

Course Objectives:

1. To familiarize students with the marketing research process
2. To provide a detailed overview of the different stages of marketing research process from inception to the end.
3. To acquaint students with the usage of contemporary statistical packages like SPSS for effective marketing research

Course Outcomes:

By the end of semester, student should be able to:

1. Understand and appreciate the scope and relevance of marketing research and its contribution in the development of marketing strategy.
2. Develop a market research design which will include identification of research design, framing of research question, sampling, preparing of measurement instruments, data collection, analysis and interpretation.
3. Apply latest tools and packages for gaining better insights from data.

Unit 1: Foundations of Marketing Research

Meaning, objectives, motivation and utility of marketing research. Characteristics of scientific methods. Marketing research process. Defining a research problem and developing a research approach; the need of different types of research; types of marketing problems. Writing a research proposal.

Unit 2: Research Design:

Concept and Importance in Research - Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs - concept and uses, cross sectional and longitudinal studies. Experimental Design: Causal relationships, Concept of Independent & Dependent variables, extraneous variable, Treatment, Control group.

Unit 3: Measurement and Attitude Scaling

Concept, problems in measurement of marketing research variables, levels of measurement: Nominal, Ordinal, Interval, and Ratio. Comparative and non-comparative scaling techniques: Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking. Projective techniques.

Unit 4: Data Collection

Sources of data; use and appraisal of existing information, primary and secondary data; Information from respondents, sampling design and questionnaire design, interviewing, various methods of survey/ data collection, email/ internet survey.

Unit 5: Data Analysis

Hands on session on tools like SPSS for data analysis techniques like factor analysis, correlation and regression, discriminant analysis for analyzing qualitative as well as quantitative data.

Unit 6: Major Marketing Mix Research

Customer attitude and satisfaction research, concept testing, brand equity research, shop and retail audit, mystery shopping, readership survey and viewership survey and copy testing.

Text Books:

- Malhotra, N.K, Dash S. - Marketing Research: An Applied Orientation, Pearson Education, India.
- William G., Zikmund and Babin Barry J. - Essence of Marketing Research, Cengage Learning

Reference Books:

- Byod& Westfall - Marketing Research, All India Traveler Book Seller
- Nargundkar - Marketing Research, Tata McGraw Hill, 2nd ed.
- Beri, G.C., Marketing Research, Tata McGraw Hill, 4th ed.
- Green Paul E., Tull Donald S. and Albaum Gerald - Research for Marketing Decisions, Prentice Hall of India