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| **SESSION** | **JUL-AUG 2024** |
| **PROGRAM** | **BACHLORS OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3101 CONSUMER BEHAVIOUR** |
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**Assignment Set – 1**

**1. Define Consumer behaviour in Marketing.**

**Ans 1.**

**Consumer Behavior in Marketing**

Consumer behavior in marketing refers to the study of how individuals, groups, or organizations make decisions to purchase, use, and dispose of products or services. It encompasses the psychological, social, and emotional factors that influence consumer actions. Businesses analyze consumer behavior to understand what motivates people to buy certain products, the frequency of their purchases, and the factors that can persuade them to switch brands or stay loyal to a particular company.

At its core, consumer behavior aims to decode the patterns of consumption by identifying the

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**2. Explain trait theory and theory of Self Image.**

**Ans 2.**

**Trait Theory**

Trait theory is a psychological framework used to understand human behavior based on specific characteristics or traits that are relatively stable over time. In the context of consumer behavior, trait theory focuses on identifying personality traits that influence purchasing decisions and brand preferences. Traits such as openness, conscientiousness, extroversion, agreeableness, and neuroticism, often referred to as the "Big Five," are commonly studied in this theory. These traits help marketers predict how different individuals may respond to various marketing strategies or product offerings.

For instance, an extroverted individual may be drawn to brands that promote social interaction,

**3. How is the study of Consumer Behaviour interdisciplinary?**

**Ans 3.**

**Study of Consumer Behaviour Interdisciplinary**

The study of consumer behavior is inherently interdisciplinary, drawing upon knowledge and methods from various fields to understand and analyze the factors influencing consumer decisions. As consumer behavior is complex and influenced by a multitude of variables, an interdisciplinary approach allows researchers and marketers to gain a holistic perspective on the motivations, attitudes, and actions of consumers. This integration of disciplines ensures that the strategies designed to influence or predict consumer behavior are robust, effective, and aligned with real-world complexities.

One of the primary disciplines contributing to consumer behavior is **psychology**, which

**Assignment Set – 2**

**4. Explain the consumer buying process.**

**Ans 4.**

**Consumer Buying Process**

The consumer buying process refers to the series of stages that consumers go through when making a purchasing decision. Understanding this process is critical for marketers as it helps them identify opportunities to influence consumers at each stage. The process typically consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

**1. Problem Recognition**

The first stage, **problem recognition**, occurs when a consumer identifies a gap between their

**5. Write Short Notes on the following:**

**a. Diffusion of Innovation**

**b. Opinion Leaders**

**Ans 5.**

**a. Diffusion of Innovation**

The diffusion of innovation refers to the process through which new ideas, products, or technologies spread across a society or social system. This concept, introduced by Everett Rogers, explains how, why, and at what rate innovations gain acceptance among individuals or groups. The diffusion process is not uniform; it depends on factors such as the innovation's perceived value, compatibility with existing values, and the social dynamics of the adopting community.

Rogers identified five adopter categories: innovators, early adopters, early majority, late majority, and laggards. Innovators are risk-takers who embrace new ideas quickly, often driven

**6. Discuss the Howard-Sheth Model of Consumer Decision Making Process.**

**Ans 6.**

**The Howard-Sheth Model of Consumer Decision-Making Process**

The Howard-Sheth Model of Consumer Decision Making, developed by John Howard and Jagdish Sheth, is a comprehensive framework that explains how consumers make complex purchasing decisions. The model integrates psychological, social, and economic variables to provide a detailed understanding of consumer behavior. It is particularly useful for analyzing high-involvement purchases that require significant thought and evaluation.

The model consists of three main components: input, process, and output. The **input**