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- (iii) As a consumer, we come across different products on daily basis. It becomes difficult to make a choice and buy them. Explain the motivational conflicts that affect our buying decision.
- (iv) How is the Freudian Theory relevant for a marketer? Explain through an example.

(200)

[This question paper contains 8 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7541

Unique Paper Code : 61017931

Name of the Paper : Consumer Behavior

Name of the Course : **Bachelor of Management Studies (BMS), 2023 (LOCF)**

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.

1. Which consumer decision making rule is most likely to be used in the following situations. Explain the marketing implications of each.



P.T.O.

- (i) Simran realises on Wednesday that due to a holiday being declared on Friday, she has a long weekend. She has been wanting to take a short break for some time and doesn't want to miss this opportunity to step out. She begins to look for places to go for a vacation/staycation. What decision rule will Simran follow to make the choice of where to go for the vacation? (5)
- (ii) Vaibhav and his family are on a holiday. They have checked into a resort which is on the banks of the river Ganges. The resort offers the perfect get away with plenty of amenities. The resort is away from the main city. The resort boasts of 3 restaurants each specialising in a different cuisine- Indian, Chinese and Italian. Tired from the travel and only having had a light lunch, Vaibhav is planning to have an early dinner. What decision rule will he follow to make the choice of the restaurant? (5)

4. Many marketing strategies focus on the establishment of associations between stimuli and responses. Behavioural learning principles apply to many consumer phenomena, ranging from the creation of a distinctive brand image to the perceived linkage between a product and an underlying need. Explain the learning theories companies apply to make consumer learn. Use relevant examples to substantiate your answer. (15)
5. Answer the following questions (Choose any *THREE*) (3 x 5)
- (i) The discipline of consumer behaviour has borrowed heavily from concepts developed in other disciplines of study. Explain
- (ii) It is said that each consumer is unique, and any study that concentrates on the "average consumer" is meaningless. Discuss its implications.

packages to arranging bus and train tickets. MakeMyTrip describes itself as a "one-stop-travel-shop" both for locals and foreigners touring in India. It's easy to use and offers competitive prices, making it an attractive option for budget-conscious travellers. At present, most of the travel products and services available on the site are for travellers in India. You can either use the MakeMyTrip app or website to place and manage your reservations. The mobile app is available in both Android and iOS versions.

- (i) How would you assess the role of each member of the family in making the decision for a family vacation? (5)
- (ii) How might the understanding of Family Life cycle assist MMT in targeting prospects? (5)
- (iii) What is consumer socialisation? Explain through an example. (5)

- (iii) Nita is excited to attend her friends destination wedding. However, she can only step out for a day as she has been working on a project which is to be presented by her on Monday. Luckily the destination is 2 hour flight away. She is thus planning to travel evening/night flight on Saturday, attend the ceremonies on Sunday morning and travel back late that night. This will allow her to be back in office on Monday morning. What decision rule will Nita use to choose a flight? (5)
2. Marketing continues to evolve, and influencer marketing has emerged as one of the most effective ways for brands to become household names. The impact of platforms like Instagram, TikTok and Snapchat is being felt far and wide as immersive user-generated content becomes integrated with e-commerce efforts. Influencers can range from those who have thousands to millions of followers-from social media stars and celebrities down to nano influencers whose smaller followings can still hold sway with consumers.

Disruptive, direct-to-consumer brands were among the earliest adopters of social and influencer marketing, and large brands have taken notice. This is because influencer marketing has the potential to facilitate authentic brand engagement and help drive lower customer acquisition costs. According to Statistica, 60% of marketers agree that influencer marketing has a higher ROI (return on investment) than traditional advertising.

(Source: Forbes Business Council Post).

Sugar Cosmetics, which has close to 1.5Mn followers on Instagram actively collaborates with influencers and engages with their audiences on different platforms apart from Instagram. During an interview, upon asking how Sugar leverages influencer marketing ROI, Vineeta (Co-founder and CEO, Sugar Cosmetics) said that they believe in authenticity and work with influencers who genuinely love Sugar, instead of popular influencers who will talk about Sugar today and someone else tomorrow. She said that Sugar

experiments on different social media platforms like Moj and Chingaari, apart from Instagram, YouTube and Twitter. Sugar is quite popular on YouTube with huge subscribers.

- (i) Based on your understanding of reference group influence. Explain the impact of social influencers on consumer purchase process. Does the influence vary across products and services? Explain. (9)
- (ii) What factors should you consider while selecting a social influencer? Explain. (6)

3. Makemytrip (MMT) is a popular online travel platform that provides a wide range of travel services to millions of people worldwide. Founded in 2000 by Deep Kalra, it's considered one of the largest online travel company in India. One of the reasons travelers choose MakeMyTrip is its comprehensive range of travel services. Expect to be able to plan an entire trip on here, from booking flights, hotels, and vacation