



**Managing Financial Consumers' Behaviour in the Digital Era
2-day Management Development Programme for
Executives in Godrej Capital Ltd.**

Proposed by

Prof Sangeeta Sahney, Prof. Saini Das and Prof. Abhijeet Chandra

**Vinod Gupta School of Management
Indian Institute of Technology Kharagpur**

Contact Details:

Dr Chandra Sekhar Mishra and Dr Saini Das

Chairpersons

Management Development Programmes

Vinod Gupta School of Management Indian Institute of Technology Kharagpur

Kharagpur 721 302, India

Tel.: +91 94343 43011 & +91 95893 14556

Email: mdp@vgsom.iitkgp.ac.in

About Vinod Gupta School of Management, IIT Kharagpur

Vinod Gupta School of Management (VGSoM) started in 1993 as a unique initiative among the Indian Institutes of Technology (IITs). A management school within IIT Kharagpur, VGSoM imbibed the parent Institute's culture of research and quality teaching. After more than 30 years since its inception, the school has grown holistically, winning several accolades and setting new benchmarks of excellence. Today, VGSoM plays a pioneering role in nurturing leaders of tomorrow by blending management philosophy along with technological advancement to develop managers, who appreciate both critical technological issues and their business implications. IIT Kharagpur, as an established world class institute, helps VGSoM leverage its strength in terms of infrastructure, intellectual resources, illustrious alumni and its "will to be the best" Business School in India.

In 2015, IIT Kharagpur, Indian Statistical Institute Kolkata, and Indian Institute of Management Calcutta jointly launched a Post Graduate Diploma Program in Business Analytics (PGDBA). Within a few years of its inception, the PGDBA program has become one of the most coveted and prestigious programs in Business Analytics in the country and abroad. Faculty at VGSoM have been actively involved with the program since its inception.

Vinod Gupta School of Management regularly organizes Management Development Programmes (MDPs) and training programs for educators in India and abroad. Highly qualified faculty with outstanding academic credentials and diverse industrial/consultancy experience associate with colleagues in India and abroad to provide the best possible learning environment to the students. Faculty also contribute to the knowledge base through their research and consultancy projects with their partners in the industry and academics. Now, more than two decades after its inception, the school has grown holistically, winning several accolades and setting up new benchmarks for excellence. As a part of the world renowned IIT Kharagpur system, the school enjoys access to state-of-the-art infrastructure, one of the most well-equipped libraries in the country, and a very large, well-established network of alumni.

In addition to the above, Vinod Gupta School of Management boasts of the unique capability to draw upon the expertise of a wide variety of world-renowned scholars and researchers from other departments, centres, and schools within IIT Kharagpur, and other reputed Institutes of Higher Education within the country and, occasionally, abroad.

Managing Financial Consumers' Behaviour in the Digital Era

Introduction

This 2-day program is designed to deeply immerse officers in consumer behaviour principles, enabling them to understand better and respond to the behaviours of Godrej Capital's customers in both digital and offline settings.

Learning Outcomes

1. **Comprehensive understanding** of the psychological and behavioural factors influencing consumer decision-making in both digital and financial contexts.
2. **Insight into digital consumer behaviour** with a focus on how modern digital touchpoints affect financial decisions.
3. **Ability to segment and target** financial consumers based on their behavioural characteristics and use these insights to enhance marketing strategies.
4. **Practical skills in applying consumer insights** to develop digital marketing strategies that engage, convert, and retain customers.

Schedule

Day 1: Understanding Consumer Behavior in Financial Services

Session 1: Overview of Consumer Behavior in Financial Services and Behavioral Shifts in the Digital Age

- **Duration:** 1.5 hours
- **Objective:** Introduce key concepts in consumer behavior within the context of financial services, with a focus on behavioral shifts due to digitalization.
- **Activities:**
 - **Interactive Presentation:** Overview of traditional vs. digital consumer behavior in financial services.
 - **Group Discussion:** How digital platforms have altered consumer expectations and behavior in banking and investment sectors.
 - **Case Study:** Analyze the consumer journey in a digitally transformed financial institution (e.g., Paytm, Zerodha).

Session 2: Digital Journey of Financial Service Consumers

- **Duration:** 1.5 hours
- **Objective:** Explore how digital platforms, online reviews, and digital peer influence impact investment decisions, aligning consumer insights with digital marketing strategies.
- **Activities:**
 - **Digital Mapping Exercise:** Trace the typical digital journey of a financial services consumer from awareness to post-purchase, identifying key digital touchpoints.
 - **Workshop:** Create a digital marketing strategy based on consumer insights and peer influence.
 - **Review Analysis:** Evaluate the impact of online reviews on consumer decisions regarding financial services.

Session 3: Financial Decision-Making - I (Psychological Determinants)

- **Duration:** 1.5 hours

- **Objective:** Understand the psychological determinants influencing consumer financial decisions, such as risk perception, emotions, and cognitive biases.
- **Activities:**
 - **Role-Playing:** Simulate different customer personas with varying psychological profiles making investment decisions.
 - **Behavioral Simulation:** Using decision-making tools, participants assess how emotions like fear and greed influence financial choices.
 - **Discussion:** Examine how psychological factors like overconfidence and loss aversion play into financial services marketing.

Session 4: Financial Decision-Making - II (Sociological Determinants)

- **Duration:** 1.5 hours
- **Objective:** Understand the sociological determinants such as culture, social class, family, and peer influence in consumer financial decisions.
- **Activities:**
 - **Case Study:** Analyze how social and cultural influences impact financial decisions across different consumer segments in India.
 - **Group Activity:** Develop strategies for Godrej Capital to target specific social groups (e.g., millennials, high-net-worth individuals) based on sociological insights.

Day 2: Strategic Approaches to Financial Decision-Making

Session 5: Orientations to Financial Decision-Making (Systemic vs. Heuristic)

- **Duration:** 1.5 hours
- **Objective:** Understand the difference between systemic (logical, data-driven) and heuristic (rule-of-thumb, shortcut) approaches in consumer financial decision-making.
- **Activities:**
 - **Group Discussion:** Compare systemic vs. heuristic approaches in real-world financial decision-making scenarios.
 - **Interactive Exercise:** Participants work in teams to create financial service products that cater to both systemic and heuristic thinkers.
 - **Case Study:** Analyze investment platforms like Robinhood or Wealthfront that appeal to heuristic thinkers with their simplified user experiences.

Session 6: STP for Godrej Capital; Sales Strategies for Financial Products; Creating Consumer-Centric Digital Strategies

- **Duration:** 1.5 hours
- **Objective:** Develop a deep understanding of segmentation, targeting, and positioning (STP) for Godrej Capital, while aligning with sales strategies and consumer-centric digital marketing.
- **Activities:**
 - **STP Workshop:** Teams segment the market for a specific Godrej Capital financial product, identify target segments, and design a positioning statement.
 - **Strategy Design:** Create a sales and digital marketing strategy for a new product launch, focusing on customer engagement and retention.
 - **Mock Campaign:** Design a consumer-centric digital campaign for increasing brand loyalty among existing customers.

Session 7: Adoption of Technology in Financial Services

- **Duration:** 1.5 hours

- **Objective:** Understand theories related to the adoption of technology in financial services and how to apply them to consumer behavior.
- **Activities:**
 - **Tech Adoption Case Study:** Analyze successful fintechs like UPI, Neo Banks, or Robo-advisors that have effectively driven consumer adoption of new technologies.
 - **Workshop:** Develop a technology adoption strategy for Godrej Capital, focusing on enhancing user experience through innovation.
 - **Survey Design:** Participants create a consumer survey to assess readiness for adopting new financial technologies.

Session 8: Biases in Financial Decision-Making

- **Duration:** 1.5 hours
- **Objective:** Understand how behavioral and psychological biases affect consumer financial decision-making and how to mitigate their impact.
- **Activities:**
 - **Bias Exploration Workshop:** Explore biases like anchoring, confirmation bias, and herd behavior in financial decisions.
 - **Behavioral Experiment:** Simulate scenarios where biases could lead to poor financial decisions, then brainstorm mitigation strategies.
 - **Debrief:** Teams present strategies for Godrej Capital to design products that minimize bias-driven financial decisions.

Outcomes of the Training Program:

- Participants will gain a comprehensive understanding of the behavioral, psychological, and sociological aspects influencing financial decision-making.
 - They will be equipped to design customer-centric strategies that incorporate digital innovation, leverage consumer insights, and address biases in financial behavior.
 - The program will also enhance their ability to craft effective sales, marketing, and technology adoption plans, fostering improved customer engagement and retention.
-