



MANAGEMENT DEVELOPMENT PROGRAMME ON CONSUMER BEHAVIOR: ROLE OF MARKET RESEARCH

OBJECTIVES

Research in the area of Consumer Behavior necessitates a blend with Market Research. With this premise as a foundation, the focus of the programme would be on the application of research methods on the study of consumer behavior, in the Indian marketing environment. The objectives of the course are listed as follows:

- To discuss the theoretical aspects of consumer behavior.
- To discuss the role of market research.
- To understand the role of market research on consumer behavior.
- To enhance the knowledge of the participants on the various qualitative and quantitative tools.
- To facilitate the use of statistical packages for market research
- To enhance the ability and skills of the participants on the application of the various qualitative and quantitative tools on aspects of consumer behavior.

TARGET PARTICIPANTS

The programme is open to Junior and Middle Management Officials and Academicians.

PEDAGOGY

Lectures through audio-visual presentation, Structured exercises, Group discussion and Case studies. They would also be provided with a kit and course material.

PROGRAMME FEE, DURATION, DATE AND VENUE

The online program will be held for five days between 6th – 10th February, 2023. The fee for the program is Rs.13000 (including GST-18%) per participant. Payment can be made online, the details of which shall be shared in due course. Interested participants must send an email to the Course coordinators. Payment details and the completed application form should reach by the 20th of January 2023. The fee covers study material.

TOPICS TO BE COVERED

Part I: Consumer Behaviour:

- Introduction to the Study of Consumer Behavior
- Consumer Decision Making
- The Consumer as an Individual: Psychological Influences on Consumer Decision Making - Group Dynamics: Social Influence on Consumer Decision Making

Part II: Market Research:

- Introduction to Market Research
- Customer Analysis, Competitive Analysis, Operational Analysis, Environmental Analysis - Tools for Data Collection
- Analysing data: Univariate, Bivariate and Multivariate Analysis
Communicating Research Results

Part III: Consumer Behavior Analysis and Market Research: Use of Qualitative and Quantitative Tools Applications of Market Research on

- Product segmentation, targeting and positioning
- Product strategy, promotion strategy and pricing strategy and promotion strategy
- Consumer decision making and customer satisfaction.

Part IV: Case Studies and Exercises

PROGRAMME COORDINATOR(S):

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Link for Flier: https://iitj.ac.in/uploaded_docs/Role_of_Market_Research_23122022.pdf

Link for Registration: <https://forms.gle/rzZqk3pf5z8ENiA98>

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