

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (M)**

**SECOND TRIMESTER (Batch 2017-19)**

**Re. END TERM EXAMINATIONS, JANUARY 2018**

**SET II**

Course Name	<b>CONSUMER BEHAVIOUR</b>	Course Code	<b>MKT 401</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**INSTRUCTIONS: Attempt all of the following questions.**

1. Post-purchase dissonance is when the customer may be unsatisfied or unsure of their purchasing decision; they may rethink their decision in the post-purchase stage. (4+4=8 marks)

- What is post purchase dissonance? How do consumers reduce post-purchase dissonance?
- What can the company do to provide positive reinforcement to consumers after the purchase to reduce dissonance?

2. Describe how Indian values either encourage or discourage the purchase of the following products / activities: (2X4=8 marks)

- Donating blood
- Eating ready-to-make meals
- Going to a gym
- Using homeopathy treatment

3. Every attitude has three components that are represented in what is called the ABC model of attitudes. (4+4=8 marks)

- How attitudes are formed and how these components are integrated to form an attitude.
- Using the tri-component attitude model, explain a consumer's attitude towards Kidzania – the educational theme park for kids.

4. Culture is the shared beliefs and values among a group. (3+3= 6 marks)

- Discuss the impact of beliefs and rituals on a consumer's purchase behavior.
- Illustrate how the clothing a person wears on different occasions manifests his / her core beliefs, values and customs.

5. Read the following case and attempt the following questions:

(5+5=10 marks)

In the Indian markets, a housewife who looks after the needs of the family members, is expected to be judicious with her monthly budget, and at times even expected to sacrifice her comforts and aspirations for the sake of her family / husband. This perhaps, is the stereotype of the Indian housewife prevalent in most parts of the country. Such a stereotype has also been widely used by advertisers across product categories.

Memories of ads in the past which have depicted this stereotype are the Horlicks mother who is concerned about the nutritional value of food consumed by her children. Complan, a competitive brand, varied this stereotype by showing a youngish mother racing with her son. Similarly, in 1980's, Vicco, a brand of facial cream which was turmeric-based, created an ad combining culture, occasion and the bridal stereotype. However, Fair and Lovely, the fairness cream, used a more aspirational stereotype with a strong desire to succeed in a world dominated by men.

- a. Should marketers simply adopt the strategy of matching up with the traditional stereotype or challenging it? Why?
- b. Support your argument with suitable illustrations of atleast two-three product categories wherein marketers have successfully adopted the strategy being proposed by you.