

Course proposal: Consumer Happiness and Wellbeing (UG & PG)

Consumer Happiness and Wellbeing

The relentless search of happiness by humans is explored in different ways. It is true money can't buy happiness but money gives us a voice - a voice that helps to decide the place, the store and the experience. Consumers these days are seeking to buy from brands not only for what they are but also for the emotional experiences that they deliver. Today's consumer prefers happiness over satisfaction. They are willing to spend money to seek happiness. This is the reason why brands are willing to walk the extra mile in generating durable happiness. For brands to sustain in the long run, 'happiness' has emerged as one of the biggest unmet challenges of the consumer world. This course will help student develop a critical thinking about how happiness can be generated and retained in consumers and why an understanding of the wellbeing of the consumer is important. The quest to consumer happiness and wellbeing forms the content of this course.

Course contents

1. Understanding happiness: Different perspectives:
 - 1.1 Biological perspective
 - 1.2 Behavioural perspective
 - 1.3 The cultural perspective
 - 1.4 The computational perspective
2. The theories of happiness
 - 2.1 The desire theory (Griffin, 1986)
 - 2.2 Objective list theory (Nussbaum, 1992; Sen, 1985)
 - 2.3 Authentic Happiness (Seligman, 2003)
 - 2.4 Other theories (Sonja Lyubomirsky, 2013)
3. Measuring happiness
 - 3.1 Can we measure happiness?
 - 3.2 State Vs Trait: What is happiness
4. Experience Vs satisfaction:
 - 4.1 Are consumers seeking satisfaction or an experience of happiness?
 - 4.2 The benefit of understanding the brain –behaviour relation of the customer
 - 4.3 Benefits of a happy consumer
 - 4.4 Do happy customers help in brand building
 - 4.5 Happiness and consumer loyalty
5. Consumer happiness through sensory engagement
 - 5.1 Sensory experience in the store keep the consumer happy

- 5.2 What are the benefits of sensory engagement of the consumer
- 5.3 Should we engage all the senses or one?
- 6. Product Order: Shelving and In-store design
 - 6.1 How does a store layout and shelf design help promote positive experience
 - 6.2 Does processing fluency in the store lead to boredom or enhance experience
 - 6.3 Use of colour in generating positive experience
- 7. Effective messaging: The science of influence
 - 7.1 Can positive emotions be evoked through messages
 - 7.2 Use of humour: Should a store make use of graphics and cartoons to generate happiness
 - 7.3 Harm minimizing messages and positive experience
 - 7.4 Word-of-mouth Vs Credibility: Which among the two influences the consumer positively
- 8. Subliminal Messaging: Moving beyond the conscious
 - 8.1 Conscious Vs Subconscious: Which among the two generate more positive experience in the consumers
 - 8.2 How ethical is the use of subliminal messages
- 9. Paying a price to get a value: Choose wisely
 - 9.1 Price tag Psychology Vs Price less products to generate happiness
 - 9.2 The Psychology of Ownership
 - 9.3 The use of plastic money in generating happiness
- 10. Advertising: A new visual world
 - 10.1 Understanding the need to change advertisements
 - 10.2 Use of advertisements to nudge customers to happiness
- 11. Emotions: Navigating the world of emotions
 - 11.1 Use of mirror neurons: Does activation of mirror neurons help generate more positive experience
 - 11.2 The study on happy brands: Being associated with happiness helps build stronger emotional connections between consumers
- 12. Consumer Wellbeing: Significance
 - 12.1 Understanding consumer wellbeing
 - 12.2 Significance of consumer wellbeing

Reasons for offering a new subject

- Familiarizing students with the different facets of consumer happiness
- Helping students to develop a critical perspective about consumer happiness and wellbeing

Suggested readings:

Agarwal, S. & **Dutta, T.** (2015). Neuromarketing and consumer neuroscience: Current understanding and the way forward. *Decision*, 42, 457-462.

Barbosa, B. (2017). Happiness in marketing. In R. R. Ripoll (Ed.), *Entornos creativos, empleados felices: Una ventaja competitiva en la gestión empresarial y territorial* (pp. 75-90). Albacete, Spain: Uno Editorial.

Christopher, M (2018). *The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime*. Wiley

Diener, E., & Diener, R.B. (2008). *Happiness: Unlocking the mysteries of Psychological Health*. Wiley

Dutta, T. & Mandal, M.K. (2018) *Neuromarketing in India: Understanding the Indian Consumer*. Routledge

Griffin, J. (1986). *Well-being: Its meaning, measurement, and moral importance*. Oxford, England: Clarendon Press.

Lindstrom, M. (2008). *Buy.ology*. Crown Business

Lindstrom, M. (2005). Broad sensory branding. *Journal of Product & Brand Management*, 14 (2), 84-87.

Nicolao, L., Irwin, J.R., & Goodman, J.K. (2009). Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases? *Journal of Consumer Research*, 36, 188-198

Pradeep, A. K. (2010). *The Buying Brain: Secrets for Selling to the Subconscious Mind*. Wiley

Schmitt, B., Brakus, J.J. & Zarantonello, L. (2014). From experiential psychology to consumer experience' *Journal of Consumer Psychology*, 166-171

Schuchert-Guler, P., Eisend, M., & Lutters, H. (2001). Consumer and Happiness: An approach to integrate the concept of happiness into marketing theory. *European Advances in Consumer Research*, 5, 227-232.

Singh, D., & Sharma, J.K. (2010). *Neuromarketing: A peep into consumer mind*. PHI Learning

White, N. (2006). *A brief history of happiness*. Blackwell Publishing

Lecture distribution

Themes/sub-themes	No. of lectures
1. Understanding happiness: Different perspectives: 1.1 Biological perspective 1.2 Behavioural perspective 1.3 The cultural perspective 1.4 The computational perspective	Total : 03
2. The theories of happiness 2.1 The desire theory (griffin, 1986) 2.2 Objective list theory (Nussbaum, 1992; Sen, 1985) 2.3 Authentic Happiness (Seligman, 2003) 2.4 Other theories	Total : 03
3. Measuring happiness 3.1 Can we measure happiness? 3.2 State Vs Trait: What is happiness	Total : 02
4. Experience Vs satisfaction: 4.1 Are consumers seeking satisfaction or an experience of happiness? 4.2 The benefit of understanding the brain – behaviour relation of the customer 4.3 Benefits of a happy consumer 4.4 Do happy customers help in brand building 4.5 Happiness and consumer loyalty	Total : 03
5. Consumer happiness through sensory engagement 5.1 Sensory experience in the store keep the consumer happy 5.2 What are the benefits of sensory engagement of the consumer 5.3 Should we engage all the senses or one?	Total : 04
6. Product Order: Shelving and In-store design 6.1 How does a store layout and shelf design help promote positive experience 6.2 Does processing fluency in the store lead to boredom or enhance experience 6.3 Use of colour in generating positive experience	Total : 03

<p>7. Effective messaging: The science of influence</p> <p>7.1 Can positive emotions be evoked through messages</p> <p>7.2 Use of humour: Should a store make use of graphics and cartoons to generate happiness</p> <p>7.3 Harm minimizing messages and positive experience</p> <p>7.4 Word-of-mouth Vs Credibility: Which among the two influences the consumer positively</p>	Total : 03
<p>8. Subliminal Messaging: Moving beyond the conscious</p> <p>8.1 Conscious Vs Subconscious: Which among the two generate more positive experience in the consumers</p> <p>8.2 How ethical is the use of subliminal messages</p>	Total : 03
<p>9. Paying a price to get a value: Choose wisely</p> <p>9.1 Price tag Psychology Vs Price less products to generate happiness</p> <p>9.2 The Psychology of Ownership</p> <p>9.3 The use of plastic money in generating happiness</p>	Total : 02
<p>10. Advertising: A new visual world</p> <p>10.1 Understanding the need to change advertisements</p> <p>10.2 Use of advertisements to nudge customers to happiness</p>	Total : 03
<p>11. Emotions: Navigating the world of emotions</p> <p>11.1 Use of mirror neurons: Does activation of mirror neurons help generate more positive experience</p> <p>11.2 The study on happy brands: Being associated with happiness helps build stronger emotional connections between consumers</p>	Total : 03
<p>12. Consumer Wellbeing</p> <p>12.1 Understanding consumer wellbeing</p> <p>12.2 Significance of consumer wellbeing</p>	Total: 01
Total no. of lectures	33

Tutorials and Project: Nudges, Sensory marketing, Pattern thinking, Use of emotions, Subliminal messaging,	Total: 05
Total	38
