ASSIGNMENT

Course Code	**:**	**MMPM-001**
Course Title	**:**	**Consumer Behaviour**
Assignment Code	**:**	**MMPM-001/TMA/ JULY/2026**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. "Digital technology has transformed the way consumers search, evaluate, and purchase products and services." Support your answer with suitable examples from the Indian market.

2. Select any product category of your choice and analyze how marketers adapt their strategies to different cultural and social segments in India.

3. Critically examine the role of motivation, perception, and learning in shaping consumer behaviour.

4. Choose any high-involvement product and explain how different family members and social influences affect the purchase process.

5. Write short notes on the following:
    a) Consumer Involvement and Decision-Making
    b) Lifestyle and Psychographic Segmentation
    c) Post-Purchase Behaviour and Customer Satisfaction
    d) Ethical Issues in Consumer Behaviour Research

1. “Digital technology has transformed the way consumers search, evaluate, and purchase products and services.” Support your answer with suitable examples from the Indian market.

Answer

Digital technology has changed consumer behaviour at almost every stage of the buying process. Earlier, a buyer depended heavily on nearby shops, salespeople, newspaper advertisements and recommendations from relatives. Today, a consumer can identify a need, search for alternatives, compare prices, read reviews, watch demonstrations, make payment and track delivery through a smartphone. In India this change has been especially visible because affordable mobile internet, UPI payments, e-commerce platforms and social media have brought millions of consumers into digital markets.

The first major change is in information search. A consumer who wants to buy a smartphone, washing machine, insurance policy or holiday package can begin with Google, YouTube, marketplace search or a brand app. Search is no longer limited to product names. People use queries such as “best phone under ₹20,000”, “mileage of compact SUVs” or “health insurance for parents”. Video reviews in Hindi and regional languages also reduce the information gap for buyers who may not prefer long English descriptions. For many categories, social media has become part of search itself. Instagram reels, YouTube shorts and creator reviews expose consumers to products even before they actively enter the market.

Digital platforms have also made evaluation more systematic. On Amazon, Flipkart, Myntra, Nykaa and similar platforms, consumers can compare specifications, prices, ratings, delivery dates and return policies on one screen. Customer reviews and photographs posted by actual buyers act as electronic word-of-mouth. A person buying a mixer-grinder, for example, may give more weight to comments about noise, durability and after-sales service than to the brand advertisement. For beauty products, Nykaa and other beauty platforms combine reviews, tutorials, shade information and expert content, helping customers evaluate products that were once difficult to judge without visiting a store.

Price transparency is another important effect. Consumers can quickly check whether a product is cheaper on a marketplace, a brand website or an offline store. Price-comparison behaviour has therefore become common in electronics, travel and financial services. At the same time, marketers use dynamic pricing, limited-