**Consumer Behavior**

**June 2023 Examination**

**1. Explain Motivation in Consumer Purchases. Taking Sony and Bose as examples of a Home Theatre System explain how what are the Rational and Emotional Motives for purchasing SONY or BOSE Home Theatre System. (10 Marks)**

**Ans:**

**Introduction:**

Marketers need to recognize how and why customers collect a product or service. Therefore, the study of purchaser buying behavior has become a significant study issue in current years. Motivation is one of the maximum essential aspects of this behavior. Motivation refers to the riding forces that impact a consumer's choice to buy, which is one of the critical aspects of this behavior. Motivation can be rational or emotional, and it can take much paperwork depending on the individual's preferences and the situation's circumstances. In this study, we will investigate the concept of motivation in customer purchases and apply it to purchasing

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**2. You want to purchase a washing machine. With reference to this explain what are Total Set, Awareness Set, Consideration Set, and Choice Set before making the final choice of the washing machine that you and your family desire to have/ own and use. (10 Marks)**

**Ans:**

**Introduction:**

The decision to purchase a washing system is a big one that requires cautious evaluation of various elements, together with the machine's brand, price, features, and capability. To make a selection based on correct statistics, it is essential to have a comprehensive draw close of the various sets involved in the selection-making process. Beneath the context of shopping for a washing device, this assignment targets to explain the principles of total Set, awareness Set, consideration Set, and selection

**3. Answer the following:**

**a. What is acculturation? Give 5 product or services that the Indian consumer has adopted for their regular consumption as a result of Acculturation. (5 Marks)**

**Ans:**

**Introduction:**

Acculturation is the period used to describe the procedure of cultural change that occurs when individuals from many cultures interact. As people accept new goods and services that match their moving cultural values and tastes, acculturation can drastically affect patron conduct. As humans take in factors of one another's civilizations, this interaction also proposes changes in

**b. Fear and Optimism / Positivity drive consumer behavior. Give 2 examples for fear and 2 examples of optimism / positivity has been used to drive customers to either buy certain products or stop them from buying certain products / services.**

**Ans:**

**Introduction:**

Several internal and outside factors, at once and not directly, affect customer conduct. Emotions, which can be both high quality and negative, are among the principal elements influencing customer conduct. Two feelings that considerably affect customer behavior are