Abstract

The marketing research tools is concerned specifically about handling marketing processes and help in control markets problems, so that they get maximum business and maximum profit from this business and they work all these by smoothly and highly efficient. In the marketing research tool development there is lack of systematic methods and intelligence approach, and normally all traditional marketing research tools are single application handlers and unidirectional, these type of lacking can be removed by using agent technology. By using the agent base architecture of marketing research tools it over come the limitations of traditional marketing research tools. Use of Agent - Based Role Modeling (ABRM) and Multi Agent in Case Base Reasoning (MA-CBR) approaches provide the better designs in agent technology. Marketing research tools are useful in gathering information about markets or customers and their competitors in the market. In our research work, we have taken up a main task of designing and developing 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. In this process we have developed a prototype agent-based negotiation model to facilitate market research. The intention is to over come the limitation of traditional marketing research tools. Traditional software systems often cannot cope with the intricacy of complex real-world domains due to the presence of uncertainty and approximate knowledge as is commonly the case in environmental and industrial areas. The aim of this work is to develop a marketing research tools frame which is capable of performing the various business activities in complex real-world domains using an Intelligent Agent approach with Case-based Reasoning. Approach of agent oriented technology in designing of marketing research tools, enhance the efficiency and capability of traditional Marketing research Tools.