

Name of the Program: Master of Business Administration (MBA) MBAS 307: MARKETING RESEARCH AND CONSUMER BEHAVIOUR		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	56 hours
Pedagogy: Lectures, assignments, practical exercises, discussions, seminars, etc. Examination: 30 marks continuous evaluation and 70 marks final examination.		
Objectives: 1. To gain knowledge over marketing research methods. 2. To gain knowledge over consumer behaviour. 3. To understand applications of marketing research techniques 4. To understand data collection and processing 5. To equip students to undertake marketing research projects 6. To prepare students to become marketing consultants 7. To understand the recent developments in marketing research		
Course Outcomes: 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 3. Accurately interpret and communicate survey reports. 4. Translating the results into practical recommendations. 5. Identify the dynamics of human behavior. 6. Analyze the basic factors that influence the consumer decision process. 7. To demonstrate how concepts may be applied to marketing strategy		
Syllabus		Hours
Module No.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 No. 2: Research Methodology & Research plan		
Research design, types of research, exploratory and descriptive steps involved in research design		
Module No.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 No. 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 No 5: Consumer Behaviour		
Consumer behaviour as marketing discipline - meaning and scope of consumer behaviour – decision process approach; Psychology and consumer behaviour.		
Module No 6: Nature of Buyer behaviour process		
Buyer behaviour models, Consumer decision processes. Nature and characteristics of Indian consumer buying process.		

Module No 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 No 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.	
Books for Reference: 1. Bradley-Marketing Research: Tools & Techniques- Oxford. 2. <u>Sunanda Easwaran & Sharmila J. Singh</u>- 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 Behaviour- Himalaya Publishing. 20. Wek, Rubin- Marketing Research- Prentice Hall India	