

What is JMRA?

Japan Marketing Research Association (JMRA) is a gathering of Japanese companies who specialize in marketing research. Established in 1975, JMRA is an association whose goal is the sound development and growth of the marketing research industry and the establishment of ethical standards.

Marketing research is an extremely important means of effective communication between suppliers and consumers of various goods and services. In order to supply what the consumer needs in the most effective manner, the supplier must have a grasp of the consumer's various demands; In other words, "how are the consumer's demands going to be met to the fullest" and "how are the essence of the goods and services being supplied going to be effectively appealed to the consumer."

Even today as we have reached the day and age of the IT era, the social role of marketing research has increased as well as the level of ethics required as those who handle personal information. However, in recent years, marketing research duties are continuously expanding because it is required to respond to various requests caused by changes in the social environment. For this reason, marketing research activities and activities of non-marketing research must be clearly distinguished in order to protect consumers from any kind of disadvantage and false impressions.

This is where we, JMRA, aspire to continuously provide high quality marketing research results so that marketing research can serve the purpose of improving the consumer's life. We work daily on our mission that is to serve as a marketing research association that contributes to society by promoting the compliance with the Marketing Research Code of Conduct and Privacy Mark.