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| **SESSION** | **JUNE/july 2023** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **course CODE & NAME** | **DBB3101 – Consumer Behaviour** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02****30 Marks each** |

**Assignment Set – 1**

**1. Elucidate the role of Consumer behaviour in Marketing.**

**Ans 1.**

Consumer behavior plays a pivotal role in marketing as it encompasses all the activities and decisions made by consumers during the search, evaluation, purchase, and use of products and services. Understanding consumer behavior is crucial for the success of any marketing strategy as it helps in identifying the needs, preferences, and expectations of the target audience. Here’s how consumer behavior plays an essential role in marketing:

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whatsapp no 8791490301.

**2. Explain any two personality theories.**

**Ans 2.**

Personality theories seek to explain the underlying causes and motivations for an individual's behavior. There are several theories of personality, but here we will discuss two of them: Sigmund Freud's Psychoanalytic Theory and Carl Rogers' Humanistic Theory.

**1. Sigmund Freud's Psychoanalytic Theory:**

Sigmund Freud is often considered the father of psychology, and his psychoanalytic theory is one of the most influential theories of personality. According to Freud, human personality is

**3. Differentiate between consumer behaviour of Indian and Global consumers with examples.**

**Ans 3.**

Consumer behavior refers to the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The consumer behavior of Indian consumers is quite different from global consumers due to various factors such as culture, socio-economic status, and level of technological

**Assignment Set – 2**

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

**Ans 4.**

The consumer buying process is a complex series of stages that a consumer goes through before finally making a purchase. It is important to understand this process as it helps businesses and marketers to target their audience more effectively, tailor their marketing strategies, and ultimately drive sales. The process can be broken down into five key stages:

**Problem Recognition:** The buying process starts with the problem recognition stage, where

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

**Customer**

**Word of Mouth**

**Ans 5.**

**Customer:**

A customer is an individual or an organization that purchases a product or service from a seller. Customers are an essential component of any business as they are the source of revenue and play a critical role in shaping the reputation and success of the company. Understanding the needs and preferences of customers is key to developing effective marketing strategies and delivering value.

**There are different types of customers:**

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

**Ans 6.**

The Howard-Sheth model of consumer decision-making was developed by John Howard and Jagdish Sheth in 1969. It is a comprehensive theory that attempts to explain the consumer decision-making process by considering the influences of various factors such as psychological variables, social variables, and the stimuli presented by the environment.

The model is comprised of four main components: Input, Perceptual and Learning