

Semester V

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course	Department offering the course
		Lecture	Tutorial	Practical/ Practice			
Consumer Behavior and Marketing Research, GE-5, V.4.1	4	2	0	2	12th Pass	NIL	Management Faculty of CIC

Learning Objectives:

The success of business depends on a thorough understanding of how consumers behave and why they behave in a way they do to any business actions such as change in any of the 4 P's of marketing. This course provides the useful insights into consumer psychology with special focus on how consumers think, feel and react to marketing stimuli. Effective marketing research reduces the percentage of product or service failures. It is important for the participants to know the fundamental concepts in the field of marketing research.

Learning Outcomes

After completing the course, student should be able to:

- Understand factors important for consumer buying behaviour
- Understand various consumer behaviour models
- Understand basis of marketing decisions on consumer insights
- Understanding nature and scope of marketing research
- Different methods of data collection, sampling techniques
- Learning various univariate and multivariate data analysis techniques
- Ethical issues in MR

SYLLABUS:

UNIT I: Consumer mind mapping and Consumer behaviour models (6 Hours)

Manager and Consumer perspectives, Mapping consumer mind, Deterministic and probabilistic approaches, Howard and Sheth model, Nicosia and Engle and Blackwell model.

Unit II: Consumer knowledge and perception (6 Hours)

Types of thresholds, consumer memory networks, Consumer engagement, Perceived risk, antecedents and consequences of consumer decision making, Learning and motivation theories

Unit III: Marketing Research & Types of Research Design (8 Hours)

Nature and Scope of Marketing Research, Marketing Research process, Exploratory, Descriptive and Conclusive Research

Unit IV: Data collection & Ethical Research (10 Hours)

Sample design and field work, Data coding, Data analysis, Use of statistical software for hypotheses testing, Ethical considerations.

Practicals - (60 Hours)

- Data collection and Coding
- Marketing Research Case studies
- Data analysis of the already existing products based on surveys
- Innovation projects based on data collection and marketing research

Essential/ recommended readings:

- Assael, H. (2009). *Consumer behaviour and marketing action*. New Delhi: Cengage Learning.
- Blackwell, R. D., Miniard, P. D., & Engle, J. F. (2009). *Consumer behaviour*. USA: Thomson-South Western.
- Evans, M., Jamal, A., & Foxall, G. (2009). *Consumer behaviour* (2nd ed.). New Jersey: John Wiley & Sons.
- Malhotra, N., & Dash, S. (2015). *Marketing Research: An Applied Orientation* (6th ed.). New Delhi: Pearson.
- Burns, A. C., Veeck, A.F. & Bush, R. F. (2017). *Marketing Research* (8th ed.). New Delhi: Pearson.
- Churchill, G., Iacobucci, D., & Israel, D. (2010). *Marketing Research: A South Asian Perspective*. Delhi: Cengage

GENERIC ELECTIVES (GE-5)
V. 4.2. Circuit Analysis and Synthesis

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)	Department offering the course
		Lecture	Tutorial	Practical/ Practice			
Circuit Analysis and Synthesis, GE 5, V. 4.2	4	2	0	2	12 th Pass	NIL	Physics/ Electronics Faculty of CIC