**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**DMKT302 CONSUMER BEHAVIOUR**

**Assignment Set – 1**

**1. Explain various consumers buying motives.**

**Ans:** Consumers are defined as individuals or businesses that consume or use goods and services. Customers are the purchasers within the economy that buy goods and services, and they can exist as consumers or alone Its Half solved only

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

**Ans:** Tri-Component Attitude Model According to this model, attitudes consist of three main components:

**1. Cognitive component (knowledge, beliefs)**

**2. Affective component (emotions, feelings)**

**3. Conative component (behavioural aspect)**

**Cognitive component** Consumers’ beliefs about an attitude-object are the attributes they ascribe to it. These beliefs result from an individual’s cognitions or knowledge and perceptions obtained by experience with the attitude object and allied information. For most attitude objects, consumers have a number of beliefs and that a specific behaviour will result in a specific outcome.

For example,

**3. How do consumer lifestyles influence cconsumer buying decisions?**

**Ans: Lifestyle has a significant positive influence on purchase decision**. Marketing stimulation and personal value also has a positive significant impact on the influence of purchase decision and brand selection. The purpose of the study is to examine the influence of life style on consumer decision making process

**Lack of consumer involvement –** A favourable attitude requires a need or motive before it can be translated into

**Assignment Set – 2**

**4. Differentiate between enculturation and acculturation.**

**Ans:**

| **BASIS FOR COMPARISON** | **ENCULTURATION** | **ACCULTURATION** |
| --- | --- | --- |

**5. Write down the consumer decision-making process.**

**Ans:**

**6. Why is Nicosia Model of Consumer Decision-making known as Conflict Model?**

**Ans:** Francesco Nicosia was one of the first to develop consumer behaviour model in the early 1960s and shift focus from the act of purchase itself to the more complex decision process that consumers engage in