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| **SESSION** | **JUL-AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMKT302 CONSUMER BEHAVIOUR**  |
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**Assignment Set – 1**

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

**(a) Freudian theory**

**(b) Neo-Freudian theory.**

**Ans 1.**

**(a) Freudian theory**

Freudian theory, rooted in the psychoanalytic framework proposed by Sigmund Freud, emphasizes the unconscious mind's role in shaping human behavior and personality. Freud introduced the tripartite model of personality, comprising the **id**, **ego**, and **superego**. The id represents primal desires and operates on the pleasure principle, seeking immediate gratification. The ego, governed by the reality principle, mediates between the id's demands and the external world. The superego embodies internalized societal norms and values, serving as the moral compass.

Freudian theory also highlights the importance of early childhood experiences in personality

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

**Ans 2.**

**Influence of Consumer Lifestyles on Buying Decisions**

Consumer lifestyles play a critical role in shaping buying decisions as they reflect an individual's activities, interests, and opinions (AIO). These elements collectively determine preferences, priorities, and spending patterns, which in turn influence the types of products and services consumers purchase. A lifestyle is more than demographic attributes; it embodies how consumers live their lives, allocate their time, and interact with their

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

**Ans 3.**

**Situations Where Motivational Conflict Arises**

Motivational conflict arises when a consumer faces competing desires, goals, or needs, making it challenging to make a decision. These conflicts stem from the simultaneous attraction or repulsion of different options or outcomes. Understanding these conflicts is crucial for marketers, as they highlight the psychological struggles consumers face during decision-making. There are three primary types of motivational conflicts: **approach-**

**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 Consumer Problems That Stimulate Problem Recognition and Purchase Decisions**

Problem recognition is the first stage in the consumer decision-making process, where the individual identifies a gap between their current state and a desired state. This recognition arises from various kinds of problems or needs that motivate consumers to search for solutions and ultimately make purchase decisions. These problems can be broadly categorized into **routine problems**, **emergency problems**, **opportunity problems**, and

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

**Ans 5.**

**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. It suggests that an attitude consists of three interrelated components: **cognitive**, **affective**, and **conative**. These components represent a consumer's thoughts, feelings, and behavioral tendencies toward an object, person, or idea. Understanding this model is essential for marketers as it provides insights into how attitudes influence consumer decision-making and how they can be shaped

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

**Ans 6.**

**Factors Affecting Diffusion of Innovation**

The diffusion of innovation refers to how a new product, idea, or technology spreads within a market or social system over time. Several factors influence the speed and extent of diffusion, which are crucial for marketers to consider when launching a new product. The key factors include:

**1. Relative Advantage**

Relative advantage is the degree to which an innovation is perceived as better than existing