Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER III • EXAMINATION – WINTER 2022

Subject Code: 4539211   **Date: 30/01/2023**
Subject Name: Consumer Behaviour
Time:10:30 AM to 1:30 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	**Define following terms briefly:**	**14**

   (a) Market Maven
   (b) Dogmatism
   (c) Consumerism
   (d) Weber's law
   (e) Slice of Life ad
   (f) Opinion Leader
   (g) Inept Set

Q.2	**(a)**	What do you mean by projective techniques? What are the advantages and disadvantages of projective techniques? Discuss.	**07**
	(b)	Explain the concept of Just Noticeable Difference and its implications on price and quality.	**07**

OR

	(b)	Define consumer behavior. Explain the three stages of a consumer decision making model with the help of a diagram.	**07**

Q.3	**(a)**	Explain the basic motivational functions to change the attitude.	**07**
	(b)	Explain with suitable examples the various product characteristics that influence diffusion of innovation.	**07**

OR

Q.3	**(a)**	Explain "Traditional Family Life Cycle" stages and its marketing implications.	**07**
	(b)	How can the principles of (i) Classical Conditioning and (ii) Instrumental Conditioning be applied to the development of marketing strategies?	**07**

Q.4	**(a)**	What is product positioning? Explain the major positioning strategies used by marketers with an example of each from the Indian consumer market.	**07**
	(b)	Define diffusion of innovation and explain consumer adoption process model.	**07**

OR

Q.4	**(a)**	What is the function of culture? What are the core cultural values held by members of the Indian culture?	**07**
	(b)	Write down short note on: Neuromarketing	**07**

Q.5	**Discuss the given case study with answers of following questions.**	

Mayur Suiting

Rajasthan Spinning & Weaving Mills (RSWM) is one of the largest textile manufacturers in the country with a turnover of Rs. 1500 crores. *Mayur suitings* is a textile brand launched by RSWM almost 30 years back. Till 2007, *Mayur* captured a steady market share of about 7% in the Rs. 10,000 crore

Indian suiting's market. *Mayur* was especially famous for its predilection for celebrity endorsements. In 1980s, *Dinesh* (endorsed by Sunil Gavaskar) started this practice in the purview of garment manufacturing industry. Siyaram also followed the same footsteps.

Mayur, the competitor of Dinesh and Siyaram, became noticeable since 1995, when they roped in Shahrukh Khan, the matinee idol of Bollywood to endorse the brand. Although at that point of time Shahrukh was not a superstar, he had already shown the prospect of reigning Bollywood for years to come. He endorsed *Mayu*r for four years from 1995 to 1999 with a tagline, Shahrukh 'Mayur' Khan. The advertisement was a hit which drove *Mayur* to the big league. The brand gradually became very popular.

Across the years, the brand was endorsed by Chandrachur Singh, Sharad Kapoor, Lisa Ray and Virender Sehwag. *Mayur* is a typical case of celebrity endorsements which portrays both positive as well as negative aspects of using a celebrity. Mayur has always highlighted its celebrity endorser and not any unique selling proposition. Probably so, when Shahrukh was withdrawn from the advertisement copies. The brand was not able to uphold the impetus. With Shahrukh, the company entrusted on the idea of catching the potential stars to hit the market. That may be one of the reasons why Chandrachur Singh was roped in after the success of his film 'Machis'. But in the long run, Chandrachur failed to gain stardom like Shahrukh.

Later on, the brand moved from movies to cricket and signed a contract with Virender Sehwag who was at the peak of his career at that time. In 2007, when Virender Sehwag was passing through a bad patch in his career, he was dropped and Salman Khan became the endorser. In 2007, the brand went in for a massive expansion. Mr. Riju Jhunjhunwala, Joint managing Director, RSWM Ltd. said, "We plan to undertake several initiatives over the next two to three years to make *Mayur* an affordable and favored brand in the country." The further added that at that time the brand was sold through 100 distributors and almost 1500 authorized outlets across India. The company planned to augment the number of distributors and retail points radically by 2010. In this context, the company assumed Salman to be the perfect fit for the brand as he enjoyed a great aspirational connect with the consumers across all segments. The company, for its new advertisement planned to double its promotional budget. *Mayur suitings*, which was a Rs. 100 crores brand in 2007, hoped to clock a turnover of Rs. 300 crores in the next three years.

The brand was so captivated to the celebrity concept that they even used a tagline 'Stars Ki Pasand'. Nonetheless, this tagline did not add much value to the advertisement, perhaps because this tagline was a perfect mismatch with their 'value for money' positioning. The failure of the celebrity to execute and outshine the brand also acted against the brand as the brand solely depended on the celebrities to develop its brand value. In other words, the brand failed to stand on its own.

Mayur envisages the critical issue of finding out a significant differentiation based on the brand's USP rather than focusing only on the celebrity. The market is fiercely competitive with brands like Raymond, Grasim and Reid & Taylor. Even though *Mayur* is targeting a much lower end of the garment market cluster, yet the brand has to relive itself to arrive at its aspiration.

Questions:

14

(a) Why did consumers fail to perceive *Mayur* despite its use of celebrities?

(b) Should *Mayur* shift from its strategy of celebrity endorsements? If yes, why? And what should it do to revive the brand?

OR

Q.5   **Questions:**   **14**

(a) Which aspects of reference group did *Mayur* try to capitalize upon? Did it work for *Mayur*? Why?

(b) According to you what are the risks associated with use of celebrity in advertisement? Discuss.

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