

DSE354 Consumer Behaviour and Market Research

Semester: V	Course Title: Consumer Behaviour and Market Research	Credit: 4
Course Code: DSE354		(3 T + 1 P)

Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	REMEMBERING	Recall and identify fundamental concepts, theories, and models of consumer behaviour.
CO2	UNDERSTANDING	Explain and interpret how consumer behaviour theories and models apply in different market contexts.
CO3	APPLYING	Use statistical and machine learning methods to solve consumer and market research problems.
CO4	ANALYSING	Examine cultural, social, psychological, and personal factors that shape consumer decision-making.
CO5	EVALUATING	Critically assess research findings and provide evidence-based judgments for marketing strategies.
CO6	CREATING	Design and execute original market research studies and present innovative, actionable insights for decision-making.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	2	1
CO 2	2	3	3	2	1
CO 3	2	3	2	3	2
CO 4	2	3	3	2	2
CO 5	3	3	3	2	1
CO 6	3	3	3	3	2

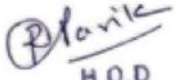
Unit No.	Detailed Syllabus	Teaching Hours
I	Consumer Behaviour Foundations - Nature, scope, and importance of consumer behaviour - Consumer decision-making process (5-stage model) - Theories and models of consumer behaviour: Howard-Sheth, Engel-Kollat-Blackwell, Nicosia - Consumer involvement and decision types (routine, limited, extensive) - Applications of consumer behaviour in marketing strategy	15
II	Factors Influencing Consumer Behaviour Cultural Influences: Culture, subculture, cross-cultural consumer behaviour Social Influences: Reference groups, opinion leaders, family, social class Personal Influences: Demographics, lifestyle, personality, income,	15

	occupation • Psychological Influences: Motivation (Maslow's hierarchy, Herzberg's theory), perception, learning, beliefs, attitudes • Consumer attitudes and attitude change • Applications in segmentation, targeting, positioning (STP)	
III	Market Research Concepts and Applications • Role of market research in business decision-making • Research design: Exploratory, descriptive, causal • Sampling design: Probability and non-probability sampling • Questionnaire design and scaling techniques (Likert, semantic differential, Thurstone) • Data collection methods: Surveys, observation, focus groups, experiments, online sources • Data analysis in market research: - o Descriptive statistics - o Hypothesis testing (t-test, chi-square, ANOVA basics) - o Regression for consumer behaviour prediction - o Introduction to segmentation (cluster analysis, factor analysis) • Applications: Retail, FMCG, e-commerce, digital marketing	15
IV	Consumer & Market Research Analytics (Hands-on using Excel, Python/R/SPSS/Power BI) • Design a Market Research Study – defining research problem & objectives. • Questionnaire Design – build and pilot survey using Google Forms/Qualtrics. • Data Collection – small-scale class survey. • Data Preparation – cleaning and coding data in Excel/Python. • Descriptive Analysis – frequencies, cross-tabulation, visualisation. • Hypothesis Testing – chi-square, t-test/ANOVA for consumer data. • Regression Analysis – predicting consumer purchase intent. • Segmentation (Cluster Analysis) – identifying consumer groups. • Sentiment Analysis – consumer reviews/social media text. • End-to-End Project: Each group executes a mini market research project and presents insights	15

Suggested Reference Books:

1. Schiffman, L. G. & Kanuk, L. L. – *Consumer Behaviour*
2. Loudon, D. L. & Della Bitta, A. J. – *Consumer Behaviour*
3. Malhotra, N. K. & Dash, S. – *Marketing Research: An Applied Orientation*
4. Boyd, H. W. & Westfall, R. – *Marketing Research*
5. Kumar, V. – *101 Design Methods: A Structured Approach for Driving Innovation*

6. Case studies and research papers from Harvard Business Review, Journal of Consumer Research, Journal of Marketing Research


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