

Enrollment No./Seat No.:

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

Subject Code: MB03092011

Date: 17-12-2025

Subject Name: Consumer Behaviour

Time: 10:30 AM TO 01:30 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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Consumer Behaviour	
(b) Consumer Ethics	
(c) Id and Superego	
(d) Classical Conditioning	
(e) Tri-Component Attitude Model	
(f) Reference Groups	
(g) Neuromarketing	
Q.2 (a) Identify the steps of consumer decision-making process, illustrating each stage with an example of how a consumer might behave when purchasing a smart watch	07
(b) When is it ethical for marketers to advertise to children, and how can factors like family background or product type influence this?	07
OR	
(b) Demonstrate how selective perception affects consumers' interpretation of online advertisements for eco-friendly household cleaners.	07
Q.3 (a) Apply the principles of classical conditioning to explain how a new beverage brand can use music and visuals in advertising to create positive consumer associations.	07
(b) Elaborate on the dangers of repetition of advertising and its impact on buying behaviour	07
OR	
(a) Define attitude. Explain the tri-component attitude model with proper examples.	07
(b) What is the foot-in-the-door technique in consumer behavior, and how can marketers apply it effectively? Illustrate your answer with a suitable example.	07
Q.4 (a) Apply the concept of family life cycle to explain variations in spending patterns for home appliances across different family stages.	07

- (b) Elaborate on cultural imperatives, electives, and exclusives by giving an example 07

OR

- (a) With relevant examples, explain how the Indian culture and specific subcultures are having an impact on our consumption decisions and choices 07

- (b) Explain how consumers reduce post-purchase dissonance and how marketers can provide positive reinforcement to minimize it. 07

Q.5 Case Study: ChaiConnect – Brewing Culture into Every Cup”

ChaiConnect, a premium tea café chain launched in India, set out to redefine how Indians experience tea. Inspired by the booming café culture, the founders envisioned a space where traditional tea lovers and modern youth could coexist. However, in its early phase, ChaiConnect struggled to attract younger consumers who associated cafés with coffee and global trends. Market research revealed a key insight — while tea was an integral part of Indian culture, its significance varied across subcultures. In Indian culture, tea symbolizes warmth, hospitality, and social connection. Yet, subcultural differences influenced how people consumed it. Urban youth preferred quick, trendy experiences and global flavors, whereas middle-aged and rural consumers valued authenticity and local blends. Recognizing this, ChaiConnect redesigned its marketing and product strategy. It launched regional tea collections like Assam Bold, Darjeeling Mist, and Mumbai Cutting Chai, blending cultural nostalgia with contemporary presentation. Each outlet featured décor reflecting local art, music, and community values.

The brand’s campaign “Apni Chai, Apni Style” celebrated India’s tea diversity, showing how every community had its unique way of brewing and bonding over tea. By aligning its brand with cultural pride and subcultural preferences, ChaiConnect successfully created a sense of identity and belonging. Within a year, its customer base grew significantly, demonstrating how cultural insight can drive consumer connection and brand loyalty.

- (a) How did culture influence consumer behavior in ChaiConnect’s marketing approach? 07

- (b) What subcultural differences did the company identify? 07

OR

- (a) How did ChaiConnect adapt its marketing mix to cultural insights? 07

- (b) What lesson does this case offer marketers? 07
