

MBG5002 CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Course Code	MBG5002	Semester	III
Course Title	CONSUMER BEHAVIOUR AND MARKETING RESEARCH		
Credits	3	Type	Core

This Course mandates an insight into research and market-based skill development and knowledge gain by the students.

Course Description

- To inculcate insights on consumer behavior and various market research techniques in the students and equip them to carry out independent market research.

Course Outcome

With the completion of this course, students will obtain the following course/learning outcomes:

1. Knowledge gained:
 - Understand consumer behavior basic concepts and various buyer behavior models.
 - Acquire an idea of the influence of society, culture, family on consumer behavior and consumer motivation.
2. Skill gained:
 - Practice Market research on their own with understanding its basics, research models, procedures, etc.
 - Scale various attributes of Market research in a quantifiable manner related to test marketing and product selection.
3. Competency gained:
 - Improve their research findings with the help of case studies.
 - Students can develop and restructure new case studies as well as available studies.

Course Structure

UNIT I`

Introduction- Consumer behaviour as marketing discipline - meaning and scope of consumer behaviour – decision process approach- Psychology and consumer behaviour. Nature of Buyer behaviour process- Buyer behaviour models- Consumer decision processes. Nature and characteristics of Indian consumer buying process.

UNIT II

Consumer behavior and social influences- Forms of social influences – culture subculture- social class- reference groups- family- FLC- sales person's influence of advertising and other situational influences. 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

UNIT III

Marketing research: Definition- Aims and objectives – contribution of marketing

research. Need for marketing research. Scope of marketing research. Techniques of marketing research. Steps involving research procedure. Research Methodology- Research design, types of research- exploratory and descriptive steps involved in research design.

UNIT IV

Research plan- types of data- sources- secondary data- limitations of secondary data primary data- Attitude measurement & scaling Techniques -questionnaires- question sequence- question requirements- types of question- conducting the survey. The sampling process- The sample- theory of sampling- types of sampling probability and non-probability methods of sample selection- sample size.

Testing & Evaluation (if any)

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Assessment

References

1. M. Khan (2007), Consumer Behaviour, New Age
2. RamanujMajumdar (2010), Consumer Behaviour: insights from Indian market, Prentice Hall.
3. Thyagi, Arunkumar (2004), Consumer Behaviour, Atlantic.
4. Green and Tull(1974), Research for Marketing decisions, Prentice Hall 41
5. Naresh Malhotra (2003), Marketing Research, Prentice Hall