

ST. ANNE'S DEGREE COLLEGE, VIRAJPET

DEPARTMENT OF COMMERCE and ALUMNI'S ASSOCIATION

(WORKSHOP ON PSYCHOLOGY OF E-COMMERCE MARKETING)

Date: - 30-07-2019

Venue: - College Auditorium,

Resource Person: - Mr. Giridar C.P

Department of Commerce, with the collaboration of Alumni's Association, had organized a workshop on the topic "Psychology of E-Commerce Marketing" Mr. Giridhar C P, an Alumni of our college was the Resource Person. The session was arranged in our college Auditorium, for the First year students of B.com and B.B.A. Where Rev Fr. Madalai Muthu, Correspondent, Rev. Fr Rony Ravikumar, Principal, Mrs. Trupti Bopanna HOD of Commerce Department and IQAC Coordinator and Ms. Monisha Shiny Convenor of Alumni's Association Decorated the Dias.

The Speaker spoke about the reasons why people are going for online platform. The advantages a customer can get in online market compared to the Traditional market, how consumers are influenced to buy products online with the strategy that the companies play to influence the mindset of the consumer. He highlighted the companies like Google, Facebook and Instagram which can influence a person from buying a product, how it can promote and de-promote a product or a company, later he also spoke about Virtual Reality and how it has been developed towards supporting E-commerce, he spoke about Snap chat, speaking about the statement given by snap chat CEO and the effect it caused on Snap Deal.



At last he enlightened us telling "we are going towards Digitalisation and we are depending on electronic money while we are forgetting that, as it is electronic in nature it can be hacked and can also be misused by rival countries creating economical problem,"

Master of Ceremony was done by Ms. Huda of Final year BBA, Welcome speech was given by Suchitha of First B.com, Guest Introduction was given by Mr. Ajay Mathew and Vote of thanks was given by Rinto of First B.com, at last the session was open for discussion and was very informative as our students gained a lot of knowledge and information from this.