**MGT 2016 -Essentials of Marketing Management -Consumer Research Assignment(Project) -1**

As a marketing consultant of firm, conduct consumer research for a product or services of your choice as per the input given in our essential of marketing management class (Marketing research Process). As the findings of the market research will be used to improve the decision-making capacity of an organization or business, similar is with consumer research.

You know very well that the consumer research process can be broken down into the following steps or you can follow any steps by referring authenticated source of material.

1. **Develop research objectives:** The first step to the consumer research process is to clearly define the problem statement, research objective, the purpose of research, why is the research being conducted, to understand what? A clear statement of purpose can help emphasize the purpose. Please follow APA citation.
2. **Collect Secondary data:** Collect secondary data first, it helps in understanding if research has been conducted earlier and if there are any pieces of evidence related to the subject matter that can be used by an organization to make informed decisions regarding consumers.
3. **Primary Research:** In primary research organizations or businesses collect their own data or employ a third party to collect data on their behalf. This research makes use of various data collection methods ([qualitative](https://www.questionpro.com/blog/qualitative-market-research/) and [quantitative](https://www.questionpro.com/blog/quantitative-market-research/)) that helps researchers collect data first hand.
4. **Collect and analyze data:** Data is collected and analyzed and inference is drawn to understand consumer behavior and purchase pattern.
5. **Prepare report:** Finally, a report is prepared for all the findings by analyzing data collected so that organizations are able to make informed decisions and think of all probabilities related to consumer behavior. By putting the study into practice, organizations can become customer-centric and manufacture products or render services that will help them achieve excellent customer satisfaction.

**MANDATORY REQUIREMENTS FOR SUBMISSION OF CONSUMER RESEARCH PROJECT**

1. The project should be very practical in terms of applying Marketing research techniques, you have learnt in the MGT2016 Essentials of Marketing Management course to provide solution to a day to day consumer real problem.
2. Project consist of total 50 marks and it was divided into different section’s as shown in the rubrics.
3. The Project information should not be plagiarized from other web pages or from direct articles. It will be checked after the submission of your research report and presentation using turtinin software.
4. All are requested to submit the project report in time.
5. All the team members need to make a ppt with video imbibed in it ,explaining the research process and the members contributions in assimilating and consolidating the comprehensive research report.
6. video of your team and its duration of the presentation should be of **Min 10 min** and every member of the team is requested to Participate in that Presentation and Submit the video recording in google drive posted in the MS TEAMS. **(i.e 4 Persons \* 2.5 Min = 10 Min)**

**Suggested Chapters**

1. Title
2. Introduction
   1. Background of your study with literature support citied with APA format
   2. Problem Area
   3. Problem Statement (Research Q's and Research Objectives)
   4. Research hypothesis 2) 2)literature review
3. Conceptual review
4. Research finding review
5. Research gap
6. Conceptual Model of research
7. Research Methodology
   1. Types of research design
   2. Population of the study
   3. Probability or non-probability sample
   4. Sample size of the study
   5. Questionnaire development (Content and face validity)
   6. Reliability
   7. Measurement scale used (Nominal scale, likely scale)
   8. Questionnaire administration (Distribution of Question / survey details)

9)Statical tools used (Frequency analysis, ANOVA,

Co-relation analysis)

1. Findings and analysis (Result tables with interpretation)
2. Conclusion and implications

Reference (APA reference should be given)

Appendix-1 questionnaire to be attached

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| **RUBRICS FOR CONSUMER RESEARCH ASSIGNMENT-1** | | | | |
| **Criteria** |  |  |  |  |
| Title Page | Report includes a title page with the following information: **report name, student(s) name, Collage name, instructor name, and date** | \_ | \_ | \_ |
| **Criteria** | **10** | **8** | **5** | **0** |
| Introduction | Report is formatted correctly with Headings in bold, no number or letter bullets, and no widow headings: **Introduction - background of the study with the literature support, , Problem Statement, Research questions and research objectives, hypothesis.** | Partial articulation of Introduction - background of the study with the literature support, , Problem Statement, Research questions and research objectives, hypothesis. | unclear articulation of Introduction - background of the study with the literature support, , Problem Statement, Research questions and research objectives, hypothesis. | If no mention of articlation of Introduction - background of the study with the literature support, , Problem Statement, Research questions and research objectives, hypothesis. |
| **Criteria** | **10** | **8** | **5** | **0** |
| Literature Review | **conceptual review** | Partial synthesis of conceptual review | unclear synthesis of conceptual review | If no mention of conceptual review |
| Literature Review | **research finding review** | partial synthesis of research finding | Unclear synthesis of research finding | If no mention of articulation of research finding |
| Literature Review | **Research gap and Conceptual Model of research** | Partial synthesis of research gap and conceptual model of research | Unclear synthesis of research gap and conceptual model of research | If no mention of research gap and conceptual model of research |
| **Criteria** | **10** | **7** | **5** | **0** |
| Research Methodology | Types of research design, Population of the study, Probability or non-probability sample | Partial explanation | Some of the criteria Is missing | No methodology |
| Research Methodology | Questionnaire development (Consent and face validity),Measurement scale used ,Statical tools used (Frequency analysis, Anova, Co-relation) | Partial explanation | Some of the criteria Is missing | No methodology |
| **Criteria** | **10** | **7** | **5** | **0** |
| Find result and analysis | **Finding and Results** | Input error's and values | Some of the criteria Is missing | No result and analysis |
| Find result and analysis | **Result tables with interpretation** | Uploading wrong tables and data | Some of the criteria Is missing | No result and analysis |
| **Criteria** | **10** | **9** | **5** | **0** |
| Conclusion | Conclusion and implementation, References | Limitations are present but not clear | Some of the criteria Is missing | No Conclusion |