MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

INITIATE CONSUMER BEHAVIOUR MARKET RESEARCH & PROVIDE ACTION PLANS

""Turning Consumer Insights into Strategic Marketing Action""

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 05 Mar 2026	Doha, Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training, In-House Training

Introduction

Understanding consumer behavior is the cornerstone of successful marketing strategy. In today's competitive landscape, organizations must go beyond basic demographics and uncover the psychological, social, and cultural drivers that shape buying decisions. Effective market research allows businesses to develop accurate profiles, anticipate behavior trends, and take actionable steps to improve market performance.

This intensive 2-day course provides practical skills for designing and executing consumer behavior research and turning data into actionable marketing strategies. Participants will learn how to plan and conduct research, interpret qualitative and quantitative insights, and formulate data-driven action plans that align with organizational goals.

Objectives

By the end of this course, participants will be able to:

- Design and conduct consumer behavior market research projects
- Apply qualitative and quantitative tools to collect and analyze consumer data
- Interpret behavioral insights to identify market needs and gaps
- Segment target audiences based on behavior, motivations, and preferences
- Develop strategic action plans based on consumer research findings

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Why Attend

- Enhance your ability to understand and predict consumer choices
- Learn to link market research insights to business strategy
- Build confidence in leading or managing consumer research initiatives
- Improve product positioning, customer satisfaction, and campaign results
- Support innovation and brand development through behavioral insights

Target Audience

This program is designed for:

- Marketing and brand managers
- Product development and innovation professionals
- Market research analysts and consultants
- Business strategists and planners
- Customer experience and insight specialists

Individual Benefits

Key competencies that will be developed include:

- Designing surveys, focus groups, and observational research
- Behavioral segmentation and persona development
- Converting insights into actionable marketing strategies
- Evaluating customer journeys and decision-making patterns
- Presenting research findings to guide executive decisions

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger alignment between product offerings and customer needs
- More targeted and impactful marketing campaigns
- Improved customer retention and acquisition strategies
- Better use of research budgets and data analytics tools
- Increased competitiveness through consumer-centric thinking

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Key frameworks in consumer behavior and market research
- Case Studies – Successful examples of behavior-driven campaigns
- Workshops – Survey design, customer segmentation, and insight development
- Peer Exchange – Group discussions on behavioral trends across markets
- Tools – Research templates, insight-to-action maps, and consumer profiling checklists

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Course Outline

Detailed 2-Day Course Outline

Training Hours: 07:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Understanding Consumer Behavior and Designing Research

- Module 1: Foundations of Consumer Behavior (07:30 – 09:30) • Psychological, social, and cultural factors influencing decisions
- Module 2: Designing Effective Consumer Research (09:45 – 11:15) • Methods: surveys, interviews, focus groups, ethnography
- Module 3: Sampling, Question Design, and Ethics (11:30 – 01:00) • Target audience selection, bias reduction, and compliance
- Module 4: Workshop – Designing a Consumer Behavior Research Plan (02:00 – 03:30)

Day 2: From Insight to Action – Analyzing and Applying Results

- Module 1: Analyzing and Interpreting Consumer Data (07:30 – 09:30) • Behavioral patterns, clustering, and segmentation
- Module 2: Developing Action Plans Based on Insights (09:45 – 11:15) • Strategic implications for branding, messaging, and CX
- Module 3: Presenting Research and Gaining Stakeholder Buy-In (11:30 – 01:00) • Visual storytelling, dashboards, and recommendations
- Module 4: Certification and Wrap-Up (02:00 – 03:30) • Final case analysis, course review, and certificate distribution

Certification

Participants will receive a Certificate of Completion in Consumer Behaviour Market Research & Action Planning, validating their ability to design, conduct, and apply behavioral research to guide strategic business and marketing decisions.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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