

MBA III Semester III
Consumer Behaviour and Marketing Research (CB & MR)

1. Course Objectives:

The objectives of the course are:

1. To familiarize the students with the behavioural aspects of consumers.
2. To understand the internal forces, external influences and processes that go on to affect consumer behaviour, the challenges generated for the marketers and the strategies which could be implemented.
3. To understand the role of research in understanding the psychological and behavioural aspects of consumers.
4. To have an overview of the ever expanding role of Marketing Research in various business applications.
5. To understand the scope of marketing research in designing and implementing successful marketing strategies.
6. To acquire an appreciation of various analytical techniques and use of statistical software in marketing research.

2. Course Duration:

The total hours for teaching this course will be 50 hours, which will be divided into 40 sessions of 75 minutes duration each.

3. Course contents:

The course will contain following modules:

Module No.	Modules / Sub-Modules	Sessions	Marks (20% of 70 each)
I	Understanding the Consumer: Emergence of buyers' markets and growing importance of consumer. Consumer motivation, personality traits, and consumer perceptions. Theories of consumer learning, consumer attitudes and effect of communication on consumer behaviour. Consumer Research.	8	14
II	Socio-cultural settings and Consumer Decision Making: Family, reference group and social class influences on consumer decision making. Cultural, sub-cultural and cross cultural influences on consumer behaviour. Opinion leadership and diffusion of innovation.	8	14

III	<p>The Nature and Scope of Marketing Research: Marketing Information System and Marketing Research. Problem definition, research objectives and hypotheses. Identifying information need and data source, primary and secondary sources of data.</p> <p>Research designs- Cross sectional and focus group designs. Exploratory, descriptive, and causal research designs. Measurement and Scaling in Marketing research</p>	8	14
IV	<p>Data Collection and Testing of Hypotheses: Probabilistic and non probabilistic sampling procedures, sample size decisions. Designing the research instrument and data collection. Editing of data, data entry in electronic spread sheet/ data editor. Selecting statistical tests for nominal, ordinal and interval/ ratio data. General hypothesis testing procedure for parametric and nonparametric statistics (Analysis of Differences). Measurement of Associations between two nominal, ordinal and interval data. One-way ANOVA, completely randomized design (CRD).</p>	8	14
V	<p>Multivariate Data Analysis: Analysis of Variance- Randomized block design (RBD), Latin square design (LSD), and Factorial design (FD). Using Statistical Software such as SPSS/ SYSTAT/ SAS for Correlation and Multiple Regression, Factor analysis, Discriminant and Logit Analysis, Cluster Analysis. Basic knowledge about Multidimensional and Conjoint analysis. Preparing a Research Report.</p>	8	14

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion covering a cross section of decision situations.
- (b) Discussions on issues and techniques of Marketing.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 10% (Internal Assessment)
B	Mid-Semester examination	Weightage 20 % (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Text Books:

Any of the following books may be used as base book for this course. However, students are also expected to refer books by other authors on the subject. A suggestive list of reference books is also given here. They are also supposed to read business magazines and journals related to the subject.

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
T1	Schiffman and Kanuk	Consumer Behaviour	Pearson	IX Edition
T2	Loudon & Della Bitta	Consumer Behaviour	Tata McGraw-Hill	IV Edition
T3	Blackwell and Engel	Consumer Behaviour	Cengage	Indian Edition
T4	Luck and Rubin	Marketing Research	PHI	VII edition
T5	Malhotra Naresh & Dash S	Marketing Research	Pearson	V Edition
T6	Aaker, Kumar, Day	Marketing Research	Wiley	IX edition

7. Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	Majumdar Ramanuj	Consumer Behaviour: Insights from Indian Market	PHI	Latest Edition
R2	Hoyer, MacInnis and Dasgupta	Consumer Behaviour	Biztantra	Latest Edition
R3	Evans	Consumer Behaviour	Wiley Indian Edition	Latest Edition
R4	Peter and Olson	Consumer Behaviour & Marketing Strategy	Tata McGraw-Hill	Latest Edition
R5	Assael Henery	Consumer Behaviour and Marketing Action	Cengage	Latest Edition
R6	Lindquist Jay D	Consumer Behaviour	Cengage	Latest Edition
R7	Churchill A Gilbert Jr.	Marketing Research	Cengage	Latest Edition
R8	Burns and Bush	Marketing Research	Pearson	V Edition
R9	G C Beri	Marketing Research	Tata McGraw Hill	Latest Edition
R10	Rajendra Nargundkar	Marketing Research: Text and Cases	Tata McGraw Hill	Latest Edition
R11	Eshwaran Sunanda and Singh S	Marketing Research	Oxford	Latest Edition
R12	Cooper & Schindler	Marketing Research	Tata McGraw Hill	Special Indian Edition
R13	Bradley Niegel	Research: Tools and Technique	Oxford	Latest Edition
R14	Zikmund Babin	Marketing Research	Cengage	Latest Edition
R15	Coakes, Steed and Dzidic	SPSS 13.0 for Windows	Wiely Student Edition	Latest Edition

8. Lists of Journals/ Periodicals/ Magazines/ Newspapers:

Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Behaviour, Business Magazines, other Indian Journals for Marketing and Research

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

9. Session Plan:

Consumer Behaviour and Marketing Research

Session no.	Topic
1	Understanding the consumer, Consumer research
2	Consumer Motivation: theories of motivation and consumer behaviour
3	Personality traits and consumer behaviour
4	Consumer perception, how to change perceptions
5	Consumer learning and impact on behaviour
6	Consumer attitude formation and changing attitudes
7	Communication and consumer behaviour
8	Feedback and review of module-1 / Case analysis
9	Family and Reference group influence on consumer behaviour
10	Social class influence on consumer behaviour
11	Socialization and Influence of Culture on consumer behaviour
12	Subcultures and consumer behaviour
13	Cross cultural behaviour – an International perspective
14	Opinion leadership and diffusion of innovation
15	Consumer Decision Making-Levels of involvement and decision making
16	Feedback and review of module -2 / Case analysis.
17	Basic and Applied research, Marketing research and Information system-meaning and scope, recurring and non recurring marketing problems.
18	Overview of Marketing Research process. Problem definition, research objectives and framing of hypotheses.
19	Information need and sources of data- primary and secondary sources.
20	Research designs. Cross sectional and focus group designs
21	Exploratory, descriptive and causal designs.
22-23	Measurement and Scaling in Marketing research
24	Feedback and review of module -3/ Case analysis
25	Probabilistic and non-probabilistic sampling procedures. Sample size decision
26	Types of questionnaires and questionnaire designing
27	Data collection, data entry in electronic spread sheet, editing of data
28	Testing of Hypotheses- Parametric tests of difference
29	Testing of Hypotheses- Non parametric tests of difference
30	Testing of Hypotheses- Tests of Association
31	One way ANOVA Completely randomized design
32	Feedback and review of module -4 / Case analysis
33-34	ANOVA- Randomized block design, Latin Square and Factorial Designs and their applications in MR
35-36	Multiple regression analysis, Logistic Regression analysis (LOGIT)
37-38	Factor Analysis, Cluster analysis
39	Introduction to Discriminant analysis, Multidimensional scaling and Conjoint analysis.
40	Feedback and review of module – 5 / Case analysis Analysis of Practical problems on computer