**Consumer Behaviour**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. Discuss how psychological factors would impact a customer’s purchase choice for a formal dress and LED Television.**

**Answer:**

**Introduction:**

Psychological factors play a crucial role in influencing a consumer’s purchase decisions, especially for products like formal dresses and LED televisions. In India, where culture, social norms, and individual preferences vary significantly, understanding these psychological factors can provide businesses with valuable insights into consumer behavior. When purchasing high-involvement products, such as formal dresses and LED televisions, customers tend to engage in a more thoughtful decision-making process influenced by internal psychological factors. These factors include perception, motivation, learning, attitudes, and personality.

For formal dresses, the choice can be heavily influenced by an individual's self-image, the social context, and emotional associations with the product. Similarly, purchasing an LED television is often driven by a combination of rational evaluation and emotional appeal, especially with the increasing importance of technology and entertainment in Indian households. Understanding the psychology behind these decisions helps businesses tailor their marketing strategies to resonate with consumers, ensuring better engagement and a higher likelihood of purchase. In this context, we will explore how various psychological factors impact the decision-making process for formal dresses and LED televisions in India, providing a deeper understanding of consumer behavior.

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**Q2. A new organic food brand, "GreenHarvest," has entered the Indian market, targeting health-conscious urban consumers. Despite offering high-quality products, sales remain lower than expected due to consumer scepticism about organic claims and pricing concerns.**

**Analyze how Indian consumers learn about new product categories like organic food and evaluate the strategies GreenHarvest can implement to enhance consumer learning and drive adoption.**

**Answer:**

**Introduction:**

The Indian market is rapidly evolving, especially in the food and beverage sector, with increasing awareness about health and wellness. The organic food segment, though gaining momentum, faces challenges such as skepticism about product authenticity and concerns over pricing. "GreenHarvest," a new organic food brand, is attempting to target health-conscious urban consumers, but its sales are not as high as anticipated. This could be attributed to the lack of trust in organic claims and the premium prices associated with organic food products.

In India, where traditional food habits and price sensitivity are significant factors in consumer decisions, introducing a new product category like organic food requires a strategic approach to consumer education and awareness. Learning about new product categories, especially those that challenge conventional eating habits, is a gradual process for many consumers. This process is influenced by several factors, including personal experiences, social learning, and media exposure. For GreenHarvest, enhancing consumer learning about organic food and building trust in its claims is crucial to driving adoption. This paper will analyze how Indian consumers typically learn about new product categories like organic food and propose strategies that GreenHarvest can implement to improve consumer education, enhance brand credibility, and increase sales.

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**Q3A. Design a marketing campaign that leverages Indian film actors / actresses and online social media influencer to influence teenagers in the age group of 12 years to 18 years to reduce their unnecessary screen time by 50%.**

**Answer:**

**Introduction:**

In today's digital age, teenagers between the ages of 12 to 18 are increasingly spending a significant amount of time on screens, whether it's for social media, gaming, or other online activities. Excessive screen time is linked to several negative outcomes such as poor academic performance, decreased physical activity, and disrupted sleep patterns. To tackle this growing concern, a marketing campaign leveraging popular Indian film actors and online social media influencers can effectively influence teenagers. The campaign will focus on encouraging them to reduce their screen time by 50% and adopt a healthier, more balanced lifestyle.

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**Q3B. Analyze the role of internal marketing in enhancing employee engagement and its subsequent effect on customer satisfaction.**

**Answer:**

**Introduction:**

Internal marketing is a strategic approach used by organizations to engage and motivate employees, ensuring they align with the company’s vision, values, and goals. When employees are engaged, they are more likely to exhibit enthusiasm and commitment to their roles, which in turn positively influences the customer experience. The concept of internal marketing involves various initiatives, such as effective communication, employee training, recognition, and creating a supportive work culture. This engagement is crucial because motivated and satisfied employees are more likely to deliver high-quality customer service, ultimately leading to higher customer satisfaction.

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