TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

MARKETING DOMAIN CLUB	
Report on Workshop on Consumer Behavior Analysis	
Event	Workshop on Consumer Behavior Analysis
Type of Activity:	Workshop
OBE Values	Critical Thinking
Mulya Pravah	Ethics & Social Responsibility
Global Impact-UNSDG No.	SDG 12
Objectives	▪ To familiarize students with the **fundamental concepts of consumer behavior** and its importance in marketing decision-making. ▪ To develop an understanding of the **consumer decision-making journey** – awareness, interest, consideration, purchase and loyalty. ▪ To analyse the **psychological, social, cultural and personal factors** that influence the buying behavior of consumers. ▪ To develop students' **critical thinking and analytical abilities** in interpreting consumer insights for effective marketing strategies. ▪ To create awareness about **ethical marketing and responsible consumption** in the contemporary marketplace.
Course Mapping	BCOM 309-Marketing Management
Course Outcome (CO)	CO4 & CO5
BT Level	L4
Expected Outcomes	After participating in the workshop, students are expected to: ▪ Develop an understanding of the key concepts and determinants of consumer behavior. ▪ Analyse the various stages of the consumer decision-making journey, from awareness to loyalty. ▪ Apply critical thinking to interpret consumer insights for marketing and branding decisions. ▪ Develop sensitivity towards ethical marketing practices and responsible ▪ consumption.
In collaboration/association with	Department of Management Sciences, TIAS

Name & Designation details of Resource Person- Internal Expert (LinkedIn Profile Link)	Dr. Ruchi Khandelwal, Assistant Professor & HOD, B.Com (H), TIAS LinkedIn Profile: https://www.linkedin.com/in/dr-ruchi-khandelwal-720865234/
Name & Designation details of Resource Person- External Expert Trained counseling expert(LinkedIn Profile Link)/	NA
Duration (Date & Time)	24th Sep, 2026 & 11.30 am onwards
Mode (Offline/Hybrid)	Offline
Venue	Room No. 1312, PG Building, TIAS
No. of Internal Participants	16
No. of External Participants *[write NA if not applicable]*	NA
No. of Institutions Participated	-
University Representation	-
Awards/Recognition (if any) (Attach e-copy of Awards/Certificates)	-

Innovation / Best Practice

The workshop adopted an interactive and analytical learning approach, in which the resource person, Dr. Ruchi Khandelwal, Assistant Professor & HOD, B.Com (H), engaged students in understanding how consumers think, feel and decide while making purchase decisions.

Key innovative features include:

- Use of the consumer journey framework (Awareness – Interest – Consideration – Purchase – Loyalty) to explain buying decisions in a structured manner.
- Linking of consumer behavior concepts with everyday purchase situations and familiar brands, helping students relate theory to practice.
- Interactive discussion encouraging students to reflect on and analyse their own buying behavior as consumers.
- Alignment of the activity with OBE – Critical Thinking, Mulya Pravah – Ethics & Social Responsibility, and UNSDG 12 – Responsible Consumption and Production.

Feedback:

Mode of feedback collection (form / oral / reflection / survey)	Sheet Attached
Key feedback highlights	▪ Students participated actively and showed keen interest throughout the workshop. ▪ Participants found the discussion on the consumer decision-making process relevant to their marketing studies as well as their everyday experiences as

	consumers. ▪ The session helped students understand how psychological, social and cultural factors shape buying behavior. ▪ Students appreciated the interactive approach and the use of practical examples to explain concepts. ▪ The workshop encouraged students to think analytically about consumer insights and their role in marketing strategy.
Suggestions for improvement (if any)	-

Concluding remarks (s): *(In about 50-100 words)*

The workshop on "Consumer Behavior Analysis" gave students a clear understanding of how consumers make purchase decisions and the factors that shape their choices. By tracing the consumer journey from awareness to loyalty, participants were able to connect classroom concepts with real-world marketing practices. The active participation of 16 students reflected their interest in the subject. The activity promoted critical thinking and analytical skills while creating awareness about ethical and responsible consumption. Overall, the workshop helped students appreciate the value of consumer insights in designing effective marketing strategies.

Social media link(s) (Mandatory)	https://www.instagram.com/p/DeEGfOrDfIk/
Print Media evidence (If any)	-
Poster/Flyer	

Geotag photos (with Caption):	  **From awareness to loyalty—students explored the consumer decision-making journey with great enthusiasm**

List of Participants (Attendance Sheet)

S. No.	Enrollment No.	Student Name	Prog & Year
1	00117088824	DIVYA BHARGAVA	B.Com (H)-3 Year
2	00217088824	ARPIT BANSAL	B.Com (H)-3 Year
3	00317088824	TANYA GUPTA	B.Com (H)-3 Year
4	00417088824	DEVESH	B.Com (H)-3 Year
5	00517088824	MANAV SINHA	B.Com (H)-3 Year
6	00617088824	SUHANI GUPTA	B.Com (H)-3 Year
7	00717088824	RIDDHI KESHRI	B.Com (H)-3 Year
8	00817088824	VINEET DUBEY	B.Com (H)-3 Year
9	00917088824	MEHAK PAL	B.Com (H)-3 Year
10	35117088824	TANISHQ YADAV	B.Com (H)-3 Year
11	35217088824	RUDRA PURI	B.Com (H)-3 Year
12	50217088824	KASHISH CHAUHAN	B.Com (H)-3 Year
13	50417088824	YUVAL VERMA	B.Com (H)-3 Year
14	50817088824	PARTH GARG	B.Com (H)-3 Year
15	50917088824	PRANAV SHARMA	B.Com (H)-3 Year
16	51017088824	SHREYA JAIN	B.Com (H)-3 Year

Dr. Shalini Gupta
Club Incharge

Asso. Dean, Dept. of Mgt. Sc.
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