

MKTG 2002	Consumer Behaviour & Market Research	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Marketing Management, Research Methodology				
Co-requisites	--				

Course Objectives

1. To understand consumer behaviour in an informed and systematic way.
2. To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.
4. To give the students a perspective to understand the application of market research in framing effective marketing strategies.

Course Outcomes

On completion of this course, the students will be able to:

- CO1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.
- CO2. Identify and explain factors which influence consumer behaviour.
- CO3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
- CO4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
- CO5. In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.

Catalog Description

Consumer Behavior and market research course enables a student to gain a comprehensive understanding of consumer behavior & market research and their relevance in gaining consumer insight. This course explores various aspects of consumer decision making process keeping the individual, social and cultural dimensions of consumer behavior as a backdrop. During the course students will frequently be asked to consider two perspectives when thinking about the concepts they cover. One is the perspective of a marketing manager, who needs to understand consumer behavior to develop, implement and evaluate effective marketing strategies. Second is the perspective of the customer and understand influences of marketing on your own behavior. The course also introduces the concept of marketing research and the tools and techniques for which are further enhanced through a separate course on research methodology.

Course Content

Unit I:

5 lecture hours

Consumer behavior: Concept and Implications; Integration of consumer behavior in the marketing concept; Consumer Decision Making Process; Levels of consumer decision making; Types of Consumer Decision Making.

Unit II: **5 lecture hours**
 Key Determinants of Consumer Behaviour and Marketing Strategy; Providing Customer Value and Retention; Market segmentation: Concept, Bases and Significance; How market segmentation operates; Criteria for effective targeting of market segments; Target Marketing strategies.

Unit III: **8 lecture hours**
 Consumer Motivation; Dynamics of Motivation, type and systems of needs; Personality and theories of personality (relevant to marketing); Consumer diversity; Self and self-image; Consumer Perception; Dynamics of perception and consumer imagery; Consumer Learning; Behavioral and cognitive learning theories; Consumer Attitude; Attitude formation and behavior; Communication and consumer behavior.

Unit IV: **6 lecture hours**
 Family: Concept, Roles and influences; Reference groups and their influence; Social class and consumer behavior; Influence of culture on consumer behavior; Culture and core values; Influence of sub culture & cross culture on consumer behavior.

Unit V: **4 lecture hours**
 Consumer Influence and the Diffusion of Innovations; Opinion Leadership, WOM, e-WOM. New times, new consumers; Managing Consumer Dynamics; Consumer decision making and beyond; Consumer Satisfaction and Dissatisfaction: Mechanism; Managing Post-purchase behavior.

Unit VI: **8 lecture hours**
 Market Research: Concept and significance; Types of Research; Research approach and Process; Consumer research paradigms; Combining qualitative and quantitative research; Sampling, Data – Types and Collection; Questionnaire and Schedule; Scaling Techniques; Data analysis & reporting research findings; Barriers to market research.

Text Books:

1. Schiffman, L.G. and Kanuk, L.L. (2011) Consumer Behavior, 9th Ed., Prentice Hall. ISBN: 9780131869608
2. Batra, S.K. and Kazmi, S.H.H. (2009) Consumer Behavior Text and Cases 2nd Eds, Excel Books. ISBN: 978-8174466440
3. Majumdar, Ramanuj. (2011) Consumer Behavior. Prentice Hall India. ISBN: 978-8120339637

Reference Books:

1. Loudon, D.L. and Bitta, A.J.D. (2005) Consumer Behavior Concepts and Applications, TMH. ISBN: 978-0070387676
2. Solomon, Michael R. (2013) Consumer Behavior 10th Ed., Prentice Hall. ISBN: 978-0132672146
3. Blackwell, R.D, Miniard, P.W, and Engel, J.F. (2006) Consumer Behaviour, Cengage. ISBN: 9780030211089

Modes of Evaluation & Examination Scheme:

Components	Mid Semester Exam	Presentation/Assignment/Project/Class Participation	End Semester Examination
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Demonstrate how knowledge of consumer behaviour can be applied to marketing.	PO 1, 2, 4, 8,9,12
CO2	Identify and explain factors which influence consumer behaviour.	PO 2,3,4,8,7,8
CO3	Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.	PO 3,4,6,8, 9, 12
CO4	Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.	PO 4,5,6,7,9,10,11
CO 5	In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.	PO 1,2,3,6,7,8,9

Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO 5
PO 1	3	3	3	2	2
PO 2	3	3	3	2	2
PO 3	3	3	3	2	2
PO 4	3	1	1	3	1
PO 5	2	2	1	3	1
PO 6	2	2	2	2	1
PO 7	3	3	1	2	2
PO 8	3	3	3	3	2
PSO 9	3	3	3	1	2
PSO 10	3	3	3	2	2


Students will demonstrate strong conceptual knowledge of management & its functional areas.
Students will demonstrate effective oral and written communication skills in the professional context.
Students will be able to work effectively in teams and demonstrate team-building capabilities.
Students will be able to evaluate the legal, social and economic environments of business.
Students will be able to describe the global environment of business.
Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.
Students will be able to apply decision-support tools to business decision making.
Students will be able to apply knowledge of business concepts and functions in an integrated manner.
Students will demonstrate conceptual domain knowledge of the logistics sector.
Students will apply decision-support tools to decision making in logistics sector.
Students will apply conceptual knowledge of logistics sector in an integrated manner.
Students will demonstrate employable and deployable skills for appropriate roles in management.

PSO 11	3	3	3	2	1
PSO 12	1	1	1	3	2

MKTG 2002	Consumer Behaviour & Market Research	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 9	PSO 10	PSO 11	PSO 12
		3	3	3	2	2	2	2	3	2	3	3	2

- 1 – Weakly mapped
2 – Moderately mapped
3 – Strongly mapped

Model Question Paper

Name:			
Enrolment No:			
Course: MKTG 2002 - Consumer Behaviour & Market Research		Semester: ODD - 2017-18	
Programme: BBA (Auto Marketing)		Max. Marks: 100	
Time: 03 hrs.			
Section A (Multiple Choice Questions)			
1.	Attempt all parts. All parts carry equal marks.	[20]	CO1 CO2
(i)	Needs of customers are triggered by: (a) Internal stimuli (b) External stimuli (c) Both (a) and (b) (d) None of above	[2]	
(ii)	Highly involved consumer buying behaviour and customers perceive fewer differences among brands is called: (a) Complex buying behaviour (b) Variety seeking buying behaviour (c) Dissonance reducing buying behaviour (d) Habitual buying behavior	[2]	
(iii)	In AIDA model of consumer behaviour, 'AIDA' stands for: (a) Attraction, Interaction, Decision, Advise (b) Attention, Interaction, Decision, Action (c) Attraction, Interest, Desire, Acceptance (d) Attention, Interest, Desire, Action	[2]	
(iv)	"Demographics" refers to: (a) Money consumers are willing to spend (b) Numerical facts about a population (c) Numerical facts about sales (d) None of the above	[2]	
(v)	"Niche marketing" means: (a) Selling products that are non-specific (b) Targeting a wide-variety of people	[2]	

	(c) Personalized products targeting narrow groups of people (d) None of the above		
(vi)	Cognitive dissonance is found in which section of the consumer buying process? (a) Information search (b) Evaluation of alternatives (c) Making the purchase (d) Post purchase evaluation	[2]	
(vii)	Which form of data below can usually be obtained more quickly and at a lower cost than the others? (a) Primary (b) Survey research (c) Secondary (d) Observational research	[2]	
(viii)	In marketing research, the _____ phase is generally the most expensive and most subject to error. (a) Interpreting and reporting the findings (b) Exploratory research (c) Data collection (d) Planning	[2]	
(ix)	Which type of research would be best suited for identifying which demographic groups prefer diet soft drinks and why they have this preference? (a) Exploratory research (b) Descriptive research (c) Experimental research (d) Ethnographic research	[2]	
(x)	_____ is a personality trait that reflects the degree of rigidity a person displays towards the unfamiliar and toward information that is contrary to his or her own established beliefs. (a) Locus of Control (b) Optimum Stimulation Level (c) Dogmatism (d) Ethnocentrism	[2]	
SECTION B (Attempt any Four Questions)			
2.	'Lifestyle segmentation is more appropriate than demographic segmentation in present scenario'. Comment.	[5]	
3.	Explain Evoked set, Inept set and Inert set with appropriate examples.	[5]	CO1 CO2 CO3 CO4
4.	Using any Indian TV advertisement, explain how knowledge of personality can be used by marketer to develop marketing strategy?	[5]	
5.	State the advantage of primary data over secondary data.	[5]	
6.	Explain exploratory, descriptive and casual research approaches.	[5]	
SECTION C (Attempt any Three Questions)			
7.	Explain the process of consumer decision making. What are the implications of this process to a marketing manager?	[10]	
8.	With the help of suitable examples, explain how do marketers apply the concept of absolute threshold and differential threshold or just noticeable difference in the marketing strategy?	[10]	
9.	What are the factors in a buying situation that result in extended search for pre-purchase information by consumers? Based on factors identified by you, what kind of information search behaviour can you expect in case of: (a) The purchase of first car by a family (b) The purchase of a new brand of deodorant (c) The purchase of Insurance policy	[10]	CO2 CO3
10.	Describe the term 'Personality', 'Learning' and 'Motivation'. With the help of suitable examples, discuss the impact of these factors on consumer buying behaviour.	[10]	

SECTION D (Attempt All Questions)			
11.	<p>Mother Dairy is a strong and dominant player in packaged milk and milk products in northern India, particularly Delhi. Recently it decided to expand its operations to other states. It faces competition in all these cities including Delhi. This competition is largely from a number of unorganized dairies. The few organized firms are Amul, Neslte etc. The unorganized sector's milkman delivers fresh milk at the door-steps of the customers. His value proposition is freshness and directly from the source. Mother Dairy's proposition, on the other hand, is that it offers fresh milk which is pasteurised, hygienic whose composition is different, depending on the fat content.</p> <p>Mother Dairy wants to penetrate the new markets and create loyalty amongst its existing & potential buyers. Explain the consumer buying behaviour towards packaged milk and milk products. What strategy should Mother Dairy adopt?</p>	[15]	CO2
12.	<p>A fast food restaurant wants to find out who visit the restaurant, how they evaluate the feature/services provided, their satisfaction level and also want them to suggest ways to improve service quality. Design a questionnaire using different types of question (open ended, close-ended, multiple choice, rating scale etc).</p>	[15]	CO4