**Internal Assignment**

**Consumer Behaviour**

**Q1. Referring to the Howard & Seth Model of buying behaviour explain in detail the buying behaviour of Mr. Raichand to purchase a Luxury Car, Rolls Royce Ghost.**

**Ans 1.**

**Introduction**

John Howard and Jagadish Sheth proposed John Howard and Jagadish Sheth proposed the **Howard Sheth theory of behavior of consumers** **The Howard Sheth model of consumer behavior was first proposed by John Howard and Jagadish**in 1969 in a publication titled "The Theory of buyer Behaviour'. It is the **Howard Sheth Model** is an elaborate combination of various psychological, social and marketing factors that influence consumers' choices into a unified pattern of processing Its Half solved only

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**2. How would you use the brand name of Tata’s to launch a new start up project? Give details about the Brand leveraging techniques you would use for your new project. (Do name your project).**

**Ans 2.**

**Introduction:**

Tata Group Tata Group is almost 150 years old. It has three operating companies, 96 of that together employed around 330,000 employees and generated earnings of US$28.8 billion between 2006 and 2007 approximately 2.9 percent of the country's economy. Tata is involved in seven main business lines that include communications and information systems engineering materials services and energy, consumer goods and chemicals. Its publicly listed businesses have a market value of US$47.6 billion, which is the most among Indian business houses operating in the private sector. They also have an investor base of more than 2 million. The group operates in over 54 co

**3. In the service industry, create a pitch for selling of insurance products through:**

**a. Personal selling pitch using psychology.**

## Ans 3a.

## Introduction:

## The approach of Insurance from an emotional standpoint can result in stronger connections with clients and leads and result in profitable sales. It's crucial to comprehend what your customers' requirements and hear their stories before offering potential solutions.

**Concept and its application**

## 1. Give Less Options:

Many options feel like they are as if they are a sign of freedom. Perhaps it is.

For you, a lot of choices is synonymous with zero sales. What is the reason?

Let's say that you're looking to buy an laptop. You head to the store and, when