

## Consumer Club Meeting Report

The Consumer Club of Wavoo Wajeetha Women's College meeting took place on January 24, 2024, at 10:00 a.m. in the ICT hall. The meeting opened with a recitation of Quirath by F.A. Seyed Rabia III B.Com., followed by the Tamil Thai Valthu. Miss I. Keerthana, I B.Com., delivered the welcome address, while Mrs. Thanga Rani, M.Com., M.Phil., SET Assistant Professor of Commerce and member of the Consumer Club, introduced the chief guest.



We were honored to have Dr. V. Darling Selvi, the Head and Associate Professor of Commerce at Rani Anna Government College for Women as our distinguished guest speaker. Dr.Selvi delivered an engaging and informative speech on the subject of "*Surging Digital Consumerism*," which captivated the audience.

During her speech, Dr. Selvi highlighted the rapid growth of digital consumerism in today's world. She illuminated how advancements in technology have revolutionized consumer-business interactions and purchasing behaviors. Dr. Selvi emphasized the importance of understanding the impact of digital platforms and e-commerce on consumer decision-making.

Throughout her presentation, Dr. Selvi shared compelling examples and case studies to illustrate the influence of digital marketing, social media, and online shopping on consumer preferences. She also delved into the challenges and opportunities that arise in the digital era, including concerns about data privacy, online reviews, and personalized marketing strategies.

The interactive segment of the meeting proved to be highly engaging, with active participation from both students and faculty members. Dr. Selvi provided insightful responses to thought-provoking questions, encouraging critical thinking about the implications of digital consumerism in our daily lives.

Miss M.T. Kithuru Magfirai, I B.Com proposed a vote of thanks, followed by Miss B. Adam Mahdiya, III B.Com, led a blessed duah. The meeting concluded with the national anthem, marking the event as a resounding success. We extend our heartfelt appreciation to all attendees, with special thanks to Dr. Darling Selvi for sharing her expertise and contributing to a truly memorable experience.