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| **SESSION** | **APRIL 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3101 – CONSUMER PSYCHOLOGY** |
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**Assignment Set – 1**

**1. Define consumer Behavior and discuss its characteristics. Why is understanding consumer behavior crucial for marketing decisions?**

**Ans 1.**

**Definition of Consumer Behavior**

Consumer behavior is studying how people or groups of people choose, buy, utilize and dispose of items or services, experiences, or concepts to meet their desires and needs. It covers the mental processes that consumers undergo in realizing their needs, figuring out solutions to these needs when making purchases and interpreting data, creating plans, and then implementing these plans.

**Characteristics of Consumer Behavior**

**Complex and dynamic process:** Consumer behavior is an ever-changing and complex process.

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**2. Explain the concept of subliminal perception and its effects on consumer behavior. Also, describe two benefits of using interdisciplinary approaches in consumer behavior research.**

**Ans 2.**

**Concept of Subliminal Perception**

Subliminal perception is the processing of brain information that takes place below the level that is conscious. It is the process of recognizing stimuli that are not strong or short enough to be perceived by the conscious mind, but could still affect thoughts, emotions, or behaviours. The stimuli could be visual or auditory signals that are displayed in such a short time or with such a

**3. What is the consumer research process? Explain the concept of trait theory and discuss the Big Five personality traits in understanding individual differences.**

**Ans 3.**

**Consumer Research Process**

The process of conducting consumer research is a method used by marketers to collect and analyze data about the preferences, needs behavior, attitudes, and needs. This helps make more informed decisions in marketing and creating strategies that meet consumers' needs. The most important steps of the process of conducting research on consumers include:

1. **Problem Definition:** The process of identifying the particular issue or opportunity that has to be solved through research. This involves establishing specific goals and research

**Assignment Set – 2**

**4. Briefly describe the various elements of consumer learning. Briefly explain how opinion receivers shape consumer behavior.**

**Ans 4.**

**Elements of Consumer Learning**

Consumer learning is the process by which consumers gain knowledge and experiences about services and products that they can apply to the future purchasing decisions. It is a combination of cognitive, behavioral, as well as environmental factors:

1. **Motivation:** Learning is driven by the motivation. People are more likely to discover products or services that meet their needs or resolve a problem they face.
2. **Cues:** They are other words for stimuli that direct consumers to specific behaviors. In

**5. What is consumer socialization and discuss the stages in consumer socialization. Which cultural dimensions influence consumer behavior?**

**Ans 5.**

**Consumer Socialization**

Socialization with consumers is the process through which children acquire abilities, knowledge, and attitudes that are relevant to their role as consumers in the market. The process of socialization helps people recognize the roles of consumers, master buying techniques, and establish consumer-related habits and preferences. Socialization with consumers is not just something that happens in childhood, but it continues throughout the course of a person's life, as

**6. What are the factors influencing attitude formation? Discuss The Howard-Sheth Model of Consumer Behavior.**

**Ans 6.**

**Factors Influencing Attitude Formation**

Attitude formation is a complicated process that is influenced by a variety of elements that influence how people respond to and perceive products or brands and other services. The main factors that influence the formation of attitudes are:

1. **Personal Experience:** The direct interaction with services or products significantly affects attitudes. Positive experiences can lead to positive perceptions, while negative experiences can lead to unfavourable perceptions.
2. **Influence of Social:** Family, friends as well as peers and social networks play an