

School of Business**Bachelor of Business Administration
Semester End Examination - Jul 2024****Duration : 180 Minutes
Max Marks : 100****Sem IV - D1UA404T - Consumer Behaviour***General Instructions**Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Apply the concept of individual differences in personality traits to understand their influence on consumer motivation and purchasing behavior. K3(3)
- 2) Examine the effects of shifting social norms and values on consumer motivating dynamics, especially in relation to ethical consumption and corporate social responsibility. K4(4)
- 3) Select the role emotions play in consumer behavior. K3(6)
- 4) Propose a sophisticated market segmentation strategy for a multinational automotive manufacturer launching an electric vehicle, leveraging predictive analytics, and machine learning algorithms to identify and target potential buyers based on environmental consciousness, driving habits, and lifestyle preferences. K6(6)
- 5) Develop a market segmentation plan for a fitness apparel brand targeting health-conscious consumers, identifying key segments based on lifestyle, fitness goals, and preferred workout activities. K6(6)
- 6) Consumer research plays a crucial role in understanding consumer behavior, preferences, and trends, enabling businesses to make informed decisions and develop effective marketing strategies. Considering the significance of consumer research, answer the following questions: K4(8)
 - A) Examine the impact of demographic factors on consumer purchasing behavior and brand preferences (4 marks).
 - B) Examine the effectiveness of different research methods, such as surveys, focus groups, and observational studies, in gaining insights into consumer behavior and preferences (4 marks).
- 7) XYZ Clothing, a popular fashion brand, noticed a shift in consumer attitudes towards sustainability. Increasingly, customers were prioritizing environmentally-friendly products and ethical practices when making purchasing decisions. Recognizing this trend, XYZ K3(9)

Clothing sought to leverage these attitudes to drive sales. To align with consumer preferences, XYZ Clothing revamped its production processes to minimize environmental impact. They sourced sustainable materials, implemented eco-friendly manufacturing practices, and ensured fair labor conditions throughout their supply chain. By doing so, they aimed to appeal to environmentally-conscious consumers and differentiate themselves in the market. Furthermore, XYZ Clothing integrated sustainability messaging into its marketing campaigns. They highlighted their commitment to ethical practices and showcased their eco-friendly initiatives through social media, email newsletters, and in-store displays. By effectively communicating their values, XYZ Clothing aimed to resonate with consumers who prioritized sustainability and encourage them to choose their brand over competitors.

A) Choose a specific strategy employed by XYZ Clothing to leverage consumer attitudes towards sustainability in driving sales, and explain how this strategy aligned with consumer preferences.

B) Choose an example of how XYZ Clothing integrated sustainability messaging into its marketing campaigns, and describe how this messaging aimed to influence consumer purchasing decisions.

8) Sunrise Organics, a health food company specializing in organic snacks, was preparing to launch a new line of energy bars. Understanding the importance of packaging design in influencing consumer perceptions and emotions, they sought to assess how the choice of colors impacted customers' reactions. To conduct the assessment, Sunrise Organics devised a study involving a diverse group of participants. They carefully selected a range of colors commonly associated with different emotions and perceptions, such as green for freshness and vitality, blue for trust and tranquility, and yellow for happiness and energy. In the study, participants were presented with mock-ups of the energy bar packaging, each featuring a different color scheme. They were then asked to rate their emotional responses and perceptions of each packaging design based on attributes like attractiveness, perceived healthiness, and purchase intent. Furthermore, Sunrise Organics supplemented the qualitative data with quantitative measures, such as conducting surveys to gauge participants' preferences for specific color combinations and conducting interviews to uncover deeper insights into the reasons behind their choices. Armed with this comprehensive assessment, Sunrise Organics aimed to optimize the color scheme of their energy bar packaging to evoke positive emotions, enhance perceived value, and ultimately drive sales.

K3(9)

A) Assess the emotional responses of participants towards different color schemes in the energy bar packaging, and what specific metrics would they use to measure these responses.

B) Assess the methods Sunrise Organics would employ to gather qualitative data on participants' perceptions of the energy bar

packaging, and how would they analyze this data to inform their packaging design decisions.

- 9) ABC Cosmetics, a leading beauty brand renowned for its high-quality products and trend-setting designs, collaborates with a popular celebrity known for her fashion-forward style and influence on social media. By leveraging the celebrity's star power and influence, ABC Cosmetics aims to reinforce its brand identity as a symbol of glamour, confidence, and self-expression. Through strategic endorsements and brand partnerships, ABC Cosmetics seeks to personify its brand and resonate with consumers seeking aspirational beauty experiences.

A) Determine the effectiveness of celebrity endorsements in personifying brands, analyzing how endorsements enhance brand image and credibility by associating the brand with desirable traits and values, and proposing strategies for brands to maximize the impact of celebrity partnerships.

B) Determine the role of authenticity in celebrity endorsements, investigating how brands like ABC Cosmetics can ensure genuine connections with celebrity partners and consumers to strengthen brand identity and foster long-term loyalty.

- 10) Emma, a market researcher, is exploring consumer learning theories to understand how people acquire knowledge and skills related to purchasing decisions. She aims to apply these theories to develop effective marketing strategies for a new line of organic skincare products.

A) Examine the application of classical conditioning and operant conditioning in consumer learning theories, focusing on Emma's research for the organic skincare products (6 marks).

B) Examine how social learning theory influences consumer behavior and its implications for marketing strategies, based on Emma's investigation (6 marks).

- 11) Lisa is a young professional who loves to stay updated with the latest fashion trends. She often relies on her reference groups—friends, coworkers, and social media influencers—to guide her purchasing decisions. These groups shape her perception of what's fashionable and help her decide what to buy. Lisa's friends, who share her interest in fashion, regularly discuss the latest styles and brands. Through these conversations, Lisa learns about new trends and receives recommendations on where to shop. When her friends express excitement about a particular brand or clothing line, Lisa feels more inclined to explore it herself. At work, Lisa's coworkers play a role in shaping her professional wardrobe. She observes how her colleagues dress and aims to fit in with their style while still expressing her individuality. This helps her choose clothes that balance professionalism and fashion. On social media, Lisa follows several fashion influencers who share their daily outfits and style tips. She values their opinions and often purchases items they recommend. She also participates in online discussions about

fashion, which further influences her choices.

A) Discuss how Lisa's reference groups impact her fashion choices and overall consumer behaviour (6 marks).

B) Discuss the potential influence of reference groups on Lisa's willingness to experiment with new styles or brands (6 marks).

12)

Maria is a professional photographer looking to upgrade her camera equipment. She has been using her current camera for the past three years and feels that an upgrade is necessary to keep up with the latest technology and meet the demands of her growing client base. Maria has been researching different camera models online and has narrowed down her options to two cameras: Camera A and Camera B. Camera A is known for its exceptional image quality and low-light performance, while Camera B boasts impressive speed and advanced autofocus features. Both cameras have similar price points and strong reviews from other photographers. To make her decision, Maria also considers factors such as customer service, warranty, and the potential for future upgrades. She plans to invest in a camera that will serve her well for the next few years and help her maintain a competitive edge in the market.

K5(15)

A) Assess Maria's decision-making process in choosing between Camera A and Camera B (8 marks).

B) Assess how Maria's focus on customer service and warranty might influence her final decision (7 marks).