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| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3101 CONSUMER BEHAVIOUR** |
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**Assignment Set – 1**

**Q1. How is Consumer Behaviour Interdisciplinary?**

**Ans 1.**

**Consumer Behaviour as an Interdisciplinary Field**

Consumer behaviour is a dynamic and evolving discipline that studies how individuals, groups, and organizations select, buy, use, and dispose of goods and services to satisfy their needs and desires. It is considered interdisciplinary because it integrates concepts and frameworks from multiple fields of study. This integration allows marketers and businesses to develop a deeper understanding of the psychological, social, cultural, and economic factors that influence consumer decisions. By combining theories and practices from various disciplines, consumer

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**Q2. Explain the role of consumer research in marketing 10**

**Ans 2.**

**Consumer Research**

Consumer research is a critical component of modern marketing that involves the systematic gathering, recording, and analyzing of data about consumers and their preferences, attitudes, and buying behaviour. It forms the foundation for understanding the needs of the market and creating strategies that effectively satisfy customer demands. In an increasingly competitive and dynamic marketplace, businesses rely on consumer research to make informed decisions

**Q3. Explain the Jungian theory of personality.**

**Ans 3.**

**Jungian Theory**

The Jungian theory of personality, developed by Swiss psychiatrist Carl Gustav Jung, is one of the most influential personality theories in psychology and marketing. Unlike Freud, who focused on the unconscious mind's influence through repressed desires, Jung introduced the concept of the collective unconscious and emphasized psychological growth through achieving a balance between different personality elements. This theory plays a key role in consumer behaviour, helping marketers understand how personalities influence preferences, brand

**Assignment Set – 2**

**Q4. Explain the consumer buying process.**

**Ans 4.**

**Buying Process**

The consumer buying process refers to the sequence of steps a consumer goes through when deciding whether to purchase a product or service. Understanding this process helps marketers influence purchasing decisions and deliver the right message at the right stage of the buying journey. The process typically involves five main stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. Each stage reflects

**Q5. Write Short Notes on the following:**

**Differential Threshold**

**Subliminal Perception**

**Ans 5.**

**Differential Threshold**

The differential threshold, also known as the "just noticeable difference" (JND), refers to the smallest amount of change in a stimulus that a consumer can detect. This concept is crucial in marketing when brands make subtle modifications to product features such as price, packaging, quantity, or quality. If the change is below the consumer’s differential threshold, they may not notice the modification. For example, a company may reduce the weight of a product slightly to cut costs, hoping it goes unnoticed by the consumer. The differential threshold is also

**Q6. Background**

**Aarav, a 27-year-old marketing professional from Bengaluru, has always been a trend-conscious shopper. However, over the past year, he has started to rethink his purchasing decisions after learning about the environmental impact of fast fashion. He is now drawn toward brands that promote sustainability, ethical production, and eco-friendly materials.**

**Consumer Decision-Making Process**

**Aarav’s shift in behavior aligns with a broader trend where consumers consider not just price and style but also ethical and environmental concerns. He now follows sustainable fashion influencers on social media, reads product labels for eco-certifications, and prefers brands that use organic fabrics or recycled materials. However, he sometimes finds these brands expensive and questions whether they truly adhere to sustainability standards.**

**Challenge**

**Despite his intent to support sustainable fashion, Aarav struggles with affordability and brand transparency. While he wants to make ethical choices, he often wonders if the higher price justifies the purchase. Additionally, he finds it hard to distinguish between genuine sustainable brands and those engaging in “greenwashing.”**

**Answer the following Questions:**

**a. What factors are influencing Aarav’s consumer behaviour?**

**b. Suggest marketing strategies sustainable fashion brands can use to address consumer concerns like Aarav’s. 5+5**

**Ans 6.**

**a. Factors Influencing Aarav’s Consumer Behaviour**

Aarav's consumer behaviour is influenced by a combination of psychological, social, and environmental factors. Firstly, his awareness of sustainability and ethical issues in the fashion industry has significantly shifted his values and purchase intentions. His internal motivation to act responsibly reflects a psychological shift toward value-driven consumption.

Social influence also plays a major role—following sustainable influencers and engaging with