



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM; FOURTH TRIMESTER (Batch 2017-19)
END TERM EXAMINATIONS, SEPTEMBER 2018

Course Name	CONSUMER BEHAVIOUR	Course Code	MKT 401
Max. Time	2 hours	Max. Marks	40 Marks

INSTRUCTIONS: Attempt all of the following questions.

1. Marketers group consumers into social classes that say a lot about where they stand in society. What are the criteria of social stratification? Apply your understanding of social stratification to develop marketing strategy for the following?

- i. A woman's clothing store
- ii. A sportswear brand

(3+2+2 Marks)

2. Ford India has in July 2018 announced recalling over 5,000 units of its popular sports utility vehicle EcoSport to rectify faulty front lower control arm and driver and front passenger seat recliner locks. EcoSport produced at the company's Chennai plant between May 2017 and June 2017 numbering 4,379 units are being inspected for weld integrity of the front lower control arm, the company said in a statement.

- i. Using tri-component model, explain the influence of recent incident on consumer attitude.
- ii. Recommend at least three ways that can be done to alter attitude towards the brand?

(4+3 Marks)

3. To cater to their unique skincare needs, Oriflame has announced the launch, this September, of an exclusive skincare range for men, NovAge Men, which is developed specifically for male skin and comprises an easy routine with four steps that take two minutes, to reveal a clinically proven anti-fatigue effect.

- i. Explain how can the company use stimuli generalization to market these products?
- ii. Can instrumental conditioning be applicable to this marketing situation? Justify? (3+4 Marks)

4. After launching a range of consumer products from ghee to soaps, Patanjali Ayurved is now set to sell garments as well. Yoga guru and co-founder of Patanjali Ayurved Baba Ramdev announced that his company would foray into the garment manufacturing business. "People are asking me, when are you launching jeans of your company in the market. So, we have decided to launch garment products, including ethnic wear, catering to kids, men and women next year," the 52-year-old yoga guru told the professionals during the ongoing 'Goa Fest 2018' organised by the Advertising Agencies Association of India (AAAI). "Our jeans for women will be loose so that they comply with Indian cultural norms and are also comfortable for them. Indian families will find our swadeshi jeans concept very comfortable," the company said.

- i. List two relevant core values for a product like jeans and explain your choices.
- ii. Illustrate how a person's clothes for different occasions are influenced by customs. (4+3 Marks)

5. Read the following case and answer the questions given at the end of the case:

Language of a country has a prominent role to enrich its culture. India's linguistic diversity is intense. It has more than thousand languages and dialects. Three-fourths of the populations communicate through different languages belonging to the Indo-Aryan group. For majority of the languages fundamental base is Sanskrit. Examples are Hindi, Assamese, Bengali, Gujarati, Kashmiri, Marathi, Oriya, Punjabi, Sindhi and Urdu etc. Nearly one-fourth of all Indians speak languages belonging to the Dravidian family. Examples are Kannada, Malayalam, Tamil and Telugu etc.. Hindi is spoken by about 40 per cent of the population and covers most of the northern states (Source: Census of India 2001).

As communication play a major role in marketing, marketers should consider role of language at the time of communicating with their target audience. To ensure success, marketers should touch mind of the consumer and they have to speak in consumer's language. This can only be possible by knowing insight of a language. Give examples of three brands across different categories in India which have employed this dimension of Indian culture successfully i.e. language.

In India, family plays a vital role all along. Family is of dominant concern for most Indians. This trend is also true among Asian Indians and Indian immigrants, noting that possessions brought more prestige to the family than to the individual. Role of patriarch is very crucial in Indian society. Because of spreading out of income generation units at random; family members are forced to be part from their parents. But, mentally still they are close to each other. So, relationship is of prime concern. In India, people search security and prestige within the confines of the near and dear. Individual responsibility of head of the family is much more, but this thrust on relationship gives security and identity. Ownership pattern travels through generations. Value system transmits through elder members by word of mouth or by placing them as role models. Strive for individual space is not in top priority. In India, people rely on balance between independent self and interdependent self-concept.

Chinese fast-fashion retailer Yoyoso will soon foray in India. Lulu Group subsidiary Tablez will launch the brand's exclusive stores in India. Tablez is planning to open 30 Yoyoso stores in key locations in the coming five years. Yoyoso stocks affordable daily fashion products and runs over 1,000 stores around the world. The products are simple, natural, high-end and have great value. Yoyoso has more than a decade of experience in retail operations. It deals in cosmetics, home accessories, fashion accessories, fashion bags, digital accessories, stationery and gifts, seasonal products, imported food etc.

The brand looks at the Indian market as one of the most important in its global strategy, and hopes to deliver plenty of surprises to the youth of India. Tablez has introduced leading global brands in F&B, toys, lifestyle and apparel to India. The company has signed master franchise agreements to bring brands like Springfield, Women'secret, Toys R Us and Babies R Us to the country. Tablez also holds franchise rights for Cold Stone Creamery and Galito's in addition to successfully developing two home-grown brands: Bloomsbury's and Peppermill. Tablez currently operates more than 55 outlets globally and plans to expand to 175 outlets by 2020.

As a marketing manager of Yoyoso,

- i. Justify as to how would you use family as a platform for creating distinct position in the minds of target segments?
- ii. How would you explain the role of each family member in making fashion purchase related decisions?

(4+8 Marks)