



Online PGDM

First Year, Trimester 1, June 2024

Course Name : Marketing

Max Marks : 70

Course Code : 1104

Final Project

Consumer Decision Making Project (40 marks) – TBD

The purpose of this exercise is to broaden the understanding of students regarding consumer behavior by bringing them face-to-face with customers. The first step is to find a person who is not a member of this course, and who has recently bought a product or service. The task is to conduct an in depth interview of about 30-60 minutes in length with each customer. The goal of the interview is to understand the decision process that governed the purchase of the product or service in terms that can be useful to a marketing manager. The list of questions will be given as a broad guide for structuring your in-depth interviews. Try to stimulate a lively and open discussion around these key question areas from which you can: (a) develop a deep understanding of the purchase decision process; and (b) surface the factors, in the environment and in the customer's psyche, that really determined why the customer acted the way she/he did.

Prepare a brief report after the interview for submission. Students need to submit a video link in the report.