

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-SUMMER-2025

Subject Code: 4539211**Date: 02/06/2025****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Explain following terms: **14**
- (a) Just noticeable difference
 - (b) Tri-component model of attitude
 - (c) Customer Retention
 - (d) Customer Innovativeness
 - (e) Post Purchase dissonance
 - (f) Consumerism
 - (g) Opinion Leadership
- Q.2** (a) Why do marketers find the study of consumer behavior important? **07**
- (b) Describe the steps in your decision-making process when you're looking to buy a brand-new Smartphone. **07**
- OR**
- (b) 'Marketers don't create needs; needs preexist marketers'- Can marketing efforts change consumer needs? Why or why not? Can they arouse needs? If yes, how? **07**
- Q.3** (a) Define market segmentation? Explain basis for market segmentation with suitable examples. **07**
- (b) How can a marketer use classical conditioning and instrumental conditioning theory to improve its brand? Explain citing examples. **07**
- OR**
- Q.3** (a) What is consumer self-image. Explain in detail. **07**
- (b) If you're in the process of buying a washing machine for the first time, what are perceived risks associated with this purchase decision? How would you go about handling these risks as a consumer? **07**
- Q.4** (a) How marketers can position their offering on the basis of family life cycle stage? Explain with examples. **07**
- (b) A company selling smartphones wants to change its poor image. Explain strategies to change attitude of customers by (i) changing belief about the brand (ii) changing belief about competing brand (iii) changing relative evaluation of attributes and (iv) adding an attribute. **07**
- OR**
- Q.4** (a) Explain how Maslow's Hierarchy of needs with reference to motivation. How marketers position their offering for different levels of the hierarchy? **07**
- (b) In India, not many people prefer electric 2 wheelers. What factors according to you influencing adoption of new Innovation such as Electric 2 Wheelers? **07**

Q.5**Case Study: Frooti**

Parle Agro, which emerged as a spin-off from Parle Products, has its roots in the Chauhan family of Vile Parle, Mumbai. In 1929, the Chauhan family founded the original Parle company, but over time, it underwent a division, resulting in three distinct companies, each independently owned by various branches of the Chauhan family.

First, Parle Products, led by Vijay, Sharad and Raj Chauhan (Parle-G, Melody, Mango Bite, Poppins, Kismi, Monaco and Krack Jack). Second, Parle Agro, led by Prakash Chauhan and his daughters (Frooti and Appy Fizz). Third, Parle Bisleri, led by Ramesh Chauhan.

Parle Agro offers multiple types of products in Indian market including beverages, packaged drinking water, confectionaries and snacks. Frooti is the leading product of the group. The other products of the company include Appy, Appy fizz, Bailey, Smooth, Kaccha Aam etc.

Golspot, Thumsup and Frooti was offered by Parle after Coca-Cola was forced to leave India due to FERA act. At the time of Frooti's launch in 1984, all the companies were offering in glass bottles. Frooti was the first of its kind offering tetra pack in the Indian market coloured green.

Frooti provides a mango flavor, which is a popular choice among Indian consumers & marketed as a healthy option for children, emphasizing its promotion as "mango juice". In 2003, the turnover of the company was 300 Cr.

The company decided to switch its packaging color from green to yellow, aligning it with the vibrant hue of mangoes. Additionally, they introduced changes to the packaging format by offering it in plastic bottles and various sizes of tetra packages. The company also offered Rs. 5 samosa pack which was a giant success in Indian rural market.

The company initiated an advertising campaign with the goal of altering the brand's image from being primarily associated with children to becoming a beverage suitable for individuals of all age groups. Hiring Shah Rukh Khan, Alian Bhatt and Allu Arjun catering to different age group of people.

Frooti was so successful for the company that it contributes to 95% of the total sales of the company. In order to diversify, the company has launched appy fizz, a product promoted as apple juice. It has also launched packed drinking water Bailey. In 2023 the sale of the group is around 8000 cr out of which 4000 crore belongs to Frooti, 1000 Crore for Bailey and other products (Fizz, Smooth etc.) contributes to 3000 crores.

- (a) What are the key challenges and opportunities that Parle Mango Frooti faces in the current market landscape? How has the brand adapted to changing consumer preferences and market dynamics? **07**
- (b) Which other strategies can be used by Parle Agro in order to change customer behavior in their favor? **07**

OR

- (a) Why customers have developed positive attitude & perception for Frooti? **07**
- (b) Do you believe that reference group and opinion leaders affect purchase decision of brands such as Parle? **07**
