



**GRADUATE SCHOOL OF MANAGEMENT STUDIES**

**Gujarat Technological University**

(Accredited with A+ Grade by NAAC)

**(Marketing Club Activity)**

**Expert Session on  
Consumer Behavior Modelling**

**Date: 16-10-2023**

**Time: 01:30pm to 03:30pm**



**Graduate School of Management Studies (GSMS)  
Gujarat Technological University (GTU)**  
(Accredited with A+ Grade by NAAC)

**Expert Sessions**

on

**CONSUMER BEHAVIOR MODELING**



**Eminent Speaker**

**Dr. Rachna Gandhi**

**Assistant Professor,**

**K. S. School of Business Management**

**Date: 16-10-2023**

**Time: 01:30 PM – 3:30 PM**

**Key Takeaways:**

- Learn Behavior Modeling
- Consumer Decision-Making Process
- Global Perspective of Consumer Behavior



Locate us @ : GSMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat

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An Expert session is organized as under.

Name of Expert: Dr. Rachna Gandhi

Designation: Assistant Professor

Affiliation: K.S.School of Management, Gujarat University

Topic: Consumer Behavior Modelling

Date: 16/10/2023

A Guest Session on Consumer Behaviour Modelling is organized under the Global Consumer Behavior subject as per above mentioned details.

The expert has nicely explained the concept of different consumer behaviors models and how to understand the consumer behaviour. Consumer behavior modeling is a critical area of study for businesses seeking to understand and predict the actions and choices of their customers. By delving into the various factors that influence consumer behavior, including cultural, social, psychological, and personal determinants, businesses can gain valuable insights into their target audience. Consumer behavior models, such as economic and psychological theories, help elucidate the decision-making processes consumers go through. These models empower businesses to segment their markets effectively, optimize product development and pricing, craft tailored advertising and promotion strategies, and enhance customer relationships through CRM systems.

However, this practice is not without its challenges, including data privacy concerns and the dynamic nature of consumer behavior. This report provides an in-depth exploration of consumer behavior modeling, offering insights into its significance, various models, practical applications, and the associated challenges, ultimately equipping businesses with the knowledge needed to make informed and effective marketing decisions.

The students have highly appreciated the guest session and enjoyed a lot in the session. More than 18 students have actively participated in the session. The photograph of the same is available as under.





The expert has also appreciated the involvement and dedication of students. The lecture was organized by course coordinator Dr. Pulkit Trivedi.