



**GOVERNMENT DEGREE COLLEGE FOR MEN SRIKAKULAM**  
**OUTREACH PROGRAM**  
**AWARENESS PROGRAMME ON CONSUMER BEHAVIOUR**  
**(2024-2025 )**



<b>Name of Department</b>	Commerce and management
<b>Name of Event Organized</b>	Outreach program Awareness Programme on Consumer Behaviour
<b>Title of the Event</b>	Awareness Programme on Consumer Behaviour
<b>Date of Event Organized</b>	03-10-2024
<b>Name of the coordinator of the Event</b>	Dr. A.Suri babu
	1. N. Pavani. Lecturer in commerce
<b>No. of Participants</b>	20
<b>Objective of the Event</b>	<ul style="list-style-type: none"><li>• Understands Consumer preferences</li><li>• Identify market trends</li><li>• Improve customer satisfaction</li><li>• Promote ethical Consumerism</li><li>• Mitigate Risks</li></ul>
<b>Description of the event</b>	The Consumer Behaviour Awareness program is an event designed to help people understand why the consumers make certain buying decisions. It includes expert talks and practical activities, aimed at helping businesses improve customer satisfaction, adapt to trends and boost sales by understanding consumer preferences
<b>Outcome of the Event/ Evidence of Success</b>	The Consumer Behaviour Awareness program will help participants better understand consumer decisions, improve business strategies, and boost customer satisfaction, while offering opportunities to network with industry expert.



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**PHOTO GALARY**







**GOVERNMENT DEGREE COLLEGE FOR MEN  
SRIKAKULAM**



**Department of Commerce & Management**

**CONSUMER PROTECTION**

**"Outreach Program"**

**Awareness Programme  
On  
Consumer Behaviour**

**Program Overview:** Awareness Program on Consumer Behaviour. The Awareness Program on Consumer Behaviour Questionnaire was a one-day initiative conducted by a team of 16 college students, focused on gathering consumer opinions about their purchasing habits, preferences, and awareness of consumer rights. The program was designed to capture random consumer opinions through a structured questionnaire, engaging participants in public spaces without formal educational sessions.

## 1. Purpose of the Program

The program aimed to:

- Collect spontaneous feedback from a diverse group of consumers about their purchasing behaviour.
- Assess consumer awareness regarding key decision-making factors like product quality, pricing, branding, and marketing influences.
- Understand the level of consumer knowledge about their rights and responsibilities.
- Provide insights into everyday consumer behaviour trends based on the opinions gathered through direct interactions.

This initiative sought to understand real-world consumer behaviour by approaching participants in various locations and gathering data on-the-spot through a survey.

## 2. Program Design and Structure:

The program was based entirely on random interactions and data collection through the Consumer Behaviour Questionnaire. There were no formal sessions or workshops. Instead, the 20 students dispersed in various areas such as:

- **Public places:** Malls, markets, parks, and cafes where consumers could be approached during their day-to-day activities.
- **Campus:** Engaging fellow students and staff members in a casual setting, such as the college cafeteria or library.

The key element of the program was the questionnaire, which served as the tool to gather insights.

### 3. Target Audience:

The participants were random individuals from different backgrounds, approached in public spaces and on-campus. The audience included:

- **Shoppers in public markets and malls:** Representing a mix of income levels and purchasing behaviours.
- **Fellow students:** Offering insight into the buying patterns of young consumers who are influenced by trends, social media, and peer pressure.
- **Local residents in public spaces:** Aiming to capture a broad demographic to understand differences in consumer behaviour across age groups and economic backgrounds.

A total of 160 respondents participated in the program, providing a diverse set of opinions on consumer behaviour.

### 4. Role of the Student Team:

The 16 students were divided into small groups and assigned specific areas for data collection. Key roles included:

- **Survey Distribution Team:** Each group of students approached consumers in their assigned locations to explain the purpose of the questionnaire and invite them to participate.
- **Data Collection Team:** Some students focused on documenting the responses, ensuring accuracy and clarity in the answers provided by participants.
- **Outreach Coordination:** The students managed their respective areas to maximize the number of responses by engaging with as many consumers as possible during the day.
- **Survey Analysis Preparation:** After the data was collected, the team collaborated to compile and prepare it for analysis, identifying trends and key insights.

### 5. Program Execution

The program was executed in a single day as follows:

#### 1. Survey Distribution and Consumer Engagement (3-4 hours):

- The student teams set out to various locations, including public markets, cafes, parks, and campus spaces.

- They randomly approached consumers, explained the purpose of the questionnaire, and invited them to participate by answering a series of questions about their purchasing habits and consumer awareness.
- Consumers were asked to fill out the questionnaire either on paper or digitally (via tablets or smartphones) based on their preference. The students assisted participants in completing the survey if needed.

## **2. Consumer Behaviour Questionnaire:**

The questionnaire contained key questions designed to gather spontaneous opinions about consumer behaviour. Some of the questions included:

- **What influences your purchasing decisions?** (e.g., price, quality, brand reputation, advertising).
- **How often do you research products before making a purchase?**
- **Are you aware of your consumer rights?** (e.g., return policies, product warranties, and ethical business practices).
- **What factors make you loyal to a particular brand?**
- **How do social media and peer recommendations affect your choices?**

- The survey took about 10-15 minutes to complete, with students ensuring that a wide variety of responses were captured.

## **3. Data Collection and Wrap-Up (1 hour):**

- After the allotted time for survey distribution, the student teams reconvened to compile the responses.
- The collected data was then organised for further analysis, where the student team would later review the findings and identify key consumer trends.
- The program concluded with students summarising their experiences and reflecting on the types of consumers they interacted with throughout the day.

## 6. Findings and Impact:

While the full analysis of the questionnaire data would be completed after the program, some immediate observations were noted by the student teams during data collection:

- **Price Sensitivity:** Many consumers mentioned that price played a significant role in their purchasing decisions, particularly for day-to-day items.
- **Limited Awareness of Consumer Rights:** A number of respondents were unaware of their rights related to product returns, warranties, and ethical business practices. This highlighted the need for increased consumer education.
- **Influence of Social Media:** Younger consumers, especially students, reported being heavily influenced by social media and peer recommendations when making purchasing decisions.
- **Brand Loyalty:** Respondents who expressed brand loyalty often cited factors such as consistent quality and positive customer service experiences.

The feedback gathered provided valuable insights into how different demographics make purchasing decisions and their level of awareness regarding consumer rights.

## 7. Conclusion:

The one-day Awareness Program on Consumer Behaviour Questionnaire successfully captured random consumer opinions and provided immediate insights into everyday purchasing habits and decision-making processes. The program demonstrated the value of direct engagement with consumers in various settings, allowing the 20-student team to collect a diverse set of responses.

This outreach program not only helped the students understand real-world consumer behaviour but also underscored the importance of consumer education on rights and ethical consumption. The data gathered from this one-day initiative would be further analysed to provide deeper insights and recommendations for future consumer awareness initiatives.



This overview reflects a focus on direct consumer engagement without formal sessions, highlighting the role of random interactions and spontaneous opinions gathered through the questionnaire.