

The New Indian Consumer: Winning Concepts and Practices

Duration: 1 day

Dates: November 29, 2019

Programme Director: Prof. Anupam Narula

Fees : Rs. 8,000 (Non-Residential)*

: Rs. 16,000 (Residential)*

Plus GST @18%

INTRODUCTION

The two- day program will focus on training the participants in the processes for development of customer centric and market-focused business strategies and shift the strategy development process from "inside-out" to "outside-in". The scope has been decided to include the basic understanding of consumer behavior and integrating it with changing buying patterns of consumers in present context. Further, there will be a focus on the role of technology and digital media and how it is altering spending patterns in order to uncover new opportunities and generate additional business.

India is on the minds of business leaders everywhere and is a big growth story. Even assuming conservative GDP growth of 6-7% a year, consumption expenditure will rise by a factor of three to reach \$4 trillion by 2025. Succeeding in India therefore requires to understand the complex buying behavior of new evolving consumer and its spending patterns. These shifts have big implications for companies to position themselves in evolving Indian market. If you can win in India, you can win everywhere.

OBJECTIVES

The programme focuses on understanding the shift which is happening in consumer psychology and its application in developing marketing strategy in Indian context. It examines the critical factors shaping a growing complex Indian market and to develop an understanding of changing consumer attitudes and spending patterns. This hand-on programme helps you to explore leading marketing practices to be designed for dealing with evolving new Indian consumer and substantial impact of digital technologies in altering consumer spending.

CONTENTS

- Emerging Challenges for global firms in understanding Indian buying.
- New Indian consumer and its understanding in business strategy development.

- Role of consumer/customer decision process insight and understanding the changing internal and external influences in business strategy development
- Quantitative and qualitative research tools for understanding new Indian consumer and designing effective business strategy
- Understanding customer psychology of new India and creating value in the eyes of customers.
- Personalization on websites
- Selecting the right Social media platforms for customer engagement.
- Discuss the applicability of the above in diverse business contexts market with Case Studies.

PEDAGOGY

The Programme will be highly experiential and interactive, comprising case studies, exercises, classroom lectures, articles and video presentations. The programme is designed on the participant centric learning approach.

WHO SHOULD ATTEND

This program is of great interest, if you are a senior management executive, entrepreneur, and marketing professional who are responsible for developing and implementing marketing strategies, both domestically and in Emerging markets. It is designed for Indian domestic companies and Multinational companies seeking to penetrate further into Indian and emerging markets.

Participants who have not gone through a formal course in consumer psychology.

Programme Director

Prof. Anupam Narula, is M.A (Eco), PGDBM (Marketing) and Ph.D (Eco) and brings with him more than 20 years of rich experience in teaching, research and industry. He is silver Medalist in PGDBM. He was Area Chairman Marketing at FORE from 2012-2014. He was also Professor-in-Charge Alumni Relations at FORE for 4 years from 2011-2015. Presently he is member of Director's Advisory Committee at FORE, which provides strategic & operational inputs from time to time.

Prior to joining FORE, he successfully held various administrative & academic responsibilities as Director, Dean, Officiating HOD, Founder and Coordinator for many new management education programs. He has presented papers in various reputed international and national conferences and published research papers and articles in reputed journals, magazines and edited books. He

has travelled extensively all around the globe as part of his research work. He is on the editorial review board of two international and three national refereed journals. He has been invited as external expert member by various universities and premier management B-schools in India.

His teaching, research and training areas of interest include Consumer Behavior, Service Marketing, International Marketing Management and Indian Higher Education. He has conducted MDPs for corporate executives in both public and private sector organizations like TATA chemicals Ltd, IRCTC, MTNL, Mahagun Group, Sentiss pharmaceuticals, Relaxo footwear, Tata Pigments Ltd, Jain Irrigation systems Ltd, Oriental Refractories Ltd, G.D Foods Mfg. Pvt. Ltd., Directorate General of Resettlement Indian Army and many others. He can be reached at: <anupam@fsm.ac.in>.