



**MANGALORE UNIVERSITY**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**MBAS 507 : MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

Workload	: 4 hours per week. - Total credits: 4
Examination	: 3 hours 70 marks
Objectives	: The objective of the course is to familiarize the students with the consumer behavior.
Pedagogy	: Lectures, assignments, practical exercises, discussions, seminars.

**Chapter 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.

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

**Chapter 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.

**Chapter 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.

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

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

**Chapter 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.

**Chapter 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.

**References :**

1. Bradley-Marketing Research: Tools & Techniques- Oxford.
2. SunandaEaswaran & 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 ConsumerBehaviour- 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

