

**AICTE Approved Short Term Course on  
CONSUMER BEHAVIOR: ROLE OF MARKET RESEARCH  
(Under QIP Sponsored)**

**13<sup>th</sup> September, 2020 – 19<sup>th</sup> September, 2020**

**A Continuing Education Programme**

**Organized by  
Vinod Gupta School of Management  
Indian Institute of Technology, Kharagpur  
West Bengal - 721 302.**

**Venue: VGSOM, IIT Kharagpur**



**Course Coordinators**

**Principal Coordinator: Dr. Sangeeta Sahney, VGSOM**

**Coordinator: Dr. S. Srinivasan, VGSOM**

# **CONSUMER BEHAVIOR: ROLE OF MARKET RESEARCH**

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## **I Overview:**

The study of consumer behavior is of utmost importance for a marketer; it is through an understanding of the consumer behavior that a marketer can strategize and create an effective marketing program. As the discipline is interdisciplinary and borrows heavily from other social sciences, it is essential that qualitative and quantitative tools be employed to understand the consumer and it is here that the role of market research assumes importance. What is required is an understanding of the consumer psyche through a blend of the study of Consumer Behavior with Market Research. The course on “Consumer Behavior: Role of Market Research” would provide an ideal platform to blend the conceptual and theoretical knowledge base with an empirical and application oriented perspective.

## **II Objectives of the Course:**

Research in the area of Consumer Behavior necessitates a blend with Market Research. With this premise as a foundation, the course is aimed at introducing to the participants the study of Consumer Behavior, with an emphasis on the role of Market Research. 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 programme include the application of quantitative and qualitative analytical tools to the basic theoretical and conceptual aspects of Consumer Behavior. The course essentially deals with a conceptual base as well as an application base through a mix of study of Consumer Behavior in the Indian context, and the role of Market Research. 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.

### **III Course Contents:**

#### **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
- Analyzing 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**

### **IV Faculty:**

Experienced faculty from various departments of IIT Kharagpur, including VGSOM, Humanities and Social Sciences and Industrial Engineering and Management, along with guest faculty from reputed institutes/universities will deliver lectures, and, coordinate exercises and case studies in the interactive sessions, spanning approximately twenty hours.

### **V Pedagogy:**

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

## **VI Accommodation and Travel:**

Lodging and boarding will be provided by IIT Kharagpur at one of their guest houses on twin-sharing basis. Travel by AC three tiers will be reimbursed on producing train ticket.

## **VII Course Fee:**

No course fee shall be charged from faculty of AICTE approved colleges, institutes and universities. However a security deposit of Rs. 1000 + 18% GST=Rs 1180 each in the form of a Demand Draft should be attached with the Registration Form of the course. This amount will be refunded in cases where (i) the candidate is not selected for the Course; (ii) if the selected candidate joins the Course. The amount will be forfeited if the selected candidate does not join the Course. The bank Draft should be payable to CEP-STC, IIT Kharagpur at Kharagpur.

## **VIII Who can participate?**

- Faculty from AICTE approved colleges, institutes and universities are eligible to participate in this course.
- Sponsored candidates are welcome to attend the program against the fee mentioned below as per categories.
  - a) Faculty members other than AICTE approved colleges- Rs 10000 + 18% GST= Rs 11800 in the form of a Demand Draft payable to CEP-STC, IIT Kharagpur at Kharagpur.
  - b) Research Scholars- Rs 1000+18%=Rs1180 in the form of a Demand Draft payable to CEP-STC, IIT Kharagpur at Kharagpur (seats limited).
  - c) Others- Rs 15000 + 18% GST= Rs 17700 in the form of a Demand Draft payable to CEP-STC, IIT Kharagpur at Kharagpur.

Please note that Sponsored Candidates (all categories, a,b and c) shall have to bear charges for boarding and lodging. Accommodation on payment basis may be arranged only if requested a month in advance.

## **IX How to Apply?**

Interested participants can fill–up the enclosed form and send it to the Course Coordinators.

## **X Important Dates:**

Last date for receiving application: 25<sup>th</sup> August, 2020

Intimation to Participants: 27<sup>th</sup> August, 2020

Course Dates: 13<sup>th</sup> September-19<sup>th</sup> September 2020.

## **XI Contact Information:**

### **Dr. S. Sahney (Principal Coordinator)**

Professor,

Vinod Gupta School of Management

IIT Kharagpur-721302.

Ph. No.: 03222-283866 (O), 283867 (R), 9434704688 (Mob.)

Email: [sahney@vgsom.iitkgp.ac.in](mailto:sahney@vgsom.iitkgp.ac.in)

### **Dr. S. Srinivasan (Co-Coordinator)**

Assisant Professor,

Vinod Gupta School of Management

IIT Kharagpur-721302.

Ph No: 03222-283872 (O), 9841159821 (Mob.)

Email: [srinivasan@vgsom.iitkgp.ac.in](mailto:srinivasan@vgsom.iitkgp.ac.in)

**Application Form**  
**AICTE APPROVED (QIP) SHORT TERM COURSE ON**  
**CONSUMER BEHAVIOR: ROLE OF MARKET RESEARCH**  
**(13<sup>th</sup> September, 2020 – 19<sup>th</sup> September, 2020)**

Organized by IIT Kharagpur

1. Name: \_\_\_\_\_

2. Designation: \_\_\_\_\_

3. Academic Qualification: \_\_\_\_\_

4. Experience: \_\_\_\_\_

5. Name of the Institution /Organization: \_\_\_\_\_

6. Address for communication: \_\_\_\_\_

\_\_\_\_\_

Ph: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

7. Bank Draft Details: \_\_\_\_\_

Amount: \_\_\_\_\_

Number: \_\_\_\_\_

Drawn on: \_\_\_\_\_

**Date:**

**Signature of Applicant**

**Approval for Candidates/Sponsorship**

We approve the above applicant as a candidate/ sponsor for the short-term course on "Consumer Behaviour: Role of Market Research" being organized by IIT Kharagpur at Kharagpur during 13<sup>th</sup> -19<sup>th</sup> September, 2020.

**Date:**

**Signature and seal of approving/sponsoring  
Authority**