



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY

GREATER NOIDA

Changing Pattern of Consumer Behavior During Post-Pandemic with Reference to Fashion & Footwear Industry

- **Introduction**

The guest session on the topic “**Changing Pattern of Consumer Behavior During Post-Pandemic with Reference to Fashion & Footwear Industry**” was conducted on the 19th September 2020, Saturday from 3:25-4:30 PM. The session was conducted through Microsoft Teams for the students of batches MBA 16 and BBA 01. The speaker for the session was Mr. Rahul Sharma, General Manager (Marketing), Rohit Surfactants Pvt. Ltd., RSPL Group. He is an expert in the field of marketing strategy and planning and is currently heading the marketing team for Red Chief and Furo Sports. Dr. M Y Khan extended a warm welcome on behalf of the institute to the speaker.

- **Introduction to the topic**

The disruption by the Pandemic has highlighted the dire need for change in the customer and business perspective. Consumer behavior patterns were vastly affected by the worldwide crisis. The Impact of COVID-19 was evident in logistics, markets, brands, and in business resulting in a shift of fluctuations in consumer preference and behavior. Keeping the above in view, the topic “**Changing Pattern of Consumer Behavior During Post-Pandemic with Reference to Fashion & Footwear Industry**” was selected, in order to make the students understand about this shift in the paradigm of business and to give them an insight on how to bend this crisis into an opportunity.

- **Key deliberations**

- ✓ **Online engagement of the customers:** It is imperative for a business professional to assess the situation and always make the best out of it, customer engagement online was an opportunity in crisis to turn the tides of the business in favor of any company.
- ✓ **The transition from tradition to digital platforms:** The pandemic forced companies to blend the existing business into digital platforms and mediums to extend the market reach and customer base in the pandemic.
- ✓ **Successful adaptation by E-commerce platforms:** Strict following of the Social distancing and No-touch delivery by E-commerce platforms ensured sustainable growth in the testing time.
- ✓ **Awareness of the customer segment:** Educating the customers for online marketing and online transactions.
- ✓ **Strategy by the companies:** In order to attract the customers, companies started giving hefty discounts, offers, add-ons, and coupons to the customers.



- ✓ **Major sales and the opportunity it encircles:** SSS (Spring-Summer Sale) and EOSS (End Of Season Sale), these online sales brought the opportunities in the crisis for the companies.
 - ✓ **Focus on Health, Hygiene, and immunity:** How some companies can leverage on these and can enter the market in a very short period.
 - ✓ **Incorporation of augmented reality:** How companies are incorporating augmented reality into the business.
- **Questions and answers**
 - ✓ What are the precautions that a company can take against digital frauds?
 - ✓ What are the benefits of Impulse and window shopping during these testing COVID times?
 - ✓ What are the suitable emotional marketing strategies which can be used by the companies?
 - ✓ Strategy as in how small brands and start-ups can tie-up with big brands?
 - ✓ The idea of revenge shopping and its merits and demerits?
 - ✓ Strategy to deal with transactions in online and offline mode?
 - ✓ Impact of COVID on the open market of India?
 - ✓ How companies dealt with the financial slowdown due to COVID?
 - ✓ Which segments of the products in a company got most effected by the COVID?

- **Feedback of students**

The students had major takeaways from the session and the speaker's insight on consumer behavior and marketing. It made them understand the importance of strategy, technology and gave them an insight on how to leverage such a crisis for the growth of the business.

- **Conclusion**

The one hour long interactive and informative session reiterated the importance of consumer behavior in the post-pandemic world, its major concept of adaptability and flexibility of the company reiterated on the importance of strategy and planning to manage the business and human resources of our country to sail through these difficult times with ease. The session ended with the vote of thanks by Dr. Pallavi Bhardwaj, while the audience was left with imprints of the enlightening talk.





