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| **SESSION** | **AUG/SEPT2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMKT302 CONSUMER BEHAVIOUR**  |
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**Assignment Set – 1**

**1. Consumer Behaviour is significant as a field of study. Comment. 10**

**Ans 1.**

Consumer behavior is a pivotal field of study, especially within the context of marketing and business strategies. It delves into understanding why consumers make the buying decisions they do and what factors influence these decisions. This understanding is crucial for businesses as it helps in tailoring products, services, and marketing strategies to meet the needs and preferences of their target audience, thereby enhancing customer satisfaction and

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**2. Explain the lifestyle-based consumer segmentation. 10**

**Ans 2.**

Lifestyle-based consumer segmentation is a pivotal aspect of modern marketing strategies. It delves into the diverse lifestyles of consumers, recognizing that buying behaviors are profoundly influenced by individual lifestyles, interests, and attitudes. This approach transcends traditional demographic segmentation like age or income, offering a more nuanced understanding of consumer preferences and needs.

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**3. Contrast the major characteristics of the following personality theories:**

**(a) Freudian theory**

**(b) neo-Freudian theory,**

**and (c) trait theory. 3+3+4**

**Ans 3.**

**a. Freudian Theory**

Freudian theory, developed by Sigmund Freud, is one of the most influential and controversial theories in the history of psychology. It emphasizes the influence of the unconscious mind on behavior. Freud proposed that personality is composed of three elements: the id, ego, and superego. The id operates on the pleasure principle, seeking

**Assignment Set – 2**

**4. Explain Howard Sheth model of consumer behaviour. How does it is different from Nicosia model of Consumer behaviour? 5+5**

**Ans 4.**

The Howard Sheth model and the Nicosia model are two significant frameworks in the study of consumer behavior, each offering a distinct perspective on how consumers make purchasing decisions. These models provide valuable insights for marketers and businesses seeking to understand and influence consumer choices.

**Howard Sheth Model of Consumer Behavior**

The Howard Sheth model, developed by John A. Howard and Jagdish N. Sheth in 1969, is a

**5. Write down the factors affecting diffusion of innovation. Also, explain diffusion process of a product. 5+5**

**Ans 5.**

Diffusion of innovation is a key concept in understanding how new ideas and technologies spread within a society or market. The diffusion process involves the spread of an innovation from its origin to a wider audience. This process is influenced by several factors and follows a particular pattern, especially when it comes to the diffusion of a product.

**Factors Affecting Diffusion of Innovation**

**Relative Advantage**: This refers to the degree to which an innovation is perceived as better

**6. Write down the traits and characteristics of opinion leaders. 10**

**Ans 6.**

Opinion leaders, often pivotal in shaping public discourse and influencing social trends, embody a distinct set of traits and characteristics. These individuals, by virtue of their influence, play a crucial role in the diffusion of ideas, behaviors, and attitudes among their peers and within their communities.

One of the primary traits of an opinion leader is credibility. This credibility often stems from