

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-61 : CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **three** questions from Section A.

(ii) Section B is **compulsory**.

(iii) All questions carry equal marks.

Section—A

1. Mr. Mathur is a senior government officer who lives in a government accommodation in Delhi with his wife, 2 teenage college going children and aged parents. He is to retire in 2025.

He is considering buying a flat in Delhi. Due to the recent rise in air pollution the family is also considering purchasing an air purifier.

What type of decisions are purchase of (a) property and (b) air purifier ?

Map out the consumer decision-making process for air purifier and property. Explain the difference in the consumer decision-making process between the two purchases.

2. Almost all our purchases are influenced by others. Today consumers can use online sources to obtain product information that are important for their purchase decision. Social networking sites create social influence by user's virtual social activities such as liking, commenting, and sharing information, opinions, or experiences.

In the light of the above, explain the role of reference group in consumer decision-making. Through examples explain how marketers use such influences in designing marketing strategies.

3. A leading cosmetic and skin care company known for its “dermatologist recommended” skin care products, is introducing a line of premium luxury grooming products for men – cleansers, moisturisers, face wash, toners, anti-

ageing creams, face and body scrubs among others.

- (a) Identify the VALS segment that will be most appropriate to target customers.
 - (b) An expert has recommended to the company executives to be aware of the impact of social class, culture, sub-culture, cross culture influences and self-images. Explain the advice given by the expert.
4. Write short notes on any *three* of the following :
- (a) Cognitive Learning Theory
 - (b) Instrumental Conditioning
 - (c) Cognitive Dissonance
 - (d) Howard Sheth Model
 - (e) Characteristics of Organisational Buying Behaviour

Section—B

5. ABC Ltd. is an Indian retail seller of beauty, wellness and fashion products founded in 2012. It was launched as an e-commerce portal curating a range of beauty and wellness products.

In addition to its primary e-commerce business, it has an offline presence via 68 brick-and-mortar stores across the country. It claims to have over 3 lakh products across 1,500 brands. In 2015, ABC Ltd. launched its collection of in-house beauty products. In March 2016, it introduced private labelled products in the bath and body care category. In October 2019, it partnered with Bollywood celebrity to launch the brand 'Chand' Beauty.

ABC Ltd. is primarily seen as a retailer of women beauty, wellness and fashion products. This Multi-brand e-commerce fashion portal has launched its Men's Fashion category on its website and app. However, the men store has not been able to penetrate the market.

Question :

Do you think entering into the men segments was the right decision ? What challenges do you think ABC Ltd. is facing in its foray into the men grooming and fashion product business ? Base your answer on the understanding of consumer learning, consumer perception and consumer personality.

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