TERM: V
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BATCH: II

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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 and use the software SPSS for analysis.

Course Readings:

Text book

1.   Nargundkar, Rajendra (2003). *Marketing Research: Test and Cases*, 2nd Edition. Tata McGraw Hill Education

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.

<u>**Course Evaluation criteria**</u>:

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

*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 case:
1.   IBM – The world's top provider of computer hardware, software, and services.

Session Plan:

#	Topic	Reading
1.	**Introduction to marketing research** ❖ Defining the marketing research problem ❖ Research design ❖ Classification of multivariate techniques	**Text book:** Ch. 1-3. **RM:** Marketing research in the new millennium: Emerging issues and trends
2.	**Qualitative research** ❖ Qualitative research techniques ❖ Triangulation	**Study material.**
3.	**Content analysis**	**Study material.** **Case discussion.**
4.	**Pricing research**	**Study material.** **Case discussion.**
5.	**Data analysis** ❖ Frequency distribution, Statistics associated with frequency distribution ❖ Cross-tabulation: Two variable & three variable; General components on cross tabulations ❖ Statistics associated with cross tabulations: Chi-square; Cramer's V-statistics'	**Text book:** Ch. 8. **Ex.:** Practice data/Running cases.

6 -7.	**Data analysis** ❖ General procedure for hypothesis testing ❖ Hypothesis testing related to differences ❖ Analysis of variance: One-way & two-way ❖ Interaction effect ❖ Analysis of covariance	**Text book:** Ch. 9. **RM:** A Hong Kong study of advertising credibility. **Ex.:** Practice data/Running cases.
8 – 9.	**Data analysis: Multiple Regression Analysis** ❖ Objectives; Research design ❖ Assumptions (Linearity; Homoscedasticity; Normality) ❖ Estimating regression model & assessing fit (R^2 & adjusted R^2) ❖ Interpretation (Regression coefficient; Multicollinearity) ❖ Dummy variable	**Text book:** Ch. 10. MD Ch. 17; Hair et. al Ch. 2 & 4 **Ex.:** Practice data.
	Market application: Multiple Regression Analysis ❖ Customer satisfaction surveys ❖ Measuring service quality: Techniques & analysis	**RM:** 1. A comparison of brand personality and brand-user imagery congruence **Ex.:** Practice data/Running cases.
10 – 11.	**Data analysis: Conjoint Analysis** ❖ Objectives; ❖ Research design (Stimuli; Factors; Levels) ❖ Assumptions ❖ Estimating conjoint model & assessing fit (Part-worth estimation) ❖ Interpretation (Utility); Validation	**Text book:** Ch. 15. **RM:** 1. Conjoint Analysis (p. 648-652 of CS) **Ex.:** 1. Practice data.
	Market application: Conjoint Analysis ❖ Product research process ❖ Concept testing ❖ Test marketing	**RM:** The potential of converged mobile telecommunication services: A conjoint analysis. **Ex.:** Practice data/Running cases.
12 – 13.	**Data analysis: Exploratory Factor Analysis (EFA)** ❖ Objectives ❖ Research design ❖ Assumptions ❖ Deriving the factors & assessing overall fit (Principle components analysis) ❖ Interpreting the factors (VARIMAX rotation) ❖ Validation; Additional uses (Factor scores; Summated scales)	**Text book:** Ch. 12. **Ex.:** Practice data.
	Market application: Exploratory Factor Analysis ❖ Advertising research ❖ Copy testing ❖ Media research ❖ Sales promotion research	**RM:** 1. Benefit segmentation by factor analysis: An improved method of targeting customers for financial services. 2. How to identify psychographic segments: Part 1. **Ex.:** Practice data/Running cases.

14 – 15.	**Data analysis: Cluster Analysis**	**Text book:** Ch. 13.
	❖ Objectives	**Ex.:** Practice data.
	❖ Research design; Assumptions	
	❖ Deriving clusters & assessing overall fit (Cluster variate; Clustering algorithm; Ward's method; Dendrogram)	
	❖ Interpretation of the clusters	
	❖ Validation & profiling of the clusters	
	Market application: Cluster Analysis	**RM:**
	❖ Market segmentation	1. A multivariate segmentation model of senior consumers.
	❖ Demographic segmentation	2. How to identify psychographic segments: Part 1.
	❖ Behavioural segmentation	**Ex.:** Practice data/Running cases.
	❖ Benefit segmentation (U&A studies)	
16 – 17.	**Data analysis: Discriminant Analysis**	**Text book:** Ch. 11.
	❖ Objectives	**Ex.:** Practice data.
	❖ Research design; Assumptions	
	❖ Estimation of the discriminant model & assessing overall fit (Wilks' lambda)	
	❖ Interpretation of the results (Discriminant function; Discriminant loadings)	
	❖ Validation of the results	
	Market application: Discriminant Analysis	**RM:**
	❖ Shopper behaviour assessment	1. How to identify psychographic segments: Part 2.
	❖ Factors influencing purchase decision	**Case:** Tupperware-Servicing the Indian housewife (p. 642-647 of CS).
		Ex.: Practice data/Running cases.
18 – 19.	**Data analysis: Multi Dimensional Scaling (MDS)**	**Text book:** Ch. 14.
	❖ Objectives	**Ex.:** Practice data.
	❖ Research design (Data input; Attribute based perceptual mapping; Attribute-free perceptual mapping)	
	❖ Deriving the MDS solution & assessing overall fit (Calculating stress)	
	❖ Interpreting the perceptual map (Identifying dimensions)	
	❖ Validation	
	Market application: Multi Dimensional Scaling	**RM:**
	❖ Marketing research in strategic brand management	1. Identifying the dimensions to retail centre image
	❖ Brand positioning	2. Evaluation of consumer perceptions
	❖ Brand tracking studies	**Case:** Candy Ho (B) (p. 601 of CS)
		Ex.: Practice data/Running cases.
20.	**Project presentations**	