



# Gujarat Technological University

## School of Management Studies

### Report on Expert Session on “Consumer Behaviour”

- 1) Title of Event: “Expert Session on Consumer Behaviour”
- 2) Type of Event: Expert Session

- 3) Date, Time of the Event:

Date: 22-11-2024

Time: 09:00 AM to 10:45 AM

- 4) Description of Event (Objective/Rationale to organize the event):

Introduction: The expert session on Consumer Behaviour was held to delve into the key factors influencing consumer choices and their implications for marketing and business strategies. The session aimed to equip participants with a comprehensive understanding of consumer psychology, decision-making processes, and contemporary trends reshaping consumer preferences.

Objectives of the Session: The primary objectives of the session were: To understand the drivers of consumer behaviour in various contexts. To explore the consumer decision-making process and its applications. To identify emerging trends in consumer preferences and their implications for businesses. To provide actionable strategies for aligning marketing efforts with consumer expectations.

#### Session Content and Key Discussions

1. Overview of Consumer Behaviour the session began with a foundational explanation of consumer behaviour, defined as the study of how individuals and groups make decisions regarding the purchase, use, and disposal of goods and services. The expert categorized the influencing factors into four domains: Psychological: Motivation, perception, beliefs, and learning. Social:



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Peer influences, social status, and family roles. Cultural: Norms, values, and traditions that shape buying habits. Economic: Financial capability and economic conditions.

2. The Consumer Decision-Making Process The facilitator highlighted the step-by-step process that consumers typically follow: Problem Recognition – Identifying a need or gap. Information Search – Gathering internal and external data. Evaluation of Alternatives – Comparing features, benefits, and costs. Purchase Decision – Selecting and purchasing the chosen product or service. Post-Purchase Evaluation – Reflecting on satisfaction and future intent.

3. Emerging Trends in Consumer Behaviour The expert elaborated on modern shifts in consumer behaviour, including: Increased Digital Dependence: Growth in online shopping and mobile-first experiences. Demand for Personalization: Expectations for tailored solutions and experiences. Sustainability Awareness: Preference for eco-friendly and ethically produced products. Social Media Influence: Significant impact of social proof and influencer marketing on decisions.

4. Marketing Strategies to Address Consumer Behaviour The session concluded with strategies businesses can adopt to stay relevant and competitive: Leverage Data Analytics: Using insights to predict and respond to consumer needs. Build Emotional Connections: Creating campaigns that align with consumer values. Enhance Omni-Channel Experiences: Ensuring seamless interactions across platforms. Adopt Customer-Centric Approaches: Actively incorporating consumer feedback into product design and service delivery.

The session included an interactive segment where participants shared challenges and sought solutions. Topics discussed included strategies for engaging Generation Z consumers, overcoming trust issues in online transactions, and fostering brand loyalty in saturated markets.



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The expert session on Consumer Behaviour was highly informative and practical, offering participants valuable insights and strategies to enhance their understanding of consumer dynamics. The learnings from the session are expected to aid businesses in designing effective marketing strategies and fostering deeper connections with their target audiences.

- 5) Number of Participants: 10
- 6) Photographs of the Event:



- 7) Brochure or Flyer of the Event:



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**Gujarat Technological University**  
**School of Management Studies**

(Accredited with A+ Grade by NAAC)

**Expert Session**  
on  
**Consumer Behaviour**

*with Eminent Speaker*  
**Dr. Belur Baxi,**  
**Assistant Professor,**  
**GLS University**

22-11-2024  
GTU-SMS  
09:00 AM

Invitee  
**Dr. Pankajray Patel**  
Director - GSMS

Coordinator  
**Dr. Pitlikit Trivedi**  
Assistant Professor - GSMS

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

WhatsApp, LinkedIn, YouTube, Facebook, Instagram @GTUSMS

## Feedback of the Event:

Students appreciated the depth and breadth of topics covered during the session. They found the discussions on Consumer Behaviour to be particularly informative and relevant to their studies and future careers.