

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

**Guest Lecture on Consumer Behavior in Competitive
Environment for students of MBA III**

From

August 29, 2013

Prof. Col. (Retd.) Mahander Singh
Director General, RDIAS



Resource Person: Dr. P.K. Gupta, Secretary General and Principal Management Consultant, NAFEN and FIIE

Summary/ Executive Summary:

The session was conducted with the purpose of spreading knowledge and information about consumer behavior in the prevailing environment to the students of MBA & BBA.

During this lecture, Dr. P K Gupta delivered many facts and information about consumer behavior in a competitive environment:

- Customer behaviour study is based on consumer buying behaviour, with the customer playing three distinct roles of user, payer and buyer. It blends elements from psychology, sociology, social anthropology and economics.
- Consumer behaviour is influenced by internal conditions such as demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings.
- Current situation of the Indian economy with respect to dollar, rupee and unemployment.
- Latest trends in Indian economy with respect to :
 - High level of corruption
 - Frequent scams
 - Violence

Queries asked by students were answered in a very engrossing manner.