

MBA III Semester Supplementary Examinations September/October 2022

CONSUMER BEHAVIOR

(For students admitted in 2018, 2019 & 2020 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 Explain how and why a company might try to change consumers' attitudes by influencing their feelings. 10M
- OR
- 2 Outline the different methods of segmenting a market. 10M
- 3 Discuss how the age and gender affects acquisition, consumption, and disposition behaviour of consumers. 10M
- OR
- 4 Examine the personality characteristics most closely related to consumer behavior patterns and show why these are important from a marketing perspective. 10M
- 5 Explain the differences between feedback from interpersonal communications and feedback from impersonal communications. How can the marketer obtain and use each kind of feedback? 10M
- OR
- 6 Illustrate the Webster and Wind model of organizational buying behaviour. 10M
- 7 Discuss how consumers make thought-based low-involvement decisions using performance related tactics, habit, brand loyalty, price-related tactics, and normative influences. 10M
- OR
- 8 Distinguish between the dissonance and the regret that consumers may experience after acquisition, consumption, or disposition. 10M
- 9 Define the term 'consumerism'. Discuss in detail the agencies that influence consumerism and consumer movements. 10M
- OR
- 10 Explain the advantages and disadvantages of consumerism. 10M

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study/Problem:** 10M
Pinterest: A Collection of Consumers
 Although they have not been around for very long, online social networks such as Facebook and Twitter have quickly become an important channel for consumer-to-consumer interactions. Recently, Pinterest has caught the attention of consumers and retailers alike.

The basic idea behind Pinterest is straight forward: The website provides an online space that people can use to "pin" and share digital images. It is sometimes referred to as a digital scrapbook that allows people to capture and share what they are thinking about, interested in, and aspiring to own. During an appearance on Conan O'Brien's late-night talk show, actor Reese Witherspoon called Pinterest "a collection of the most amazing, wonderful craftiness on the earth!" In spring 2012, Pinterest became the fastest-growing website of all time, built upon a segment of mostly female consumers who have used it to plan weddings, collect recipes, organize family photos, plan vacations, and share dreams.

Consumers can also use Pinterest as part of their pre-shopping process. For example, a consumer might want to post a photo of a couple of gowns she is considering and get the reaction of her followers before making a final decision. Alternatively, when thinking about a new car, a consumer can keep track of the leading candidates by pinning them to a "car shopping board." Other consumers can comment on the consideration set and connect the car buyer to other information, such as reviews or quality ratings.

It is not surprising then that Pinterest has caught the attention of consumer marketers. Today, one out of three Internet users have a Pinterest account and, among affluent households (those with an income of more than \$100,000), Pinterest is more popular than Twitter. More importantly, Pinterest users are actively engaged with brands and products as part of their normal use of the social network. Rather than brands popping up and interrupting the user, consumers on Pinterest are there to see and discover products that like-minded people are interested in. One study found that shoppers referred by Pinterest spend \$185, which is considerably more than shoppers from other social networks like Facebook (who spend \$85). The research, which compared 50,000 Pinterest shoppers to 50,000 Facebook shoppers, was conducted at the online jewellery and accessories retailer Boticca. In addition, Boticca found that its 40,000-plus Pinterest followers were using the social network to browse pins of products that they were interested in and only clicking over to the retailer's website when they were ready to buy. Beauty, food, fashion, fitness and home decorating are particular active categories on Pinterest.

Questions:

- (i) What types of shopping activities might Pinterest affect?
- (ii) How does Pinterest influence a consumer's personal shopping value?
- (iii) How might Pinterest encourage or discourage impulsive shopping?
- (iv) Will Pinterest help consumers with self-control or make it more difficult? How does this compare to other popular online social networks like Facebook, Instagram, Snapchat, and Twitter?

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Code: 17E00309

MBA III Semester Regular Examinations April/May 2022

CONSUMER BEHAVIOR

(For students admitted in 2020 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 Explain the role of consumer behaviour in business and society. 10M
OR
- 2 Describe the major senses that are part of perception and outline why marketers are concerned about consumers' sensory perceptions. 10M
- 3 Explain how social class influences consumer behaviour and why marketers must consider these influences when planning strategy and tactics. 10M
OR
- 4 Outline the types and characteristics of reference groups and show how each can affect consumer behaviour. 10M
- 5 Define innovation. Explain different categories of innovations. 10M
OR
- 6 Diagrammatically explain the Howard-Seth model of buyer behaviour. 10M
- 7 Identify the types of decisions faced by consumers in high-involvement situations and discuss how marketers can try to influence these decisions. 10M
OR
- 8 Explain how consumers can learn from experience and why marketers need to understand this post-decision process. 10M
- 9 Trace out the roots of consumerism in India. 10M
OR
- 10 Explain the salient features of Consumer Protection Act 1986. 10M

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study/Problem:**

Wearables: can iWatch succeed Where Glass failed?

Prince Charles, Jennifer Lawrence, Oprah, Beyoncé, and Bill Murray all wore Google Glass. The new technology had its own 12-page spread in Vogue magazine, was the subject of a feature article in The New Yorker on its cultural significance, and starred in an entire episode of The Simpsons. Glass had a prominent role at Fashion Week in 2012 and was officially announced to the world when a group of skydivers wearing the technology jumped out of a zeppelin above San Francisco.

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If you believed the hype, it was to be the future not just of mobile devices, but of society itself. Everyone, it seemed, wanted to be one of the select few "Glass Explorers" given the privilege of paying \$1,500 for early access to the technology. Yet, Glass quickly failed as a consumer product. It made people uncomfortable. It was too incongruent with the role that consumers are used to mobile devices playing in their lives. The ability to record anytime anywhere violated expectations of privacy and generated social backlash. Wearers came to be known as "Glass holes." Bars, movie theatres, casinos, and other places banned the technology. Many early adopters found that it was neither useful nor easy to use. Two and a half years after its launch, Google announced it would stop selling Glass. Google hasn't given up on the technology, but it has gone back to the drawing board. In the meantime, Apple has jumped aggressively into the market for wearable's with the long-rumoured iWatch. Other similar devices already existed, but few arrived with the buzz or marketing momentum of Apple's wearable. Unlike Google Glass, the iWatch is a more polished consumer product that estimates suggest was pre-ordered by about 1million people in North America alone, generating revenue of more than \$600 million for Apple. A watch is a more familiar consumer product that is less likely to make people uncomfortable and is easier to comprehend. Most of us already own a watch and a mobile phone, and many people own some type of wearable fitness tracker. The iWatch is being positioned more as an upgrade than a disruptive technology. Of course, both Google Glass and Apple's iWatch are early entrants into what is likely to be a very large consumer market in the years to come. As the components of mobile devices get smaller, get smarter, and join ever more robust networks, the value of the wearable technology will only increase. What today is quite unfamiliar might one day be commonplace.

- (i) Did Google Glass make the wrong choice in using celebrities as the source of its message about the new product? Did the product garner too much attention?
- (ii) Why did Google Glass fit so poorly into consumers' product schemata? Will the iWatch fare any better?
- (iii) Wearable products are very new. What is your social schema for people who buy these types of products? How do you think that social schema will change over time?
- (iv) What are your expectations for wearable technology? How do your expectations affect the probability that you will be an early adopter?
- (v) Could you map out your associative network for Google Glass or Apple's iWatch?

Code: 21E00304b

MBA III Semester Regular & Supplementary Examinations November/December 2024

CONSUMER BEHAVIOR
(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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SECTION - A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Brief the concept of market segmentation. Give its benefits and costs. 5M
(b) Outline the components of consumer information processing framework. 5M
OR
- 2 (a) What is a motive? Explain various roles that motives play in influencing consumer behaviour. 5M
(b) Elucidate the dynamics of consumer perception. 5M
- 3 (a) Define the term 'social stratification.' Explain its impact on consumer behaviour. 5M
(b) Describe the nature of reference groups. What kinds of power does reference group exert on consumers? 5M
OR
- 4 (a) Explain the family life cycle and its characteristics influencing consumer behavior. 5M
(b) How do fluctuations in economic conditions influence consumer spending and purchasing behavior? 5M
- 5 (a) Illustrate the factors affecting the diffusion of innovation. 5M
(b) How does the communication process influence consumer behavior at different stages of the decision - making journey? 5M
OR
- 6 (a) Critically evaluate Engel Kollat Blackwell Model. 5M
(b) Elaborate Howard-Sheth Model of buyer behaviour. 5M
- 7 (a) Explain low involvement and high involvement purchases. 5M
(b) Discuss the key drivers of brand loyalty, and how can companies cultivate long-term brand loyalty among consumers. 5M
OR
- 8 (a) What are the stages involved in the pre-purchase process, and how do they impact the consumer's final purchase decision? 5M
(b) Detail the major post-purchase processes engaged in by consumers. 5M
- 9 (a) Define consumerism. Elucidate the nature of consumerism. 5M
(b) Illustrate the historical factors that contributed to the rise of consumerism. 5M
OR
- 10 (a) Describe the salient features of Consumer Protection Act, 1986. 5M
(b) What are the key differences in the scope of complaints handled by the District, State and National Commissions? 5M

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Code: 21E00304b

SECTION - B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study/Problem:** 10M

Starbucks, the globally recognized coffeehouse chain, has made extensive efforts to tailor its offerings and strategies to fit the cultural contexts of various countries. In China, Starbucks introduced tea-based drinks and localized snacks to appeal to traditional preferences for tea rather than coffee. In Italy, known for its rich coffee culture, Starbucks had to adjust its menu to respect local coffee traditions, offering a range of espresso-based drinks while avoiding the oversized, sugary coffee drinks that are popular in the U.S. In Brazil, Starbucks highlighted its connection to local coffee growers and introduced unique flavors that reflect Brazilian coffee culture.

Despite these adaptations, Starbucks has faced challenges in some markets. In Australia, the company struggled with its entry strategy, as local coffee culture preferred small, independent cafes over large chains. In India, Starbucks has encountered its own set of challenges. While India has a diverse population, Starbucks has had to navigate complex regulatory environments and address regional taste preferences. The company has introduced a range of products and created store environments to appeal to Indian consumers, but competition from local coffee and tea shops remains strong.

Questions:

- (i) Evaluate the impact of Starbucks' cultural adaptation strategies in China, Italy, and Brazil.
(ii) Develop a comprehensive marketing strategy for Starbucks to enhance its market presence in Australia and India.
(iii) Analyze the competitive landscape in India and propose strategies for Starbucks to differentiate itself from local coffee and tea shops.

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MBA III Semester Supplementary Examinations May 2024

CONSUMER BEHAVIOR
(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) What do you mean by perception? 2M
(b) How does perception and personality affect consumer behaviour? 8M
- OR
- 2 (a) Define attitude. 2M
(b) Explain Tri- component model of attitude in detail. 8M
- 3 (a) What is your understanding of consumer demographics? 6M
(b) How do you think demographic environment coupled with cultural factors influences consumer behaviour? 4M
- OR
- 4 (a) State the difference between personal influence and family influence. 4M
(b) Explain the family influence on buyer behaviour using suitable examples. 6M
- 5 (a) How does communication affect the consumer behaviour? 4M
(b) Explain briefly Howard-Sheth model of consumer behaviour. 6M
- OR
- 6 (a) Define the term diffusion of innovation. 3M
(b) Describe the key stages in the innovation decision process. 7M
- 7 (a) What do you mean by brand involvement? 2M
(b) Explain consumer decision making process and state how the brand choice you made while purchasing a PC with the help of the model. 8M
- OR
- 8 (a) Explain the model of high and low involvement of the consumer in the purchasing process. 3M
(b) Discuss the factors influencing the post purchase behaviour of a consumer. 7M
- 9 (a) List the various consumer redressal agencies. 2M
(b) Explain consumer redressal commission, its composition and jurisdiction. 8M
- OR
- 10 (a) Define consumerism and environmentalism. 4M
(b) Explain in detail a marketer's response to consumer issues. 6M

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SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11

Case Study/Problem:

Gaurav purchased a pack of sweets for his son for a shop in the nearby market. After consuming those sweets, the health of his son deteriorated and he had to be hospitalised. Later, through a laboratory test, it was certified that the sweets were adulterated.

Questions:

- (i) State any one precaution that he should have taken while purchasing packed sweets.
(ii) Name the appropriate redressal agency that he can approach in case he decides to file a case against the shopkeeper.
(iii) State any two values which are lacking in the shopkeeper.

10M