

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 2830101**Date: 18/08/2021****Subject Name: Consumer Behaviour****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Objective Questions 06

How consumers would like others to see them, is

1. A. Actual Self-Image B. Social Self-Image
 C. Ideal Self-Image D. Ideal Social Self-Image

A lady sees a dress at a shop and can't resist herself to buy that one, is an example of:

2. A. Addiction B. Compulsive Consumption
 C. Desire D. None

Consumers who prefer images over words/texts are

3. A. Verbalizers B. Innovative
 C. Visualizers D. Creative

Process of learning other culture is

4. A. Acculturation B. Enculturation
 C. Consumer Behaviour D. None of these

In, _____ sampling, the respondents are selected on the basis of researcher's judgement or decision.

5. A. Probability Sampling B. Consumer research
 C. Motivational research D. Non-probability sampling

Perception of the stimulus without awareness or consciousness is:

6. A. Hidden perception B. Motivation
 C. Subliminal perception D. None of these

Q.1 (b) Explain following with examples 04

1. Targeting
2. Recency effect in advertising
3. The utilitarian function
4. Trialability

Q.1 (c) How do marketers overcome Post-purchase dissonance of consumers? 04

Q.2 (a) Define personality. Discuss any three personality traits with relevant examples. **07**

Q.2 (b) Select a Product and a hypothetical brand of your choice. Decide segmentation, targeting and positioning strategies for the same. **07**

OR

Q.2 (b) How can marketers utilize principles of perceptual organization in their promotions? **07**

Q.3 (a) A manufacturer of fat-free chocolates is considering to target school-age children by positioning its product as a healthy, nutritious snack food. How can the three forms of cultural learning be used in developing marketing strategies? **07**

Q.3 (b) Explain children's influence and role in family decision making. **07**

OR

Q.3 (a) What is consumer learning? Explain the concept of observational learning in Indian context. **07**

Q.3 (b) Explain Maslow's hierarchy of needs with suitable examples. **07**

Q.4 (a) Discuss any two advertising appeals used by marketers with suitable examples. **07**

Q.4 (b) How technology enhances the exchange between marketers and consumers? **07**

OR

Q.4 (a) Explain the Tri-component attitude model with appropriate example. **07**

Q.4 (b) The popular brand of soups has entered Indian market. In order to understand Indian consumers' attitude and preferences towards soups, it has hired a marketing research agency. On behalf of the research agency, prepare the questionnaire, that would help the brand in understanding Indian consumers (Use likert scale and semantic differential scale for the questionnaire). **07**

Q.5

CASE STUDY

14

Tudor Fashions

Tudor Fashions is a 4-decade company. Its two major product lines are footwear and ready-to-wear garments. It was nearly 10 a.m. and the company's CEO, Prashant Gupta, decided to take a walk in the Connaught Place area to observe people in general and office goers in particular, before going to his office on Barakhamba Road. His idea was

to have a first hand feeling of consumer response to the Tudor shoes and observe in general the footwear habit of urban Indians. He parked his car and walked purposefully.

Tudor shoes were positioned as simple, no fuss yet elegant shoes particularly targeted at office goers. The shoes had a reputation of being comfortable and reasonably priced and had a good market share despite competition from Bata, Windsor, Lee Cooper, Woodland and Liberty etc. Prashant looked keenly at the moving feet of hurrying office goers. His trained eyes could notice the changing scenario. A significantly large number of office goers no longer seemed to have any preference for “no fuss” shoes. There was a very distinct shift in preference for heavy looking bold shoes. Consumers’ perceptions about the type of shoes appropriate for wearing to office were changing from regular six-hole laced shoes to these heavy looking bold shoes. As a result of this shift in consumer perceptions and preferences, the market share of Tudor shoes had declined by 10 percent within last two years.

The trend was disturbing, and Prashant called a meeting of department heads. The outcome of the meeting was an agreement by all that perceptions, attitudes and preferences of Indian urban consumers had undergone a significant change about the work place and products. No longer they perceived the work place as dull and boring. Office was viewed as a part of everyday life where one can be reasonably relaxed and within limits “you can be yourself” attitude was OK.

The heads agreed that consumers carry “price-quality” perception about most branded products, including shoes. High price is perceived as denoting high quality. It was decided to move away from “high quality-affordable price” and targeting the growing middle class consumers to a “high quality-high price” image.

For the past four decades, Tudor Fashions were known for making popular and affordable shoes. After the meeting, company took a one eighty degree turn. They developed dedicated showrooms with premium prices shoes and other accessories such as leather bags, belts, purses and T-shirts etc.

The results were quite contrary to expectations and the decrease in market share continued despite the new efforts. The reason was that the consumers have carried the image of Tudor shoes as good quality in affordable range and this step of the Tudor has created confusion among

consumers and they felt betrayed. They turned away to other brands. The main appeal for the consumer was missing. The premium brands were perceived to be in a category that catered to upper middle and upper class consumers. When consumers considered premium shoes, other brands came to recall, not the Tudor.

Suggest an approach which in your view might have been successful in changing consumer perceptions and attitudes about Tudor shoes

OR

Q.5

Family Influences

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej and local made washing machines as well. They had both automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group were content with semi-automatic machines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the color, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and bought the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines.

The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users.

With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day. They seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents.

Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Discuss role of members of family, in decision making process of this kind of purchases.
