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M.M.P.M.-1

Consumer Behaviour

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By: Kshiyama Sagar Meher



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**Sample Preview
of the
Solved
Sample Question
Papers**

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QUESTION PAPER

June – 2023

(Solved)

CONSUMER BEHAVIOUR

M.M.P.M.-1

Time: 3 Hours]

[Maximum Marks : 100

Note: Attempt any four questions from Section A. Section B is compulsory. All questions carry equal marks.

Section–A

Q. 1. (a) Define the term consumer motive.

(b) Do the psychogenic motives have superiority over the physiological ones? Use examples to justify your answer.

Ans. Ref.: See Chapter-8, Page No. 128, Q. No. 1.

Q. 2. “Selective perception relates to a small amount of the information being processed by consumers.” Discuss this statement with suitable examples.

Ans. Selective perception relates to a small amount of the information being processed by consumers. As the brain’s capacity to process information is limited, consumers are very selective about what they pay attention to. Consumers are often in a state of sensory overload, exposed to far more information than they are capable of or willing to process. People can perceive stimuli without being consciously aware of many things, including the breath, most of the time. This process is called subliminal perception, as the stimulus is below the absolute threshold level (ATL) of our conscious awareness. The word “subliminal” literally means “below threshold.”

Also Add Ref.: Chapter-4, Page No. 59, ‘Subliminal Perception’.

Q. 3. How are cultural values relevant to a marketing practitioner? Discuss.

Ans. Ref.: See Chapter-11, Page No. 178, Q. No. 2.

Q. 4. Write short notes on any two of the following:

(a) VALS System of classification.

Ans. Ref.: See Chapter-2, Page No. 23, ‘VALS System of Classification’.

(b) Dynamics of the opinion leadership.

Ans. Ref.: See Chapter-9, Page No. 142, ‘The Dynamics of the Opinion Leadership Process’.

(c) Social class and consumer behaviour.

Ans. Ref.: See Chapter-9, Page No. 146, ‘Social Class and Buying Behaviour’.

(d) Types of reinforcement to enhance learning.

Ans. Ref.: See Chapter-5, Page No. 81, Q. No. 6.

Section–B

Q. 5. The general manager of Glow Fair. Mr. Sanjeev, stood in the corner of the multi-floor shopping centre and watched as eager customers rushed from one shelf to another. The “ON SALE” stands were filled with buyers eagerly scanning and grabbing skin care products. For obvious reasons, women were more prevalent in these display palces than men. Mr. Sanjeev was surprised to discover that the difference at that precise moment was only slight. The more amazing aspect was that the males were actively competing for the product that would best complement their skin tone or improve their appearance, not just standing at the back and buying.

Mr. Sanjeev’s dilemma raises a variety of issues that require more explanation. As learners of consumer behaviour, answer the following questions:

(a) What factors affect the purchase of male skin care products by consumer? Explain.

Ans. The purchase of male skin care products can be influenced by various factors, as consumer behaviour is shaped by a combination of individual, social, and cultural factors. Here are some key factors that can affect the purchase of male skin care products:

1. Personal Skin Concerns: Men may buy skin care products based on their specific skin concerns, such as acne, dryness, aging, sensitivity, or uneven skin tone. Products that address these issues are likely to be more appealing to them.

2. Product Efficacy and Ingredients: Men, like all consumers, look for products that are effective and deliver results. They may be influenced by the presence of specific active ingredients, such as retinol, hyaluronic acid, antioxidants, and natural extracts, which are known to improve skin health.

3. Brand Reputation: Established and trusted brands tend to attract more customers. Men may feel more comfortable buying from well-known companies with a good reputation in the skin care industry.

4. Marketing and Advertising: Effective marketing campaigns targeted at men can significantly impact their purchase decisions. Relatable advertisements, testimonials, and endorsements from male celebrities or influencers may sway their choices.

5. Price: Affordability plays a crucial role in the purchasing decision. Men might be more inclined to buy products that fit their budget while still delivering quality results.

6. Packaging and Product Presentation: Appealing and masculine packaging designs can attract

male consumers. Products that look straightforward, modern, and minimalistic may be more appealing to some men.

7. Convenience and Accessibility: Men are more likely to purchase skin care products that are easily available at nearby stores or online platforms they frequently use.

8. Product Reviews and Recommendations: Positive reviews from other consumers or recommendations from friends, family, or skin care professionals can heavily influence purchase decisions.

9. Perceived Need and Social Norms: Changing social norms and an increasing awareness of the importance of self-care can motivate men to invest in skin care products.

10. Cultural and Societal Factors: In some cultures, male grooming and skin care might be more or less emphasized, which can impact the acceptance and popularity of skin care products among men.

Previous Experience: Positive past experiences with a particular brand or type of product can lead to repeat purchases.

(b) How can the attitude toward products for men's skin care be measured?

Ans. Ref.: See Chapter-6, Page No. 87, 'Consumer Attitude Model'.

Sample Preview of The Chapter

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CONSUMER BEHAVIOUR

Consumer Behaviour - Nature, Scope, Models and Application

1

INTRODUCTION

In earlier times it used to happen that whatever was produced by the producers was bought by the consumers. There was no consideration given to the preferences of the buyers and even the buyers also had to buy whatever was being sold to them. But, today the picture is completely different. With the passage of time the question that came was who the consumers are and what are their needs that to be fulfilled? Will the consumers turn up again after they consume the product once and if the product is a consumer durable (such as Refrigerator, Television etc.), will they spread a good word about the company? All such questions became necessary as the competition increased in the market and then it became necessary to know whether the consumers are satisfied or not. With this, a new term was coined known as “Post Sales Services” and studies were being done to know what does the consumer think about the product. It then became necessary to study the behaviour of the consumer.

CHAPTER AT A GLANCE

NATURE OF CONSUMER BEHAVIOUR

When defining the nature of anything, it means we have to state as to what are the things included in it. Similarly, when it comes to defining the nature of consumer behaviour, it means that what are the points to be included in consumer behaviour. They are:

Who are to be considered as consumers?

What are the factors involved while making the buying process?

The above two points can be explained below.

WHO IS A CONSUMER?

Before defining the term consumer, let us define the term customer. Any person or organisation who buys a product (goods/services) is a customer. Now the question arises that whether this customer is consuming the product or is just passing away it to other customers. A consumer is any person or organisation who finally consumes the product to avail its benefits and is able to state the positives and negatives of the product.

For example, a dealer of the refrigerator is buying the refrigerators from a particular company in bulk is just a buyer who is buying the product for the purpose of his business and then sell them to individuals. In such a case the individuals who are buying the refrigerators are the final consumers of the product and the company would know the feedback of these individuals as to what the reasons for which they bought their product and vice-versa.

Similarly, in another case where an organisation buys the services of a mobile company for all its employees and is paying the bill for the usage is concerned what plan has the service provider has given to the organisation and the service provider is concerned whether the organisation is getting all the required services or not. In this case instead of an individual, a whole organisation is a consumer.

The two most important things to remember in any consumer situation are (a) the influence of other people on purchases and (b) the roles that different people play in consumer behaviour situations. The table below depicts one method of categorizing the roles that people can play in the context of consumer behaviour.

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Role	Role description
Initiator	: The person who determines that some need or want is not being met.
Influencer	: The person who intentionally/unintentionally influences the decision to buy the actual purchase and/or use of product or service.
Buyer	: The person who actually makes the purchase.
User	: The person who actually uses or consumes the product or service.

WHAT IS A CONSUMER DECISION?

While defining the nature of consumer behaviour, we came across two major points which are to be considered i.e., who consumers are which is defined above and what are the factors involved while making a buying process for which we would be studying the decision process.

As the term states, it is a whole process before the final decision is made for the purchase of any item. There are a lot of factors which play an important role in the decision of anything and only after a proper analysis is being done any final decision is being made.

SCOPE OF CONSUMER BEHAVIOUR

Scope of anything means as to what all can be included in it or it could be said that what is the widest area up to which the boundary can be extended

of the particular topic. We have seen earlier that the basic points that are included in consumer behaviour are who can we call our consumers and how do they proceed for the decision-making process. Apart from this there are factors which are responsible for the buying decisions made are the influences being made by the peer groups, social factors, the money factor, the influences being made by the family members and ones own choices. Also, whether for buying a product the collective decision is required or it can be done without the consent of others.

DECISION PROCESS

The diagram above is given by scholars. It says that the buying process starts with the recognition of the problem, then the process of information search

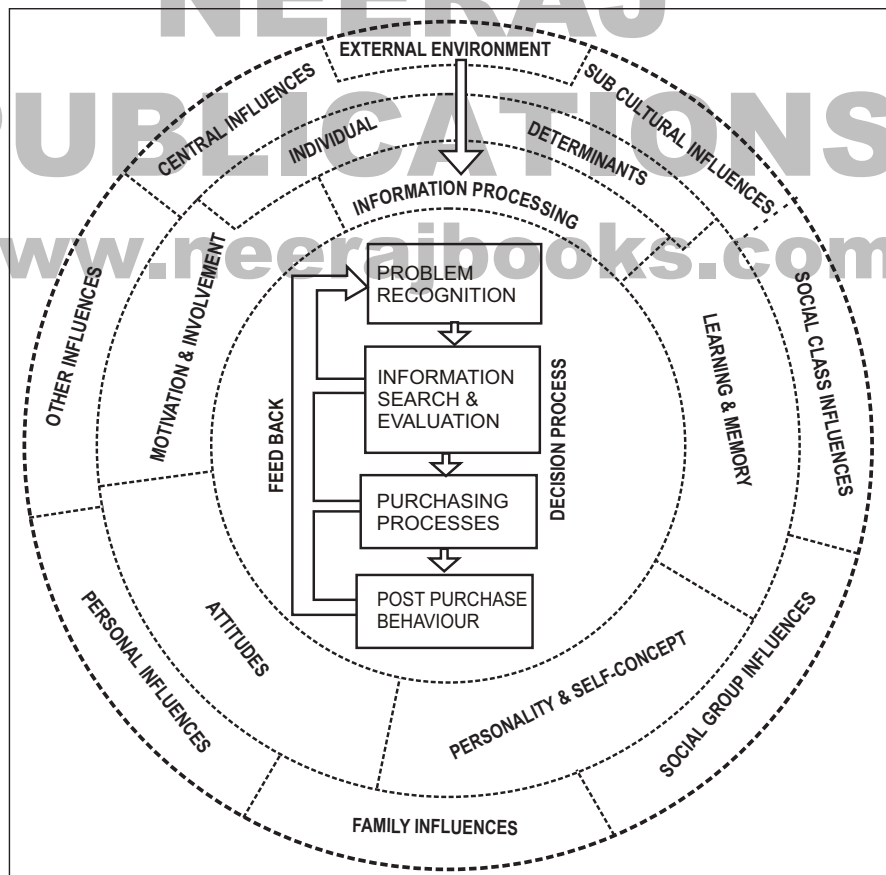


Fig. 1: A simplified framework for studying consumer behaviour, adapted from Consumer Behaviour by Loudon and Della Bitta

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begins which is then followed by the evaluation of each alternative as to which is the best according to the needs required and the budget. Finally the purchase decision is being made and then comes is the post-purchase decision as to whether the decision made was correct or not.

Let us move to the example taken above and see according to the process given above. If taking the first case then, the individual got to understand that they need a refrigerator in their home as they need it in summers and otherwise too. Hence, they moved to the second step i.e., Information Search as to what are the different options available in the market of the refrigerators, having different facilities and what are the different prices. Then all these options are being evaluated as to which is best according to their requirements and needs and according to their budget. After the complete evaluation is being done, then the final decision is being made as to this is the particular refrigerator to be bought. And then the next step which in today's scenario is most important is that the post-purchase behaviour, whether the consumer is happy or not. It is so because only if the consumer is happy he/she will spread the good word about the company and the product bought.

There are six stages to the consumer buying decision process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all six stages, determined by the degree of complexity. The six stages are:

1. Problem Recognition
2. Information Search
3. Evaluation of Alternatives
4. Purchase Decision
5. Purchase
6. Post-Purchase Evaluation

INDIVIDUAL AND GROUP DETERMINANTS

Individual Determinants of Behaviour: Personal motivation and involvement, attitudes, self-concept and personality, learning, memory, and information processing are the factors that make a significant difference in consumer behaviour.

Motivation and Involvement: The following is a list of things that you can do to prepare for the upcoming season of The Hunger Games. A motivation can be physiological in nature, focusing

on the satisfaction of biological needs like hunger and thirst, or psychological in nature, focusing on the satisfaction of psychological desires like the need for status, job satisfaction, or achievement. Everyone has physiological and psychological motivations, but we all express them differently. One consumer quenches his thirst by drinking water, another by having a Thums Up, a third by drinking Bisleri Mineral Water, and a fourth by drinking soda. Because of our varying levels of personal involvement in various activities, we adopt different methods of satisfying our motivations.

The personal relevance or importance of a product or service that a consumer perceives in a given situation is referred to as involvement. A professional photographer's choice of a camera is a high-involvement consumer behaviour situation because the camera is his most important professional tool. The photographer would be motivated to buy the best camera possible, regardless of price, and would spend time deliberating on his purchase. For another consumer, a camera is simply a means of recording important family events, and the camera features in mobile phones that are easy to use would suffice. As in the case of the professional photographer, high involvement leads to a highly motivated state of mind. High involvement and high motivation result in a consumer behaviour process that is distinct from low involvement and low motivation.

Attitudes: Attitudes are learned biases toward objects, people, and events. Our attitudes influence how we react to various products and services.

Attitudes are not innate or inborn. They are rather the result of learning from our social and cultural contexts, forums, and informal learning processes and experiences.

Most housewives had a negative attitude toward frozen, dehydrated, or instant food until a few years ago. However, as more women enter the workforce, such products are viewed as a convenience, and instant, quick-cook meals are viewed as a necessary convenience. Similarly, our attitude toward saving is changing dramatically.

Rather than saving and living a simple, frugal life, people would rather have a better lifestyle today than save for tomorrow.

Our attitudes influence our purchasing and consumption decisions. A risk-averse attitude will never lead to a consumer investing his money in shares

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and stocks; such a consumer will always prefer 'safe' investments, even if the rate of return is lower.

Personality and Self-concept: Personality is the sum of the unique individual characteristics that define each of us. A related concept is self-concept or self-image, which is how we perceive ourselves in a social context. We have a tendency to buy only those products and services that we believe fit or match our personality or conform to our self-concept. Marketers also strive to give their products a distinct image or personality that is as close to that of the target consumers as possible. Raymond's conveys exclusivity and class by using the image of a complete man in a variety of settings. It is intended to match the aspirational self-concept and image that would fit well with their target consumers' self-concept.

Learning and Memory: We now live in a world of information overload, as the amount of information available on various media outlets is simply overwhelming. However, we only remember what is relevant and important to us, or what we have a reason to remember.

Our motivations, attitudes, and personality act as filters, allowing only relevant information in while filtering out all other information. We may see the product and hear its jingle, but it is unlikely that it will stick with us. We will remember it for a short time and then forget about it. This is referred to as selective retention. Only selective information is retained in our memories.

Information Processing: This refers to the activities and processes that consumers engage in while gathering, assimilating, and evaluating information. Our motives, attitudes, personality, and self-concept all influence how we assimilate and evaluate this selective information. As a result, the same information may be evaluated differently by two different people, and the resulting response may also be very different. A half-filled glass elicits the response a half-empty glass from one consumer, while another responds half-full.

EXTERNAL ENVIRONMENT OR GROUP INFLUENCES

The external environment is made up of six specific influences and all other remaining influences are covered under the heading other influences.

Cultural Influences: The complex sum total of knowledge, belief, traditions, customs, art, morals, law, and any other habits acquired by people as members

of a society is defined as culture. One society's culture is not the same as another's. Many of our actions and behaviours as consumers are influenced by our cultural background. For example, the emphasis on saving schemes aimed at saving for higher education for children or the preference for gold as a form of saving are the result of our distinct cultural influence.

Sub-cultural Influences: Within a culture, there are many groups or segments of people who have distinct customs, traditions, and behaviours that distinguish them from others. All Indians share a common cultural heritage, but the Hindu Brahmins of Tamil Nadu are very different from the Hindu Bengalis of Kolkata, just as Kashmiri Hindus are different from Gujarati Hindus in their preferred traditions, customs, and food habits. Because of their dress, food habits, religious traditions, and rites, these subcultures are part of the same cultural mainstream and have interesting implications for marketers. A well-known brand of Sumeet Mixer and Grinder developed a special heavy-duty motor to withstand the continuous running required for grinding rice for South Indian staple foods such as dosa, vada, and idli. Similarly, spice marketers must adjust taste and formulation based on consumer preferences, which vary by state. These subculturally determined food product variations made available nationwide have allowed for the enjoyment of a variety of cuisines from various regions on a pan India basis, as well as broadened the appeal of such packaged spice mixes nationwide.

Social Class Influences: A social class is a group of people who share a more or less equal position in society. People in the same social class tend to have similar values, beliefs, and patterns of behaviour and consumption. Some social classes are classified as upper and lower. Social classes differ from one society to the next, and their social standing can change over time. Income and occupation are two examples of social class parameters. Belonging to a social class influences decisions such as where to live, what type of vacation to take, and how to spend one's leisure time.

Social Group Influences: A social group is a group of people who share some common attitudes and a sense of relationship as a result of their interactions with one another. Families, workgroups, and study groups are examples of social groups where face-to-face interaction occurs frequently. Secondary groups have relationships that are more formalized and less