



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM 2016-18 BATCH; TRIMESTER- IV

END TERM, SEPTEMBER 2017

SUBJECT	CONSUMER BEHAVIOUR	CODE	MKT 401
TIME	2 hour	Max. Marks	40

Attempt the following questions.

Q1. You are the Product Manager of an Oats and Ragi breakfast meal which 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 product / brand?

1. Change the consumers' beliefs
2. Change the consumer's motivation and behavior (8 marks)

Q2. What are the external determinants of Consumer Behaviour? How do Culture, Social Class and Reference Group affect buying behaviour? (6 marks)

Q3. You are the Brand Manager of a Karaoke mobile app. Your advertising agency is in the process of deciding a suitable endorser for your brand. Should it be a celebrity or a non-celebrity spokesperson? Support with an argument. Discuss the criteria that you will consider for selecting the endorser. (6 marks)

Q4. Select any two advertisements of your choice and discuss the core Indian values that are being reflected in these advertisements (8 marks)

Q 5 Read the following case and attempt the questions.

“THE WHOLE FOODS EFFECT”

The United States is in the midst of a recession. Because consumers are tightening their belts, they are substituting restaurant meals with “take out”. Consequently, supermarket chains are increasing their prepared meal offerings in the hope that consumers will purchase “restaurant quality meals from them.

Whole Foods, one of the leaders in this effort, has increased its offerings of prepared meals (for two or four), consisting of several courses, in a brown bag, allowing consumers to quickly purchase dinner and be on their way.

Other supermarket chains are following the lead of whole foods. For example, Safeway has expanded its prepared food line to more than 50 stores, Kroger has installed Bistros in 12 of its outlets, and SuperValu rolled out a line of private-label prepared foods, including frozen pizza, in its almost 2,500 stores.

According to a recent NPD (National Purchase Diary, is a leading consumer panel and retail sales tracking services), special reports, modeling and analytics, and custom research Group research report, consumers purchased 5 percent of their takeout dinners in grocery stores in 2003, but 6.3% in 2007. Other research shows that by the end of 2008, 38% of consumers claimed to be eating more meals at home, with 8% indicating that they are eating more prepared meals.

a. Who do you believe to be the type of person or family that grocery stores are targeting? Explain which would be the most appropriate FLC (family life cycle) segments for the prepared meals for takeout.

(6 marks)

b. What level of decision making can you expect in the above case? Discuss.

(6 marks)