

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM; FOURTH TRIMESTER (Batch 2017-19)**

**MID TERM EXAMINATIONS, AUGUST 2018**

Course Name	<b>CONSUMER BEHAVIOUR</b>	Course Code	<b>MKT 401</b>
Max. Time	<b>1 hour</b>	Max. Marks	<b>20 Marks</b>

**INSTRUCTIONS: Attempt All Questions.**

**Q1:** Leading Asian direct selling company QNet has expanded its Rs 100 crore turnover luxury watch portfolio in India with the launch of two limited edition luxury watches – Chairros Essenza for women and Chairros Amore for couples. Elaborating on the new watches Mr. Kuna, Global CEO of QNet said, “A watch is more than just a device that tells time. It’s a statement that reflects the wearer’s personality and moods. The Chairros Essenza was developed for the modern Indian woman, a combination of grace and strength. The Chairros Amore is the perfect luxury watch for couples who treasure their time together, while still expressing their individuality.” This limited edition range of 9,999 watches is priced at Rs 1,04,450 per piece. Briefly describe the personality trait (as indicated below) and suggest the type of promotional technique for Chairros Amore, that would be most suitable for its audiences who are:

- High on Dogmatism
- Visualizers

**(3+3=6marks)**

**Q2:** The much-awaited Toyota Yaris was first unveiled at the 2018 Auto Expo. Toyota has now started taking the bookings for the new mid-size sedan. The Yaris has been a long-awaited vehicle in the Indian market. Toyota offers Etios sedan and Corolla Altis in the market but there is a gap in the portfolio between the two vehicles. The new car will compete against the likes of Honda City, Maruti Ciaz and Hyundai Verna in the market. The segment is already highly competitive and Toyota will further increase the competition. It will offer many first-in-segment features in the segment. Unlike all its competitors who offer petrol and diesel engine options in the segment, Yaris will be offered with only a petrol engine. However, the absence of the diesel engine may prove to be a disadvantage for the vehicle. The management would like to gauge the market sentiments on the new launch and have hired you as consultant.

- What kind of consumer research would you design? Substantiate with reasons.
- Clearly specify aspects that you would like to study in this research.

**(2+4=6marks)**

**Q3:** Answer the following case and answer the questions at the end of the case:

**(8 Marks)**

‘KFC Corporation’, based in Louisville (U.S.), is the world’s most popular chicken restaurant chain. Since Colonel Harland Sanders founded it in 1952, KFC has been serving customers delicious, already-prepared, complete family meals. There are over 20,200 KFC outlets in more than 110 countries and territories around the world. KFC is part of Yum! Brands, Inc., which is the world’s largest restaurant system with



over 32,500 KFC, A&W All-American Food™, Taco Bell, Long John Silver's, and Pizza Hut restaurants in more than 110 countries and territories.

Colonel Sanders, an early developer of the quick-service food business and a pioneer of the restaurant franchise concept, founded KFC in Corbin. He began franchising his chicken business at the age of 65 years. By 1964, Colonel Sanders had more than 600 franchised outlets for his chicken in the United States and Canada. That year, a group of investors bought KFC and is credited with growing the chain to its segment dominance. PepsiCo Inc. acquired the company in 1986 and in 1991 Kentucky Fried Chicken switched to KFC as its official identifier. In October 1997, PepsiCo spun-off KFC, pizza Hut, and Taco Bell thereby forming Trico Global Restaurants Inc., the world's largest restaurant company in terms of system units

Colonel H. Sanders, born on Sept 9<sup>th</sup> 1890, actively began franchising his chicken business at the age of 65 years. He is used his \$ 105 social security cheque to start a business and has become a symbol of entrepreneurial spirit. After holding a series of jobs over a couple of years at age of 40, he began cooking for hungry travelers who stopped at his station in Corbin. As more people started coming just for food, he moved across the street to the motel and then to the restaurant. Over the next nine years, he perfected his secret blend of 11 herbs and spices and the basic cooking technique that is still used today. Confident of the quality of his fried chicken, he devoted himself to the chicken franchising business. In 1957, Kentucky Fried Chicken was first sold in buckets. In 1964, he sold his interest in the company to a group of investors, but remained the public spokesperson for the company. In 1976, an independent survey ranked him as the world's second most recognizable celebrity.

Colonel went to a demonstration of a 'new-fangled gizmo' called a pressure cooker, sometime in the late 1930s. During the demonstration, green beans turned out tasty and were some just right in only a few minutes. This set his mind to thinking. He wondered how it might work on chicken. He bought one of the pressure cookers and made a few adjustments. After a lot of experimenting with cooking time, pressure, shortening temperature and level, he found a way to fry chicken quickly, under pressure, and come out with the best chicken he'd tasted. Today, there are several different kinds of cookers used to make Original Recipe® chicken. But every one of them fries under pressure, the principle established by this now-famous Kentuckian.

After years of testing different restaurant designs in the US and international markets, KFC is today revealing its restaurant look of the future. KFC's new global image is in the process of rolling out in restaurants around the world and will be implemented in newly constructed stores within the next coming months. The new global restaurant design is refreshing, contemporary, highly-differentiated, and helps keep KFC relevant with customers by giving them new design is based on thoughtful strategic tenets, which provide a strong brands image foundation, while being flexible for different international market needs. It promotes oriental flavour based upon consumer's communicates a progressive and energetic spirit for KFC and prepares the brand for future global growth.

Q 3a. In an era of sensory marketing where hedonic consumption plays an even bigger role, identify the consumer segment that KFC wishes to target and chalk out your positioning strategy as a marketing manager for introducing a new Mexican oriental flavour for the Indian consumers. (3 marks)

Q 3b. Explaining the major forces of Freudian theory briefly and opine if the company needs to go in for a change in promotions of the Kentuckian product in Indian context? (5 marks)