



RUKMINI DEVI
Institute of Advanced Studies

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Guest Lecture on "Consumer Behavior in Competitive Environment"

Topic	Guest Lecture on "Consumer Behavior in Competitive Environment" for students of MBA III by Dr. P.K. Gupta, Secretary General and Principal Management Consultant, NAFEN and FIIE
Date of the event	August 29, 2013
Aim of the activity	The activity was conducted with the purpose of giving knowledge and information about consumer behavior in the prevailing environment to the students of MBA & BBA
Description of the event	<p>During this lecture, Dr. P K Gupta delivered many facts and information about consumer behavior in a competitive environment:</p> <ul style="list-style-type: none">• Customer behaviour study is based on consumer buying behaviour, with the customer playing the 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 :<ul style="list-style-type: none">✓ High level of corruption✓ Frequent scams✓ Violence <p>Queries were asked by the students related to consumer behavior which were answered in a highly engrossed manner by sir.</p>