



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



CONSUMER BEHAVIOUR IN THE DIGITAL AGE

OCTOBER 22 – 24, 2026

OVERVIEW

In this 3 day program, you will be taking a step towards understanding what goes on in the minds of the consumers as they make consumption-related decisions. Understanding the consumer is vital for any organization if they want market their products and services successfully. Consumer Behavior is often complex as each consumer is different in how they learn, process, and develop attitudes towards purchase, consumption, and disposal of products. Further, there is a constant change in behavior due to the changes in lifestyle, living standards, and technology, causing the consumer's attitude to change towards a product with time. This program is thus designed to help participants understand and appreciate the nuances of consumption in today's digital age. This program will further expose participants to an emerging markets perspective on consumption. These are markets which have thrown open opportunities in trade and commerce due to the booming middle class, rapid adoption of technology and have become compelling retailing forces that marketers are still trying to understand. The consumption in emerging economies is largely driven by the sharing economy and changing cultural value. This program is thus designed to give the student an immersive experience of the strong cultural forces shaping consumption in these markets. Participants will be exposed to psychological, sociological and anthropological perspectives on why and how consumers make choices in the technology driven world. The program will compel the participants to strive and unravel the mysteries of the consumer's mind and apply these insights to Marketing efforts.

LEARNING OBJECTIVES:

The program is designed with the following learning outcomes-

1. To provide a conceptual and analytical framework for understanding consumer behavior
2. To appreciate the importance of learning about the consumers as an essential step towards Marketing strategy
3. Understanding how marketers could influence Consumer Behavior in Emerging economies
4. Understanding how to apply and leverage the cross-cultural consumer insights in Marketing practices, with a specific focus on Emerging Economies



PEDAGOGY:

The program will adopt a student-centered learning methodology. Pedagogy will include a mixed learning method, which will combine lectures with case discussions, in-class exercises, group presentations, field exercises, and debates. Sessions will be heavy in the immersive component and participants will be expected to apply the concepts learnt in the session for designing Marketing strategies in a simulated environment.

PROGRAM CONTENTS:

DAY 1 AND 2

- Consumption Behavior: An introduction
- Voices in the head: External Factors driving consumption
- To buy or not to buy: Internal factors driving consumption

DAY 3

- How we buy: The consumer decision making process
- Choice architecture: Designing options for consumers
- Translating consumer insights: Special themes on translating consumer insight into practice for emerging economies

PARTICIPANTS PROFILE:

An indicative participant profile is given below-

- Marketing professionals (particularly in B2C organizations-in Branding, Retailing, Strategy and Digital Marketing roles)
- Product managers
- Advertising Professionals
- Entrepreneurs
- Anyone interested in understanding consumption in emerging economies



FACILITATOR:



Prof. Aishwarya Ramasundaram

Assistant Professor, Marketing
Management,

Aishwarya Ramasundaram is an Assistant Professor of Marketing at the Indian Institute of Management, Kozhikode. She completed her Ph.D. at the Indian Institute of Management, Bangalore. She has presented her research at conferences such as the Association for Consumer Research Conference, Yale China-India Insights Conference and the North American Society for Management Education in India Conference (NASMEI). She has won the Aim-Sheth grant for her thesis research and the best reviewer award at the IMR doctoral conference. She teaches Sales and distribution management, consumer behaviour and business models for the digital economy.

PROGRAMME FEE:

RS. 75000

(Residential)

GST @ 18%

RS. 65000

(Non-Residential).

GST @ 18%

Discount will be available for IIMK Alumni & Corporate nominations (in group)

CANCELLATION POLICY:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



Management Development Programme

IIMK Campus P. O.,
Kozhikode 673 570, Kerala, India



email:mdp@iimk.ac.in



+91-(495)-2809558
+91-(495)-2809549

