



भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*



# Consumer Behaviour In The Digital Age

September 9 - 11, 2024 | IIMK

## Overview

In this 3 day programme, 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 programme is thus designed to help participants understand and appreciate the nuances of consumption in today's digital age. This programme 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 programme is thus designed to give the participant 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 programme 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 programme 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 programme 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.

## Programme contents:

Day 1 and 2

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

Day 3

4. How we buy: The consumer decision making process
5. Choice architecture: Designing options for consumers
6. 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  
Indian Institute of Management  
Kozhikode, Kerala

## Programme Fee:

Rs. 50000 (Residential),  
Rs. 40000 (Non-Residential) + GST @ 18%





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