**Consumer Behaviour**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. Discuss how psychological factors would impact a customer’s purchase choice for a formal dress and LED Television (10 Marks)**

**Ans 1.**

**Introduction**

Consumer behaviour is largely driven by a combination of internal and external factors, among which psychological factors play a crucial role. These include the individual’s motivation, perception, learning, beliefs, and attitudes, which subtly influence purchasing decisions, both consciously and subconsciously. Whether the purchase involves a high-involvement product like an LED television or a relatively low-involvement yet socially expressive item like a formal dress, psychological aspects are deeply embedded in the consumer’s decision-making process. A formal dress reflects one’s personality and self-image, while an LED television is often associated with functionality, prestige, and entertainment. Understanding these factors

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**Q2. A new organic food brand, "GreenHarvest," has entered the Indian market, targeting health-conscious urban consumers. Despite offering high-quality products, sales remain lower than expected due to consumer scepticism about organic claims and pricing concerns.**

**Analyze how Indian consumers learn about new product categories like organic food and evaluate the strategies GreenHarvest can implement to enhance consumer learning and drive adoption. (10 Marks)**

**Ans 2.**

**Introduction**

The organic food sector in India has witnessed growing attention in recent years due to increasing urbanization, lifestyle diseases, and awareness about fitness and wellness. Despite this rising demand, many Indian consumers still hesitate to purchase organic products due to doubts over authenticity, lack of understanding, and higher pricing. GreenHarvest, a new entrant aiming to serve the health-conscious urban segment, is currently facing these challenges despite offering premium-quality organic foods. The gap lies not in product quality but in consumer learning and perception. In a diverse and price-sensitive market like India, adopting the right consumer learning strategies is critical. Learning is a psychological and behavioral

**Q3A. Design a marketing campaign that leverages Indian film actors / actresses and online social media influencer to influence teenagers in the age group of 12 years to 18 years to reduce their unnecessary screen time by 50% (5 Marks)**

**Ans 3a.**

**Introduction**

Excessive screen time among teenagers has become a growing concern, affecting mental health, sleep patterns, physical activity, and overall well-being. In India, where digital consumption among youth is rising rapidly, a well-designed campaign featuring relatable celebrities and influencers can create a strong emotional and aspirational pull. Teenagers often emulate their favorite film stars and social media personalities, making them ideal role models to promote healthier screen habits. A strategically crafted campaign can educate, motivate, and

**Q3B. Analyze the role of internal marketing in enhancing employee engagement and its subsequent effect on customer satisfaction. (5 Marks)**

**Ans 3b.**

**Introduction**

Internal marketing is the strategic process of treating employees as internal customers and aligning their roles with the organization’s goals and values. In today’s competitive environment, where employee retention and customer loyalty are both challenging, internal marketing plays a crucial role. When employees feel valued, informed, and motivated, they are more likely to deliver exceptional service. This engagement leads to a positive work culture,