

Consumer Insight and Brand Management

Course Contents

1. Introduction to Strategic Consumer Insight: What Is Consumer Behavior?

- What is Consumer Behavior?
- Study of Consumer Behavior
- Are You Ignoring Trends that Could Shake Up Your Business?

2. The Mechanical Core of Consumer Behavior: Consumer Information Processing

- Attention, Perception, Categorization, Comprehension, Learning, Memory, Judgment & Decision Making, Shopping Behaviour

- Developing and Using Information about Consumer Behavior
- Atmospheric Effects on Shopping
- Analyzing Consumer Perception
- Memory Factors in Consumer Choice
- The Consumer Decision Making Process
- Hidden Agendas in Consumer Purchase Decisions
- Get Closer to Your Customers by Understanding How they Make Choices
- Why Do People Shop
- The Science of Shopping
- Harnessing the Science of Persuasion

3. Research Methods for Consumer Insight

- The Research Process
- Spark innovation Through Empathetic Design

- Focus on the Benefits

4. The Affective Dimension of Consumer Behavior

- Case for Brand Loyalty
- Study of the Experience Economy
- Customer Rage: Triggers, Tipping...

5. Motivational Drivers of Consumer Behavior:

Goals, Needs, and Wants, Fundamentals of Motivations, Consumers' Deeper Motives

- A Theory of Human Motivation
- Laddering Theory, Method, Analysis, and Interpretation Individual Differences: Tools for Theory Testing and ...
- Promotion & Prevention
- Does a peculiar smell remind you of your Mother
- The Culture Code
- The Hero and the Outlaw

6. Social, Cultural, and Evolutionary Drivers of Consumer Behavior

- The Coolhunt
- The Hidden (in Plain Sight) Persuaders
- Consumers Born and Made
- The Evolution of Cultures
- The Globalization of Markets
- Consumer Behavior Across Cultures
- Cross-Cultural Issues in Consumer Behavior

7. Introduction to Brand Management

- What is a Brand, challenges, opportunities
- Brand positioning, marketing, measuring and interpreting brand equity

8. Brand Equity Models

- Brand Asset Valuation
- Aaker Model, etc.

9. Identify and establish brand positioning values

- Customer based brand equity
- Brand knowledge, awareness, image

10. Plan and Implement Brand Marketing programs

- Build brand equity, options and tactics
- Co-branding
- Celebrity endorsements etc.

10. Measuring Brand performance

- Brand Tracking
- Customer mindset through quantitative research

11. Growing and sustaining brands

- Design brand strategy,
- Brand architecture, hierarchy
- New product branding, product extensions
- Reinforcing and revitalizing brands
- Brand failures

Resources:

1	Text Books	Consumer Behaviour by David Loudon, Albert J. Della Bitta, Tata McGraw Hill
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		Consumer Behaviour by Hawkins, Mothersbaugh, Tata McGraw Hill
		Consumer Behaviour by Batra, Kazmi, Excel Books
		Strategic Brand Management by Kevin Lane Keller, Pearson
		Strategic Brand Management by J N Kapferer
2	Reference Books	Consumer Behaviour - in Indian Perspective by Suja R Nair, Hiamalaya Publishing
		Consumer Behaviour - in Indian Perspective by S L Gupta, Sumitra Pal, Sultan Chand and Sons
		Consumer Behaviour by Leon Schiffman, Leslie Kanuk, S Ramesh Kumar, Pearson
		Consumer Behaviour by Wayne D. Hoyer, Deborah J MacInnis - South Western
		Influence: The Psychology of Persuasion by Robert Cialdini - Collins Business
		Why We Buy - Science of Shopping by Paco Underhill - Simon and Schuster
		Building Brand Equity by Aaker
		Ingredient Branding: Making the invisible Visible by Kotler
3	Supplementary Material	We are like that Only by Rama Bijapurkar, Penguin
		The Marketing White Book, Business World
		Economic Times - Weekly Brand Equity Supplement
		Financial Express - Weekly Brand Wagon Supplement
4	Web Sites	http://www.censusindia.gov.in/default.aspx
		http://www.ncaer.org
		http://www.brandequity.com
		http://www.ibef.org
5	Journals	Disciplinary status of Consumer Behaviour, by Deborah MacInnis, Folkes, Valerie S - Journal of Consumer Research, April 2010, Vol36, Issue 6

	Interpersonal Influence on Consumer Behaviour by Bobby J Calder, Robert E Burnkrant, Journal of Consumer Research, Jun77, Vol 4, Issue 1
	How Important are Brands? Journal of Marketing Research, Oct10, Vol47, Issue 5
	Increasing Shareholder Value through building Customer and Brand Equity - Journal of Marketing Research, Feb09, Vol25, Issue 1/2