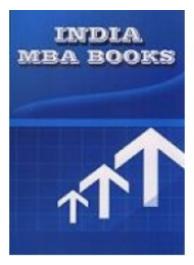# Contemporary Marketing Research

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Short Description
PUNE UNIVERSITY Contemporary Marketing Research

Description

Contemporary Marketing Research SOLVED PAPERS AND GUESS

Product Details: PUNE UNIVERSITY Contemporary Marketing Research

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

Syllabus

Unit	Contents	Sessions

1

Introduction to Marketing Research & Applications of Research Designs:
Meaning & role of Marketing Research, Role of Information in Marketing Decisions, Marketing Research – Sequence of Steps, Meaning & Types of Research Designs – Exploratory, Descriptive & Causal, concept of validity & reliability of a research study.

Problem Formulation, The Decision Maker & the Environment, Alternative Courses of Action, Objectives of Decision Maker, Consequences of Alternative Courses of Action, Translating Decision Problem to Research Problem, Preparing & Evaluating Marketing Research Proposal.

Formulating Hypotheses using Exploratory Research Techniques like Literature Survey, Experience Survey & Analysis of Cases. Meaning of Qualitative research & Applications of Depth Interviews & Focus Groups in Marketing.

Applications of Longitudinal Studies in Consumer Panels, Retail Shop Audit, Media Audience Tracking Studies like TRP, Brand Tracking Studies.

2

Data Collection – Questionnaires & Scaling:
Designing Questionnaires & Observation forms for Different Marketing Research Situations – Study of Consumer Behavior, Advertising Copy Research, Media Research like Readership Surveys, Opinion Polls, Retail Surveys to Understand Market Potential, Channel Behavior, Mystery Shopping etc.

Scale Construction, Specifying Domain, Generating Scale Items, Basic Scaling Issues like Number of Scale Points, odd Number Vs. Even Number of Options, balanced Vs. unbalanced scale, forced Vs. unforced scale, verbal & pictorial description of response categories.

Scale Purification Process, Deleting Scale Items using Correlations with Total Score, Reliability Testing Using Chronbach Alpha, Validity Testing – Face Validity, Content Validity, Construct Validity, Convergent Validity & Discriminant Validity.

Applications of Likert, Semantic Differential & Staple Scales for Positioning Research, Brand Research, Attitudinal Studies, Customer Satisfaction Research.

3
Experimental Designs & Sampling:
Experimentation in Marketing Research, Basic/ classical designs: before – after, before – after with control group, after only with control group, four groups – six study design. (Applications expected with Interpretation Of data).

Statistical Designs, Randomized Block Design,Latin SquareDesign, Factorial Design, Applications Related to Test Marketing, Study of Effectiveness of Advertising & Sales Promotional Campaigns.

Case Studies on Sampling Decisions like Defining Universe, Sampling unit, Sampling Element, Choice of Sampling Frame, Determining Sample Size for Probability & non-probability Sampling Methods & Choice of Final Sample by using Appropriate Sampling Methods in a Step by step Manner.

4
Data Analysis – I:
Testing Hypothesis for one mean, two means, two Proportions. (Numerical expected with practical examples).

Chi Square Test, Observed & Expected Frequencies, ANOVA – One & Two way (numerical expected with practical examples).

Conjoint Analysis, Conceptual basis, Procedure, type of data Required, key Decision, how to Interpret output, Applications to Study Trade off Patterns of Consumers as Related to Different Levels of Marketing Mix Elements (Question on interpretation of output is expected).

Factor Analysis, Conceptual basis, type of Data Required, Procedure, PCA, Interpreting Factor Matrix (factor Loadings, Communalities, Eigen value), Determining Number of Factors using Latent Root Criteria & scree test, Interpreting & Naming Factors, Applications in Consumer Behavior Studies (Question on Interpretation of Output is Expected).

5
Data Analysis – II:
Cluster Analysis, Conceptual basis, type of data Required, procedure, Clustering Methods – single linkage rule, how to Interpret output, applications related to psychographic & lifestyle market segmentation (Question on Interpretation of Output is Expected).

Multi- dimensional Scaling & Perceptual Mapping,Conceptual basis, type of data required, key decision- attribute based versus non-attribute based approaches, procedure,

how to interpret output, Applications related to Target Market Selection & Positioning (Question on interpretation of output is expected).

Discriminant Analysis (Two Group Case), Conceptual basis, type of data Required, Determining the Coefficients, Interpreting discriminant function & classifying subjects using Discriminant Function, Applications in Marketing (Question on Interpretation of Output is Expected).

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