

**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**  
**MARKETING RESEARCH (MK602)**  
**CREDIT: Full (3 Credits)**  
**SESSION DURATION: 90 Minutes**

**TERM: V**  
**YEAR: 2014-2015**  
**BATCH: II**

**FACULTY:** Dr. Manit Mishra

**Telephone:** (0674)3042127/91 9437306036

**E-Mail:** manit.mishra@imibh.edu.in/manitmishra@rediffmail.com

**Office hours:** 9.30 AM – 5.30 PM

**Course Introduction:**

Marketing research has gained prominence over the years as an integral and initiating component of the marketing process. As consumers are getting spoilt for choices and product life cycles are shrinking by the day, the margin for error by marketer in deciphering consumption behaviour is decreasing. A robust marketing research process acts as a bridge between marketer and consumers. It assesses manager's information needs and provides management with relevant, accurate, reliable, valid and current information to aid marketing decision making. Companies using marketing research judiciously stay competitive and are able to avoid incurring high costs of poor decisions based on unsound information.

**Course Objectives:**

- To gain in-depth conceptual understanding of univariate, bivariate and multivariate statistical methods of data analysis.
- To be able to relate management problem, research problem and relevant technique of statistical analysis.
- To gain proficiency in operating statistical analysis tools (SPSS & AMOS).
- To use marketing research components in a seamless and holistic manner so as to gain consumer insight.

**Course Pedagogy:**

The sessions will be a blend of interactive lectures, case analysis and data analysis using relevant techniques & tools. Students are expected to bring Laptop use the software SPSS during analysis.

**Course Readings:**

**Text book**

1. Churchill Jr., G.A., Iacobucci, D. and Israel, D. (2009) Marketing Research: A South Asian Perspective. Cengage Learning.

**Reference book(s)**

1. Malhotra, N.K. and Dash, S.B. (2011) Marketing Research: An Applied Orientation. Pearson Education (MD).
2. Chawla, D. and Sondhi, N. (2011) Research Methodology: Concepts and Cases. Vikas Publications (CS).
3. George, D. and Mallery, P. (2008) SPSS for Windows Step by Step: A Simple Guide and Reference. Pearson Education.

**Course Evaluation criteria:**

| Component   | Weight      |
|---|-------------|
| Project* (Questionnaire = 5%; Project report with analysis = 15%; Presentation = 10%) | 30%         |
| Mid-term  | 30%         |
| End-term  | 40%         |
| <b>Total</b>  | <b>100%</b> |

\*Project details: It is a group project. Students are expected to use all the knowledge and training being given in the class room to unearth insight from the market. The objective is to provide the students a platform for getting hands-on experience on application of marketing research to aid managerial decision-making.

The project can be undertaken in the following areas by using relevant marketing research techniques:

| Project Area                 | Marketing Research Technique   |
|------------------------------|--------------------------------|
| Customer Satisfaction Survey | Multiple Regression Analysis   |
| New Product Development      | Conjoint Analysis              |
| Market Segmentation Analysis | Cluster Analysis               |
| Consumer Research            | Multiple Discriminant Analysis |
| Brand Research               | Multi Dimensional Scaling      |
| Advertising Research         | Exploratory Factor Analysis    |

The group presentations will be held during session 20.

**Running cases:**

1. IBM – The world’s top provider of computer hardware, software, and services.
2. JPMorgan Chase: Chasing growth through mergers & acquisitions.
3. Wendy’s: History and life after Dave Thomas.

**Session Plan:**

| #  | Topic   | Reading   |
|----|---|---|
| 1. | <b>Introduction to marketing research</b> <ul style="list-style-type: none"> <li>❖ Defining the marketing research problem</li> <li>❖ Research design</li> <li>❖ Classification of multivariate techniques</li> </ul> | <b>Text book:</b> Ch. 1-6.<br><b>RM:</b> Marketing research in the new millennium: Emerging issues and trends |
| 2. | <b>Qualitative research</b> <ul style="list-style-type: none"> <li>❖ Qualitative research techniques</li> <li>❖ Triangulation</li> </ul>  | <b>Text book:</b> Ch. 4.  |
| 3. | <b>Content analysis</b>   | <b>Case discussion.</b>   |
| 4. | <b>Pricing research</b>   | <b>Case discussion.</b>   |

|          |   |  |
|----------|---|--|
| 5.       | <p><b>Data analysis</b></p> <ul style="list-style-type: none"> <li>❖ Frequency distribution, Statistics associated with frequency distribution</li> <li>❖ Cross-tabulation: Two variable &amp; three variable; General components on cross tabulations</li> <li>❖ Statistics associated with cross tabulations: Chi-square; Cramer's V-statistics'</li> </ul>   | <p><b>Text book:</b> Ch. 16.<br/> <b>Ex.:</b> Practice data/Running cases.</p>   |
| 6 -7.    | <p><b>Data analysis</b></p> <ul style="list-style-type: none"> <li>❖ General procedure for hypothesis testing</li> <li>❖ Hypothesis testing related to differences</li> <li>❖ Analysis of variance: One-way &amp; two-way</li> <li>❖ Interaction effect</li> <li>❖ Analysis of covariance</li> </ul>  | <p><b>Text book:</b> Ch. 16-17.<br/> <b>RM:</b> A Hong Kong study of advertising credibility.<br/> <b>Ex.:</b> Practice data/Running cases.</p>  |
| 8 – 9.   | <p><b>Data analysis: Multiple Regression Analysis</b></p> <ul style="list-style-type: none"> <li>❖ Objectives; Research design</li> <li>❖ Assumptions (Linearity; Homoscedasticity; Normality)</li> <li>❖ Estimating regression model &amp; assessing fit (<math>R^2</math> &amp; adjusted <math>R^2</math>)</li> <li>❖ Interpretation (Regression coefficient; Multicollinearity)</li> <li>❖ Dummy variable</li> </ul> | <p><b>Text book:</b> Ch. 18<br/> MD Ch. 17; Hair et. al Ch. 2 &amp; 4<br/> <b>Ex.:</b> Practice data.</p>  |
|          | <p><b>Market application: Multiple Regression Analysis</b></p> <ul style="list-style-type: none"> <li>❖ Customer satisfaction surveys</li> <li>❖ Measuring service quality: Techniques &amp; analysis</li> </ul>  | <p><b>RM:</b><br/> 1. A comparison of brand personality and brand-user imagery congruence<br/> <b>Ex.:</b> Practice data/Running cases.</p>  |
| 10 – 11. | <p><b>Data analysis: Conjoint Analysis</b></p> <ul style="list-style-type: none"> <li>❖ Objectives;</li> <li>❖ Research design (Stimuli; Factors; Levels)</li> <li>❖ Assumptions</li> <li>❖ Estimating conjoint model &amp; assessing fit (Part-worth estimation)</li> <li>❖ Interpretation (Utility); Validation</li> </ul>  | <p><b>Text book:</b> Ch. 23.<br/> <b>RM:</b><br/> 1. Conjoint Analysis (p. 648-652 of CS)<br/> <b>Ex.:</b><br/> 1. Practice data.</p>  |
|          | <p><b>Market application: Conjoint Analysis</b></p> <ul style="list-style-type: none"> <li>❖ Product research process</li> <li>❖ Concept testing</li> <li>❖ Test marketing</li> </ul>   | <p><b>RM:</b> The potential of converged mobile telecommunication services: A conjoint analysis.<br/> <b>Ex.:</b> Practice data/Running cases.</p>   |
| 12 – 13. | <p><b>Data analysis: Exploratory Factor Analysis (EFA)</b></p> <ul style="list-style-type: none"> <li>❖ Objectives</li> <li>❖ Research design</li> <li>❖ Assumptions</li> <li>❖ Deriving the factors &amp; assessing overall fit (Principle components analysis)</li> <li>❖ Interpreting the factors (VARIMAX rotation)</li> <li>❖ Validation; Additional uses (Factor scores; Summated scales)</li> </ul>              | <p><b>Text book:</b> Ch. 20.<br/> <b>Ex.:</b> Practice data.</p>   |
|          | <p><b>Market application: Exploratory Factor Analysis</b></p> <ul style="list-style-type: none"> <li>❖ Advertising research</li> <li>❖ Copy testing</li> <li>❖ Media research</li> <li>❖ Sales promotion research</li> </ul>  | <p><b>RM:</b><br/> 1. Benefit segmentation by factor analysis: An improved method of targeting customers for financial services.<br/> 2. How to identify psychographic segments: Part 1.<br/> <b>Ex.:</b> Practice data/Running cases.</p> |

|          |   |   |
|----------|---|---|
| 14 – 15. | <b>Data analysis: Cluster Analysis</b> <ul style="list-style-type: none"> <li>❖ Objectives</li> <li>❖ Research design; Assumptions</li> <li>❖ Deriving clusters &amp; assessing overall fit (Cluster variate; Clustering algorithm; Ward’s method; Dendrogram)</li> <li>❖ Interpretation of the clusters</li> <li>❖ Validation &amp; profiling of the clusters</li> </ul>   | <b>Text book:</b> Ch. 21.<br><b>Ex.:</b> Practice data.   |
|          | <b>Market application: Cluster Analysis</b> <ul style="list-style-type: none"> <li>❖ Market segmentation</li> <li>❖ Demographic segmentation</li> <li>❖ Behavioural segmentation</li> <li>❖ Benefit segmentation (U&amp;A studies)</li> </ul>   | <b>RM:</b> <ol style="list-style-type: none"> <li>1. A multivariate segmentation model of senior consumers.</li> <li>2. How to identify psychographic segments: Part 1.</li> </ol> <b>Ex.:</b> Practice data/Running cases.                           |
| 16 – 17. | <b>Data analysis: Discriminant Analysis</b> <ul style="list-style-type: none"> <li>❖ Objectives</li> <li>❖ Research design; Assumptions</li> <li>❖ Estimation of the discriminant model &amp; assessing overall fit (Wilks’ lambda)</li> <li>❖ Interpretation of the results (Discriminant function; Discriminant loadings)</li> <li>❖ Validation of the results</li> </ul>   | <b>Text book:</b> Ch. 19.<br><b>Ex.:</b> Practice data.   |
|          | <b>Market application: Discriminant Analysis</b> <ul style="list-style-type: none"> <li>❖ Shopper behaviour assessment</li> <li>❖ Factors influencing purchase decision</li> </ul>  | <b>RM:</b> <ol style="list-style-type: none"> <li>1. How to identify psychographic segments: Part 2.</li> </ol> <b>Case:</b> Tupperware-Servicing the Indian housewife (p. 642-647 of CS).<br><b>Ex.:</b> Practice data/Running cases.                |
| 18 – 19. | <b>Data analysis: Multi Dimensional Scaling (MDS)</b> <ul style="list-style-type: none"> <li>❖ Objectives</li> <li>❖ Research design (Data input; Attribute based perceptual mapping; Attribute-free perceptual mapping)</li> <li>❖ Deriving the MDS solution &amp; assessing overall fit (Calculating stress)</li> <li>❖ Interpreting the perceptual map (Identifying dimensions)</li> <li>❖ Validation</li> </ul> | <b>Text book:</b> Ch. 22.<br><b>Ex.:</b> Practice data.   |
|          | <b>Market application: Multi Dimensional Scaling</b> <ul style="list-style-type: none"> <li>❖ Marketing research in strategic brand management</li> <li>❖ Brand positioning</li> <li>❖ Brand tracking studies</li> </ul>  | <b>RM:</b> <ol style="list-style-type: none"> <li>1. Identifying the dimensions to retail centre image</li> <li>2. Evaluation of consumer perceptions</li> </ol> <b>Case:</b> Candy Ho (B) (p. 601 of CS)<br><b>Ex.:</b> Practice data/Running cases. |
| 20.      | <b>Project presentations</b>  |   |