CUSTOMER-CENTRIC MARKETING & CONSUMER BEHAVIOUR TRAINING COURSE

Introduction

Customer-Centric Marketing & Consumer Behaviour is an Advanced -level programme designed to equip marketing, sales, customer experience and business leaders with the knowledge and practical capabilities required to understand customers deeply and place customer needs, behaviour and value at the Centre of marketing decisions. Successful marketing requires more than knowing what an organization sells. Organizations need to understand why customers buy, how they make decisions, what influences their preferences, what creates trust, why they switch brands and how their expectations evolve. This programme explores the psychological, social, cultural, economic and technological factors that influence consumer behaviour and translate these insights into practical marketing strategies. Participants examine customer needs, motivations, perceptions, attitudes, lifestyles, decision-making processes, buying journeys and post-purchase behaviour. The programme also addresses how organizations can use customer intelligence, segmentation, personas, Behavioural data, customer journey analysis and market research to develop more relevant products, services, communication and customer experiences. Particular emphasis is placed on moving from product-centered marketing to customer-centered value creation. Participants learn how customer insight can influence positioning, pricing, product development, communication, distribution, customer experience and retention. The programme is applicable to organizations operating in consumer markets, B2B environments, financial services, retail, hospitality, telecommunications, healthcare, education, professional services, government and other customer-focused sectors.

Course Objectives

- Understand the principles of customer-centric marketing.

- Explain the major psychological and behavioural factors influencing customers.
- Analyze customer needs, motivations and expectations.
- Understand consumer decision-making processes.
- Apply segmentation and customer profiling techniques.
- Develop meaningful customer personas.
- Analyze customer journeys and buying behaviour.
- Use customer insights to strengthen marketing strategy.
- Develop customer-focused value propositions.
- Improve brand positioning based on customer insight.
- Apply behavioural insights to marketing communication.
- Use customer data and market research to support decisions.
- Understand post-purchase behaviour, satisfaction and loyalty.
- Identify behavioural trends affecting customer relationships.
- Develop customer-centric marketing strategies that support sustainable growth.

Course Modules

> Module 1: Foundations of Customer-Centric Marketing
- Evolution from product-centered to customer-centric marketing
- Principles of customer-centric organizations
- Customer value and value creation
- Aligning marketing strategy with customer needs

> Module 2: Consumer Psychology, Needs & Motivation
- Consumer needs, wants and motivations
- Perception, attention and information processing
- Attitudes, beliefs and preferences
- Psychological influences on purchasing decisions

> Module 3: Consumer Decision-Making & Buying Behaviour
- Consumer decision-making processes
- Rational and emotional buying behaviour
- Information search and evaluation of alternatives
- Purchase, post-purchase and repeat-buying behaviour

> Module 4: Customer Segmentation, Personas & Behavioural Profiling
- Demographic, geographic and psychographic segmentation

- Behavioural and value-based segmentation
- Customer persona development
- Identifying high-value customer segments

> Module 5: Customer Journey, Touchpoints & Experience
- Customer journey mapping
- Identifying customer touchpoints and moments of truth
- Customer pain points and experience gaps
- Designing customer-centered journeys

> Module 6: Cultural, Social & Environmental Influences on Consumers
- Culture and consumer behaviour
- Social groups, family and reference groups
- Lifestyle, identity and social influence
- Economic and environmental factors affecting consumption

> Module 7: Digital Consumer Behaviour & Emerging Customer Trends
- Online consumer research and purchasing behaviour
- Social media influence on customer decisions
- Mobile, e-commerce and omnichannel behaviour
- Emerging digital consumer expectations

> Module 8: Customer Insight, Research & Data-Driven Marketing
- Customer research and insight generation
- Qualitative and quantitative customer research
- Customer data and Behavioural analytics
- Translating insights into marketing decisions

> Module 9: Customer-Centric Value Proposition, Branding & Communication
- Developing customer-focused value propositions
- Brand positioning based on customer insight
- Behavioural principles in marketing communication
- Personalization and relevant customer messaging

> Module 10: Customer Loyalty, Retention & Sustainable Growth
- Drivers of customer satisfaction and loyalty
- Customer retention and switching behaviour
- Customer Lifetime Value and relationship economics

- Building sustainable customer-centric growth strategies