be integrated into a meaningful whole. They must be able to cope with the overwhelming complexity of scattered technology and an enterprise information base. They must be open to survive a network-centric ecosystem. Rapid applications development goes without saying, and applications must be designed to embrace constant change. Business systems must be knowledge-based if they are to cope with the incompleteness and ambiguity of real business processes and workflows. And they must be adaptive to meet the needs of the moment and bring productivity to an increasingly overwhelmed business user and self-service to our customers.

Marketing research help in decisions and it does not guarantee success. Marketing managers may look for advice from marketing research specialists, and indeed it is important that research reports should specify alternative courses of action and the probability of success, where possible, of these alternatives. Marketing research does not guarantee success, is simply gratitude of the environment within which marketing takes place. The goals of the research work achieved are:-

(1) To design and develop an agent-based marketing research tool’s prototype system using agent-programming tool based on the conceptual model and to validate the system via face validation to examine its efficacy and usefulness is clearly achieved.

(2) Agent-based negotiation model to facilitate market research is design and a prototype of this develops so the second objective of the research work is also cover up.
(3) In this research work parallel processing of the application agent with supplier shows that its multi direction and fully automated system so we over come the limitation of the traditional marketing research tools like (Unidirectional, Lack of Automation) and third objective of the research work is also achieved.

(4) By this research work we can also handle the Complexity of real-world systems in business activity and last objective of the research work is also cover up.

Approach of agent oriented technology in designing of marketing research tools, Enhance the efficiency and capability of traditional Marketing research Tools. The traditional marketing research tool is very slow in process execution and they have lack of automation and decisions. By Using the Agent base architecture of marketing research tools it over come the limitation of traditional marketing research tools. The marketing research tool has own bargaining system & also undercutting system. It is dominant on the traditional marketing research tool. This prototype has made them feel it quite easy to use in practice. The agent oriented marketing research tool is extendable frame work but traditional are not, and it can handle fail over, it can handle the load balancing and multiple interface design and parallel interaction with different -2 client at same time but the traditional cannot do so.

8.1 CONTRIBUTIONS

Generally speaking, the contributions of this study can be categorized into hose related to knowledge and practice. Details of these two categories are discussed in the following sections:

8.1.1 Contribution to theory

8.1.1.1 Design and develop an agent-based marketing research tool

Although a lot of worked has been done on development of marketing research tool. In the existing tools the decision making process is not suitable for
the real practice, thus it can only be seen as a support tool with lots of limitation for the final evaluation of marketing research.

The proposed model in this research focused on Design and develops an agent-based marketing research tool. Agent helps in decisions making for the tool. No models in previous research emphasized the dynamic decision making process because there was no suitable design to realize the interaction between parties. The model in this research work was based on agent technology and developing the prototype JADE.

8.1.1.2 Agent-based negotiation model to facilitate market research

The dynamic process corresponds to the natural way of thinking and interaction when marketing research in practice. Based on the novel model, the goal of “Lowest price Better performance” can be realized in this way. The parties involved in this type of negotiation can fully utilize their bargaining power to influence their opponents’ beliefs. The design significantly improves the transparency when this type of decisions is made. The results of testing have indicated that, with the parallel bargaining, negotiation can be carried out in a more productive manner. For automated negotiation on price, a new negotiation mechanism has been developed which integrates with agent and make a reasonable decision on the opponent’s counteroffer during price negotiation, which ensures the proposed agent-based model and prototype is stable and efficient.

8.1.1.3 Over come the limitation of traditional marketing research tools

Traditional marketing tool is unidirectional means single level processing in particular field and lack of automation, but in this research work the dynamic and parallel processes is execute, agent base negotiation and multiple processing made this automated and multidirectional.
8.1.4 Handle the complexity of real-world systems in business activity

In real world system, there is lots of complexity in business activity like communication gaps, lack of understanding the meaning of conversation or misunderstanding between the persons, lack of transparency in business, performance of a human in stress environment etc, in this research work, such type of complexity easily handle by the system.

8.1.2 Contribution to practice

In practice, the proposed design of marketing research tools help in decision making. Further, based on the prototype, marketing research tool can execute the network based automated procurement process even when they are geographically distributed. It can help save the time for tedious negotiation, avoid destroying the relationship between human representatives of both parties, and improve the efficiency of the marketing research system. And the process of this system could also help develop an e-market place for market research.

8.2 FUTURE SCOPE

This Research work provide the possibility for improvement in the marketing research tool system in the field of agent to agent communication, argument passing between the agents, and an researcher can improve the marketing research system by understanding the problem of real world systems in business activity and improve the algorithms functioning and processing in decision making algorithms. A new Researcher can also work in the betterment of negotiation mechanism and client- user interaction module.