

PGDM (IB), 2020-22
Consumer Behaviour
IB-432

Trimester – IV, End-Term Examination: September 2021

Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Section A: Long Questions (10 marks each)
(Internal choice)

1a. Which model of learning best explains the following consumption behaviours:

- i. Purchase of Coffee and Cakes
- ii. Purchase of a pair of Formal or Party wear clothing and shoes
- iii. Purchase of a Tractor
- iv. Young kids learning from the parent how to purchase groceries in a grocery store

Support your answer with an appropriate justification / argument (CILO 2)

10 marks

OR

1b. For each of the following products, discuss which of Maslow's hierarchy of needs* are being addressed?

*P.S. There could be more than one needs being addressed

- a. Louis Vuitton Handbag
- b. Facebook or Instagram – sharing frequent posts
- c. Face Masks by Wildcraft or Allen Solly
- d. A Course on "Meditation Methods" by a spiritual organization

(CILO 2)

10 marks

2a. Pawan Kumar Chaturvedi aka Bajrangi Bhaijaan (played by Salman Khan) from the movie Bajrangi Bhaijaan, is the story of an ardent devotee of the Hindu deity Hanuman, who embarks on a journey to take a mute six-year-old Pakistani girl, separated in India from her parents, back to her hometown in Pakistan; a character we enjoyed seeing on the big screen. With his peculiarities and nuances, he created a lasting impression on us. Even after so many years, Bajrangi Bhaijaan remains etched in our memories, and the sheer mention of his name ensures "Hum India se aaye hain, permission leke aaye hain, taaro ke neeche se" dialogue rings in our mind. Using the multi-trait theory of Personality, describe the characteristics or traits of this protagonist. Justify your choice of traits.

In case you have missed the movie or cannot recall the character, you can choose another protagonist from a popular Bollywood movie. (CILO 2)

10 marks

OR

2b. You are the Product Manager of an oats and ragi breakfast meal which is fortified with protein and calcium, but has gained very little acceptance in the Indian consumer's mind. How will you use the following strategies to change the consumer's attitude towards your brand?

- i. change the consumers' beliefs about your brand
- ii. change the consumer's relative evaluation of attributes

(CILO 2)

10 marks

3a.

(i) Briefly discuss the five stages involved in a consumer's decision-making process
5 marks

(ii) Compare and contrast the various stages of a consumer's decision-making process for a routine purchase such as milk versus an occasional purchase such as an air conditioner
(CILO 1) 5 marks

OR

3b. Discuss any five cultural values or beliefs of the Indian society and its influence on the "product choices or preferences" of the consumers. Support your answer with a suitable justification (CILO 1)

10 marks

Turn Over

Section B: Case Study
(20 marks each)
COMPULSORY

A new burger startup has launched its range of flavorful burgers with desi twists by the name of Desi Burger. The Gurgaon-headquartered startup has fast expanded into a chain of quick service restaurants (QSR) with 10 outlets in Delhi NCR.

The startup's specialities include Pao Bhaji burger, Papdi chaat burger, Matar Kulcha and Paneer Makhni burgers for vegetarians; while versions of Chicken curry, Rogan Josh, Roasted chicken and Amritsari Fish have found favour with both vegetarians and non-vegetarians.

Having received a huge success amongst the population in Delhi NCR, the company is now contemplating expansion to other geographies.

To begin with, they are thinking of expanding to Mumbai, Kolkatta, Bangalore, Chennai and Hyderabad.

The challenge is that the consumers in these cities are starkly different from each other in their tastes, preferences, demographics and psychographics. Their population is characterized by very typical and conventional food habits. The company is confused as to whether they should use their existing menu or modify the menu as per the preferences of the target audiences in these cities. In order to take these important decisions on menu, pricing, tastes and preferences, it is first essential to decode the values and beliefs of the consumers. How similar or like-minded are the beliefs and values of the customers in these target audiences?

Before entering these towns, Burger Singh wants to conduct a research to decode the consumer psyche and the nuances of these markets.

You are the Research Director of INRB and you have been approached to suggest an appropriate research study to address the above-mentioned objectives and share the Consumer and Market Insights.

Questions

1. What would be the key objectives of your research? State atleast three objectives
(CILO 3) 5 marks

2. Propose a research plan covering the following:
 - a. research design (5 marks)
 - b. research method (3 marks)
 - c. target respondent (2 marks)
 - d. sample selection method (5 marks) (CILO 3) 15 marks