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| **SESSION** | **FEBRUARY - MARCH 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **03** |
| **COURSE CODE & NAME** | **DMKT302 - CONSUMER BEHAVIOR** |
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**Assignment Set – 1**

**1. What is the tri-component model of attitude formation?**

**Ans 1.**

**The Tri-Component Model of Attitude Formation**

The tri-component model of attitude formation is a widely recognized framework in consumer behavior that explains how attitudes are formed and structured. This model posits that attitudes consist of three primary components: cognitive, affective, and conative. Each component contributes to the overall attitude an individual holds toward a particular object, person, or situation. Understanding these components is crucial for marketers as they develop

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**2. How Do consumer lifestyles influence consumer buying decisions?**

**Ans 2.**

Consumer lifestyles significantly influence buying decisions, as they encompass the activities, interests, and opinions (AIO) of individuals. Understanding consumer lifestyles allows marketers to predict purchasing patterns, tailor marketing strategies, and design products that align with consumer preferences. This essay explores the impact of consumer lifestyles on buying decisions through various dimensions.

**Activities**

Activities refer to the actions and behaviors that individuals engage in regularly. These can

**3. In what situations can a motivational conflict arise? Explain with suitable example.**

**Ans 3.**

**Motivational Conflict in Consumer Decision-Making**

Motivational conflict in consumer behavior refers to the internal struggles a consumer faces when choosing between two or more competing desires or actions. Understanding these conflicts can help marketers design strategies that effectively address consumer hesitations and drive decision-making. There are three primary types of motivational conflicts: approach-approach, approach-avoidance, and avoidance-avoidance. Each type can significantly

run.

**Assignment Set – 2**

**4. The consumer faces different kinds of problems that stimulate problem recognition and stimulate purchase decisions. What are those?**

**Ans 4.**

**Types of Problems Stimulating Problem Recognition and Purchase Decisions**

In consumer behavior, problem recognition occurs when a consumer perceives a difference between their current state and a desired state. This recognition is often the first step in the decision-making process, leading to the exploration of potential solutions and, eventually, a purchase decision. Several types of problems can trigger this process, each influencing the consumer's approach to finding and selecting products or services. Understanding these

**5. Contrast the major characteristics of the following personality theories: (a) Freudian theory (b) neo-Freudian theory, and (c) trait theory.**

**Ans 5.**

**Contrast of Major Personality Theories: Freudian, Neo-Freudian, and Trait Theory**

Personality theories provide frameworks for understanding how individual behaviors, attitudes, and preferences are shaped. The Freudian, Neo-Freudian, and Trait theories are among the most influential in psychology, each offering distinct perspectives on personality development and its implications. Understanding these theories is crucial for fields such as

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

**Ans 6.**

**Factors Affecting Diffusion of Innovation and the Diffusion Process of a Product**

The diffusion of innovation is a critical concept in marketing and business, describing how new products, services, and ideas spread within a market or society. Understanding the factors that affect this diffusion and the process itself can help businesses effectively introduce and establish their innovations. Here, we examine both these aspects to provide a comprehensive view of how innovations permeate a market.

**Factors Affecting Diffusion of Innovation**

Several key factors influence the rate and extent of diffusion of a new product or idea. These