**DMKT302 Consumer Behaviour**

**Assignment Set – 1**

1. Contrast the major characteristics of the following personality theories:

(a) Freudian theory

(b) Neo-Freudian theory.

2. How do consumer lifestyles influence consumer buying decisions?

3. In what situations can a motivational conflict arise? Explain with suitable example.

**Assignment Set – 2**

4. The consumer faces different kinds of problems that stimulate problem recognition and stimulate purchase decisions. What are those?

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

6. Write down the factors affecting diffusion of innovation. Also, explain diffusion process of a product.

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