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[This question paper contains 7 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6437

Unique Paper Code : 61017931

Name of the Paper : Consumer Behavior

Name of the Course : Bachelor of Management
Studies (BMS), 2022
(LOCF)

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.
3. All questions carry equal marks.

1. Consumers always demand high-quality products with consistency in terms of taste and texture. In the past few years, consumers have started demanding more

P.T.O.



nutritious, clean-label, and sustainable products, owing to increasing awareness regarding health & wellness and the environment. Although plant-based meat products contain nutritional benefits similar to animal meat, the major challenge associated with plant-based products is the taste and texture of the product. Manufacturers try to make meat substitutes similar to meat in terms of texture, colour, flavour, and taste. However, most consumers are disappointed by the taste and variety of meat substitutes. Consumers have a perception that there is a significant compromise in taste if they opt for meat substitutes. For instance, the off-flavour of soy protein and soy products' beany and grassy taste makes it undesirable for consumption. However, the high nutritional value of soy has led to its demand in the plant-based food sector.

How can you bring about a positive change in the attitude of consumers towards plant based meat products? (15)

2. Laptop and computing accessory brand Targus unveiled a new bag with built-in location tracking. By using Apple Find My Technology, the Cypress Hero Backpack can be located from anywhere using the Find My app. More likely to misplace your phone? The backpack can track your lost phone as well!. What makes this backpack even better is its sustainability—each pack is made from 26 plastic bottles. The backpack will be available in the spring or summer of 2023.

Based on your understanding of diffusion of innovation, what marketing advice can you give Targus?

(15)

3. The Indian beauty and personal care (BPC) market is the 8th largest in the world with a total value of \$15 Bn and is growing at -10%, as reported by a Euromonitor International Study. The study further suggests that the market is expected to double by 2030 with skin care and cosmetics driving the growth.

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The rise of e-commerce and the emergence of Direct-to-Consumer (DTC) brands has accelerated the growth of beauty and personal care. The pandemic has had a widespread impact on consumer preferences and has accelerated the ongoing shift to digitalisation. Shoppers are no longer looking for a 'one-size fits all' approach. They now prefer customised products tailored to their skin type. Driven by this demand for personalization, brands are turning to A+ (Augmented Reality (AR) + Artificial Intelligence (AI) advantage. AI driven skin hair diagnostics, as well as AR based makeup, try-ons are delivering 1:1 tailored products/ regimes for every shopper. Additionally, AR based apps are helping brands replicate this experience at home by helping customers experiment with a plethora of products, makeup, and hair colour looks. They even offer better trials of products than in-store.

- (a) Based on your understanding of the influence of self concept and self image on consumer behaviour, explain how digitisation has helped marketers to sell products. (8)

- (b) What is the impact of the use of the technology as explained on perception of risk and post purchase dissonance? (7)
4. (a) Research has found that the target market selected by an apparel marketer consists primarily of individuals who are other-directed, variety seeking and low on optimum stimulation level. How can the marketer use this information in promoting its product? (8 marks) (8)
- (b) A saleswoman at an eyewear store observes a customer trying to buy sunglasses. The customer is undecided between two pieces of sunglasses- Burberry costing INR 25K and a Christian Dior costing INR 35K. Both are similar in specifications and style but different in brand and price. What type of motivation conflict is the customer facing? If you were the salesperson, how would you help the customer resolve the conflict? (7)

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5. Explain through an example the relevance of the following concepts to marketers (3×5 marks 15)

(a) Weber's Law

(b) Stimulus Generalisation

(c) Situational Influences

OR

Walt Disney World is celebrating its 50th anniversary. The year-long celebrations will end in March 2023. Claimed to be the most magical celebration", special offers and packages have been designed. There are offers on Walt Disney Resorts, entry tickets to theme parks, shopping and dining. You have recently been appointed as the marketing head of their theme park. How would the understanding of the following assist you in designing a marketing strategy for the last quarter of the celebration? (3X5 =15)

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(a) Family Life Cycle

(b) Reference Group Influence

(c) Classical Conditioning Theory

(300)

