

THE OPEN UNIVERSITY OF SRI LANKA

**BACHELOR OF MANAGEMENT STUDIES (HONOURS) IN MARKETING
MANAGEMENT PROGRAMME**

LEVEL 4

ACADEMIC YEAR: 2023/2024

MMU4401 – Consumer Behaviour

Deadline: 21/02/2024

Time: 8.00pm

Take Home Assignment 1

Read the instructions carefully before attempting the assignment.

- Late Assignments will NOT be accepted.
- The answer should be written in a Microsoft word file and convert it into a pdf.
- (***) Plagiarizing will result in a zero mark.
- **PDF file of the answer should be uploaded to the OULMS Dropbox on or before the deadline (Don't send the assignments to email addresses).**
- **The answer for the question should be written in English.**

As a marketing consultant for a Branded Tea product in Sri Lanka, explain the importance of the Consumer Decision-Making Process to identify the driving forces behind consumers purchasing goods and services.

You need to explain,

1. The steps of Consumer Decision-Making Process (500 words)
2. Strategies need to be implemented by the company to anticipate the needs of consumers (700 words)

Maximum word limit -1200 words

You can take real-life example of a Branded Tea in your answer.

Note

Further assignment support via the OULMS, if you have any issues difficulties and unclear points you can discuss them via the OULMS