

MBAS 507: MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Workload : 4 hours per week. - Total credits: 4

Examination : 3 hours 70 marks

Objectives:

1. To gain knowledge over marketing research methods.
2. To gain knowledge over consumer behaviour.
3. To understand applications of marketing research techniques

Course Outcome:

1. Learn the tools and techniques to translate a marketing decision problem into a research question

2. Design a research plan, analyze the data gathered and accurately interpret and communicate survey reports, translating the results into practical recommendations.
3. Identify the dynamics of human behaviour and the basic factors that influence the consumer decision process and to demonstrate how concepts may be applied to marketing strategy

Pedagogy : Lectures, assignments, practical exercises, discussions, seminars.

Module 1, Marketing Research: Definition, Aims and objectives – contribution of marketing research. Need and scope for marketing research. Techniques of marketing research. Steps involving research procedure.

Module 2, Research Methodology & Research plan: Research design, types of research, exploratory and descriptive steps involved in research design.

Module 3, Data Collection: Types of data, sources; secondary data, limitations of secondary data; primary data- questionnaires, question sequence, question requirements, types of question, conducting the survey.

Module 4, The Sampling Process & Data Processing: The sample, theory of sampling, types of sampling, probability and non-probability methods of sample selection. Data processing methods, tabulation, analysis and interpretation of data; statistical tool for data analysis, Use of statistical software packages. Preparation of the research report.

Module 5, Consumer Behaviour: Consumer behaviour as marketing discipline - meaning and scope of consumer behaviour – decision process approach; Psychology and consumer behaviour.

Module 6, Nature of Buyer behaviour process: Buyer behaviour models, Consumer decision processes. Nature and characteristics of Indian consumer buying process.

Module 7, Consumer behaviour and social influences, Forms of social influences – culture, subculture, social class, reference groups, family, sales person's influence, influence of advertising and other situational influences.

Module 8, Consumer motivation: Major components of consumer motivation, consumer perception, key factors in perception. Nature of consumer learning, major factors in learning. Consumer attitudes: Concept, components of attitude, relation of consumer attitude to consumer behaviour.

Reference Books:

1. Bradley-Marketing Research: Tools & Techniques- Oxford.
2. Sunanda Easwaran & Sharmila J. Singh- Marketing Research: Concepts, Practices and Cases- Oxford.
3. Naresh K. Malhotra, Satyabhushan Dash - Marketing research: an applied orientation - Pearson education.
4. Alvin C.Burns - Ronald F Bush, Marketing Research- Pearson Education.
5. Dr. S. Ramesh Kumar -Case Studies in Consumer Behaviour- Pearson Education.
6. S Ramesh Kumar -Conceptual Issues In Consumer Behavior Indian Context -Pearson
7. Schiffman Leon G. and Kanuk Leslie Lazar - Consumer Behaviour -Pearson/ Prentice Hall.
8. G.C.Beri- Marketing Research-Tata McGraw Hill Education Private Limited.
9. Hair, Bush, Ortinau- Marketing Research- Tata McGraw Hill
10. Nargundkar - Marketing Research -Tata McGraw Hill.
11. Cooper Schindler- Marketing Research, Concept& Cases-TMGH.
12. Loudon D.L. and Bitta Della - Consumer Behaviour, Tata Mc Graw Hill.
13. M. N. Mishra- Modern Marketing Research -Himalaya Publishing House
14. C.N. Sontakki -Marketing Research- Himalaya Publishing.
15. Suja R. Nair- Consumer Behaviour and Marketing Research- Himalaya Publishing.
16. Suja R. Nair- Consumer Behaviour in Indian Perspective- Himalaya Publishing.
17. S.A. Chunawalla- Commentary on Consumer Behaviour- Himalaya Publishing.
18. C.N. Sontakki- Consumer Behaviour- Himalaya Publishing.
19. Rajeev Kumar- consumer behavior- Himalaya Publishing.
20. Wek, Rubin- Marketing Research- Prentice Hall India

