

INITIATE CONSUMER BEHAVIOUR MARKET RESEARCH & PROVIDE ACTION PLANS

"Turn Consumer Insights into Strategic Action"

Schedule

| Venue (InHouse) | Fees |
|-------------------------------|-----------------------|
| At Your Organization Premises | Ask For The Quotation |

► **Available delivery methods:** In-House Training

Introduction

Understanding the "why" behind consumer decisions is the foundation of effective marketing, branding, and product development. This course is designed to equip professionals with a comprehensive framework for conducting consumer behaviour research—from hypothesis formulation and data collection to analysis and actionable strategies. Learn how to align research outcomes with business goals, uncover emerging trends, and translate insights into high-impact action plans.

Objectives

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

- Design and execute targeted consumer behaviour research projects
- Identify key psychological and behavioural drivers in consumer decisions
- Analyze qualitative and quantitative data to extract meaningful insights
- Translate findings into actionable marketing, product, and business strategies
- Present consumer insights to stakeholders with impact and clarity

Why Attend

- Learn to make smarter business decisions based on real consumer data
- Bridge the gap between market research and strategic planning
- Stay ahead of consumer trends and behavioral shifts
- Build a framework for continuous consumer insight generation
- Gain hands-on skills in creating professional research reports and action plans

Target Audience

- Marketing Managers and Consumer Insight Professionals
- Business Development and Product Managers
- Brand Strategists and Innovation Teams
- Entrepreneurs and Start-up Founders
- Market Research and Customer Experience Teams

Individual Benefits

- Gain clarity in decoding consumer needs, wants, and behaviors
- Become proficient in designing research tools (e.g., surveys, focus groups)
- Enhance analytical skills with real-world application
- Improve professional value by linking research to strategy

Organizational Benefits

- Improve marketing effectiveness and ROI with data-driven strategies
- Reduce product failure risk through consumer validation
- Build stronger brand positioning with behavioral insights
- Foster a customer-centric culture through evidence-based planning

Instructional Methodology

- Interactive lectures and group discussions
- Case study analysis of successful market research projects
- Hands-on tools: survey design, focus group planning, and data analysis
- Group exercises: creating actionable plans from consumer insights
- Final project: real-world consumer research and action plan presentation

Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Consumer Behaviour Research

- Module 1 (07:30 – 09:30): Psychology of the Consumer Mind
- Module 2 (09:45 – 11:15): Defining Research Objectives and Hypotheses
- Module 3 (11:30 – 01:00): Mapping the Consumer Journey

Day 2: Tools & Techniques of Market Research

- Module 4 (07:30 – 09:30): Designing Surveys, Interviews & Focus Groups
- Module 5 (09:45 – 11:15): Behavioral Observation and Ethnographic Research
- Module 6 (11:30 – 01:00): Quantitative Tools: Sampling and Data Collection

Day 3: Analyzing and Interpreting Consumer Data

- Module 7 (07:30 – 09:30): Data Analysis Techniques (SPSS, Excel, etc.)
- Module 8 (09:45 – 11:15): Identifying Patterns and Segmenting Behavior
- Module 9 (11:30 – 01:00): Turning Data into Insight: What It Really Means

Day 4: Strategic Action Planning from Insights

- Module 10 (07:30 – 09:30): Linking Research Insights to Business Strategy
- Module 11 (09:45 – 11:15): Developing Insight-Driven Action Plans
- Module 12 (11:30 – 01:00): Presenting Research Findings to Decision Makers

Day 5: Final Project and Professional Practice

- Module 13 (07:30 – 09:30): Group Project: Research Design & Execution
- Module 14 (09:45 – 11:15): Presenting Your Consumer Insight Story
- Module 15 (11:30 – 01:00): Feedback, Wrap-Up & Certification Ceremony

Certification

Certificate of Completion Consumer Research Planning Template Market Insight Presentation Framework

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:

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