

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

THIRD TRIMESTER (Batch 2021-23)

END TERM EXAMINATION, April 2022

Course Name	Consumer Behaviour	Course Code	MKT 20121
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: Attempt all of the following questions.

- 'Denver', one of India's leading men's fragrances and grooming brands, has embarked on a journey to release top-notch advanced self-care and grooming products for men by launching a wide range of products. The new and improved catalog consists of body wash, beard oil, and a beard comb; and the company believes that these products are the right mix of the suave and stylish modern Indian man. The company has introduced the new advanced care products as a right mix of raw and woody fragrances, balanced with the goodness of natural ingredients that are bound to elevate style and elegance. According to classical conditioning theorists, learning depends not only on repetition but also on individuals' ability to 'generalize'. Responding the same way to slightly different stimuli is called stimulus generalization.

(<https://www.devdiscourse.com/article/business/1984708-denver-steps-into-advanced-mens-grooming-segment--launches-new-product-range-backed-by-science-and-nature>) **(6+4=10 Marks)**

 - Analyze the target market segment and elucidate how can the company use the stimulus generalization concept to market these newly launched products?
 - Can instrumental learning (reinforcements) apply to this marketing situation? If so, justify.
- Marketers study the influence of personality on consumption behavior because such knowledge enables them to segment consumers effectively and develop promotional messages that target specific segments. List the type of promotional message that would be most suitable for each of the following personality market segments, and give an example of each:

(2.5X4=10 Marks)

 - Highly dogmatic consumers
 - Inner-directed consumers
 - Ethnocentric consumers
 - Consumers who are visualizers versus non-verbalizers.
- Coca-Cola India, announced the launch of Fanta's new flavor, 'Apple Delite' this summer, thereby further expanding the brand's colorful portfolio with a delicious fruit-flavored variant. Consumers in India will be able to enjoy the refreshing sparkling drink with real apple juice to

refresh their minds, body, and spirit. India's favorite fruit-flavored brand also launched its new colorful commercial with youth sensation Kartik Aaryan, the brand ambassador, fostering excitement and energy to yet another fun version of Fanta. Fruit-flavored beverages are growing rapidly in India's sparkling category. Commenting on the launch of the new apple-flavored drink, Tish Condono, Senior Director – Sparkling Flavors, Coca-Cola India and Southwest Asia, said, "In line with our vision of 'Beverages for life' and staying focused on the evolving taste and preferences of our consumers today, we decided to foray into the Apple flavor segment." The addition of this flavor by Fanta will enhance the brand portfolio in India to a two-flavor range. The drink will be available nationwide in a variety of packs –250ml, 600ml, and 750ml.

<https://www.foodinfotech.com/coca-cola-india-launches-fantas-new-variant-apple-delite/>

(5+5=10 Marks)

- a. Perceptual mapping is constructing a map-like diagram representing consumers' perception of competing brands along the relevant product attributes. Discuss the concept of the perceptual map for the fruit-flavored brands, constructing one for this newly launched brand.
 - b. Most of the new brands fail because consumers perceive them as 'me-too' offers that do not provide any unique benefits over competing brands. Create a positioning statement focused on the benefit and the value that Apple Delite promises to offer.
4. Family Life Cycle (FLC) is a strategic tool that enables marketers to segment families into a series of stages spanning the life course of a family unit and thereby help understand the family unit's purchasing and consumption behaviors. Analyze and bring forth as to which of the five stages of the traditional family life cycle constitute the most lucrative segment (s) for the following products/ services and explain your answer: **(2.5X4=10 Marks)**
- a. Fashionable clothing
 - b. Mutual funds
 - c. Club Mahindra vacation plans
 - d. Coursera data analytics certifications for Senior Executives.