

# Machine Learning in Market Research

**Trinita Felcy D, Kavin R, Boopesh R S**

Assistant Professor, Student, Student, MBA

Rathinam Technical Campus, Coimbatore

**Abstract:** *Machine Learning (ML) is reshaping modern market research by enabling automated data collection, predictive analytics, behavioural insights, and real-time decision-making. As businesses deal with massive datasets from social media, e-commerce, sensors, and CRM systems, ML applications such as clustering, sentiment analysis, recommendation systems, and forecasting provide deeper consumer understanding and more accurate strategic decisions. This paper examines how ML enhances traditional market research frameworks, the technologies driving adoption, empirical applications across industries, challenges, and future scope. By integrating ML into market research, firms can significantly improve customer segmentation, product development, pricing, brand tracking, and campaign performance. The paper concludes with recommendations for organizations, policymakers, and researchers to strengthen ML-driven market insights for sustainable competitive advantage.*

**Keywords:** Machine Learning, Market Research, Consumer Analytics, Prediction Models, Big Data