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| **SESSION** | **FEB-MAR 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMKT302 CONSUMER BEHAVIOUR**  |
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**Assignment Set – 1**

**Q1. Discuss the following personality theories:**

**(a) Freudian theory (b) Neo-Freudian theory. 5+5**

**Ans 1.**

**Freudian Theory**

It is one of the earliest and most influential theories in understanding human personality. Developed by Sigmund Freud, this theory is based on the belief that human behavior is largely influenced by unconscious motives and internal psychological conflicts. Freud proposed that personality is composed of three key components: the id, the ego, and the superego.

The id represents the primitive, instinctual part of the personality that seeks immediate gratification of desires and operates on the pleasure principle. The ego serves as the rational

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**Q2. What ways do the lifestyles of consumers influence the purchasing decisions of consumers?**

**Ans 2.**

**Understanding consumer lifestyle**

Consumer lifestyle refers to the way individuals live, spend their time, and allocate their money based on their activities, interests, and opinions (aio). It reflects patterns of behavior that emerge from personal values, culture, social roles, and economic status. Lifestyle directly influences consumers’ needs, preferences, and ultimately their buying decisions.

**Role of psychographics**

It plays a key role in lifestyle segmentation. Psychographic analysis considers factors such as

**Q3. In What Situations Can a Motivational Conflict Arise? Explain with Suitable Example**

**Ans 3.**

**Introduction to Motivational Conflict**

motivational conflict arises when an individual faces two or more conflicting motives or desires, making it difficult to choose a course of action. These conflicts are common in consumer behavior and can affect purchasing decisions when a person is torn between competing goals, values, or incentives. Understanding motivational conflicts helps marketer

**Assignment Set – 2**

**Q4. Detail different stages of Consumer Decision Making Process. 10**

**Ans 4.**

**Consumer Decision-Making**

consumer decision-making is a step-by-step process through which individuals identify their needs, gather information, evaluate alternatives, and choose products or services that best meet their requirements. Understanding this process allows marketers to target consumers effectively at each stage.

**Problem Recognition**

it is the first stage, where the consumer recognizes a gap between their current state and a desired state. This could be triggered by internal stimuli (hunger, desire) or external stimuli

**Q5. What is the tri-component model of attitude formation? 10**

**Ans 5.**

**Attitude**

Attitude refers to an individual’s consistent evaluation, feelings, and tendencies toward a particular object, idea, person, or situation. It is a psychological tendency expressed by evaluating a particular entity with some degree of favor or disfavor. In consumer behavior, attitudes influence purchasing decisions and brand preferences significantly.

**Tri-Component Model of Attitude**

It is a widely accepted framework in marketing and psychology that explains how attitudes are

**Q6. Write Down the Factors Affecting Diffusion of Innovation. Also, Explain Diffusion Process of a Product.**

**Ans 6.**

**Factors Affecting Diffusion of Innovation**

Diffusion of innovation refers to how a new product, idea, or technology spreads among consumers over time. Several key factors influence the rate and success of this process:

**Relative advantage**

It is the degree to which an innovation is perceived as better than the existing alternatives. If the new product offers significant improvement, such as cost savings, efficiency, or