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## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: BBA LLB (Banking & Insurance)

Subject (Course): Consumer Behaviour & Market Research

Course Code :BBCM 152

No. of page/s: 5

Semester – III

Max. Marks : 100

Duration : 3 Hrs

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### Section A: Attempt all the Questions [2x10 = 20 Marks]

#### Q1. Multiple choice questions

i) Some TV ads decrease sensory input by using silence in their ads to generate attention. This is a form of advertising used in order to overcome \_\_\_\_\_.

- A) sensation
- B) preference for competitive advertisements
- C) sensory adaptation
- D) the just noticeable difference
- E) perceptual blocking

ii. Classical conditioning and instrumental conditioning theory are examples of \_\_\_\_\_.

- A) perception theories
- B) behavioral learning theories
- C) cognitive associative theory
- D) involvement theory
- E) cognitive learning theories

iii. The learning of one's own culture is known as \_\_\_\_\_.

- A) acculturation
- B) exculturation
- C) proculturation
- D) inculcation
- E) enculturation

iv. Focus groups and depth interviews are examples of \_\_\_\_\_ research.

- A) quantitative
- B) empirical
- C) experimental
- D) physiological
- E) qualitative

v. Nationality, religion, race, and age are examples of sociocultural and demographic variables

upon which \_\_\_\_\_ are based.

- A) societal analysis
- B) cross national cultural analysis
- C) societal classifications
- D) subcultural divisions
- E) cultural classifications

vi. First step in marketing research process is to

- A) define problem
- B) stating research objectives
- C) deciding research approach
- D) both a and b

vii. In sampling plan, question 'To whom should we survey?' is part of

- A) sampling size
- B) sampling procedure
- C) sampling unit
- D) sampling scale

viii. Type of research in which finders use tools from social sciences disciplines is called

- A) ethnographic research
- B) demographic research
- C) psychographic research
- D) geographical research

ix. The point at which a person can detect a difference between "something" and "nothing" is that person's \_\_\_\_\_ for that stimulus.

- A) adaptation level
- B) absolute threshold
- C) just noticeable difference
- D) differential threshold
- E) sensory adaptation

x. Products, packages, brand names, advertisements, and commercials are examples of \_\_\_\_\_.

- A) sensations
- B) receptors
- C) realities
- D) stimuli
- E) intensities

**Section B-Short answer questions- [5 X 4 =20 marks]**

Q2. If you wanted to name a new product that would be acceptable to consumers throughout the world, what cultural factors would you consider?

Q3. Why are consumers' needs and goals constantly changing? What factors influence the

formation of new goals?

Q4. What are the implications of figure–ground relationships for print advertisements and for online advertisements?

Q5. Define the following memory structures: sensory store, short-term store (working memory) and long-term store. Discuss how each of these concepts can be used in the development of an advertising strategy.

### **SECTION C: Descriptive Type Questions [15X2=30 Marks]**

Q6. How can the principles of (a) classical conditioning theory and (b) instrumental conditioning theory be applied to the development of marketing strategies?

Q7. Nivea is a manufacturer of personal care products, and offers products ranging from sun care to deodorants. The company would like to extend its facial care product line. Design (1) a qualitative and (2) a quantitative research design for the company focused on this objective.

Q8. Compare and contrast Nicosia Model and Howard-Sheth model of consumer decision making.

### **SECTION D : Case Study [10X3= 30 marks]**

#### **How second-hand consumption re-enchants and empowers the consumer's life.**

Anne and Philippe first got to know each other in the Paris area in the 1980s. Now in their forties, they are married with two children aged 12 and 15. Anne works as a management controller for a leading French car manufacturer and Philippe as a telecom engineer. When they met, they were both comfortably off middle-class junior managers. Because of Philippe's work, they moved for a short period to the north of France. During that time, they discovered the 'Grande Braderie' of Lille, an annual discount market dating back to the fairs of the Middle Ages, which attracts thousands of participants and exhibitors each year from the French- Belgian frontier area. They were astounded and quite won over in the course of a night spent bargain-hunting among the 70 kilometres of streets displaying goods of every imaginable kind. They also made a point at weekends of visiting the various second-hand sales that were advertised as taking place in the villages of the Lille region. Both practical and pleasurable, such occasions provided the opportunity to get to know the area, as well as for picking up decorative household knick-knacks, clothes or tools, according to their mood at the time. In this region, second-hand sales were such a common occurrence that it seemed quite natural to go there and wander around on the lookout for bargains. Undoubtedly, the most striking memory Anne has of this period is of acquiring her wedding dress. She didn't want to buy it in a traditional shop, where the dresses all seemed the same – not necessarily unattractive, but banal. One Sunday they were in a charming village 10 kilometres from Lille, when Anne, without having planned on doing so, found herself standing in front of a market stall where, hanging from the sunshade, was an Empire-style wedding dress. Intrigued, she stared at it for a long time, admiring its pure straight lines, embellished by fine lace facing and pearls stitched to the bodice. She was irresistibly attracted to it, but, not daring to imagine she might be married in a dress bought at a flea market, she turned

it over and over, disbelievingly. The stall-holder offered it to her for the equivalent of 15 euros, a price that seemed ridiculous, exciting and very appealing, in that the dress appeared to be in perfect condition. What's more, to Anne's experienced eye it looked to be her size. After asking Philippe's opinion – he found the idea rather amusing –she finally left with what she would later come to think of as a trophy. Years later, the famous 'flea-market wedding dress' had become something of a fetish object, to the extent that Anne had recounted 'the legend' to her daughters, promising to bequeath it to them when they got married. The following year, with Philippe's training complete, the return to the Paris area left them feeling depressed. They were struck by the absence of second-hand markets, something they had not been aware of before they left. They also wondered why such events did not exist or seemed unknown in Paris. By way of compensation, during their holidays, they would have no hesitation in making a detour of several kilometres to rummage through a second-hand store signposted along a country road. Anne always managed to find some pieces of old lace, and Philippe antiquarian books. When their first daughter was born, friends passed on to them baby clothes they had no further use for. Anne had also retrieved the clothes her mother had saved from her childhood, and which she was happy to see her daughter wearing. Then, to their great surprise, two or three years later a number of second-hand markets made their appearance in the Paris area. Anne and Philippe were delighted by this development, and began to believe that the pleasures of their Lille years would again be part of their daily life. At the same time, second-hand stores started opening up here and there, and they would often make a tour of them at random. Anne especially liked looking for decorative items for the house, but more than anything, such places were like great caves, full of treasure. One would never know what one might find there. They were permeated with an antiquated atmosphere, and Anne loved the untidy profusion of abandoned objects. Sometimes pathetic but often touching, these fragments of personal histories seemed always to be part and parcel of the dust that covered them. Every now and then, in Paris, she would push open the door of a second-hand clothes shop, and admire the originality of the somewhat outdated dresses and beautifully-cut ladies' suits. The clothes were all different, each item unique. Clearly they had been worn very little. A woman had once loved them, then cast them aside. Anne found things there that she never saw in regular clothes shops, items that seemed attractive precisely because they weren't available through the standard distribution channels. By wearing these clothes, she too could feel herself to be unique and different. She would also buy lots of things for her children, pretty little outfits that were practically unworn. Philippe, for his part, appreciated finding useful items. He often had a clear idea of what he was looking for. What was the point of rushing to the supermarket? He said. Second-hand markets and stores were full of things people no longer wanted and which were still in perfect working order. Why pay more, why buy at high prices when high quality goods were thrown out? Often the products sold at hypermarkets did not appear to be any more appealing or effective than others that had already been used and proved their worth. He was also particularly sensitive to waste, and to the consumption race that seemed to him to be as futile as it was harmful. His financial commitment to humanitarian causes –donations that he made every year to various charities –went hand in hand with respect for

resources and a concern for the preservation of objects as much as with the labour that had produced them. It was by no means unusual for him, on the days allocated for the disposal of bulky objects, to collect various items of furniture, electrical equipment or computers from the Paris streets and pavements. He would salvage the components and test them out. He liked to say that from three discarded bikes he had reconstructed one for his daughter. He did his not out of necessity but through conviction, finding ridiculous all the waste and incompetence that led people to throw things away without even trying to repair them. Increasingly, Philippe has begun purchasing on the internet. Second-hand sales sites enable him to find out-of-print old books, which he collects, as well as CDs and DVDs.

Anne and Philippe were aware that they were increasingly avoiding the standard distribution channels. They still did their day-to-day shopping in hypermarkets, and bought certain products new for convenience, security or when appropriate. But very often they preferred to wait, compare and find better value for money or something more original. Their approach was in part one of economic calculation, but allied to the pleasure of being resourceful. This feeling of being smarter arose to some extent from the sense of making better buying choices for themselves and of using their resources intelligently, but also from the moral satisfaction of not contributing to overall wastage. At the age of 40, with a settled life and materially well-off, they did not feel they were changing the world, but rather were living in a different way in terms of consumption. The increase in the various channels of exchange between private individuals and second-hand goods in general gave them great pleasure, since it enabled them to re-enchant their life as consumers while reclaiming a whole domain of freedom.

Q1. What factors do consumers consider when comparing second-hand distribution channels, either favourably or unfavourably, with traditional channels?

Q.2 Would you say that Anne and Philippe have the same motivations toward second-hand shopping? What distinguishes them or brings them together in terms of their profiles (e.g. attitudes; values; perceptions)?

Q.3 Do certain alternative distribution channels seem to cater better for certain types of motivation rather than others? Which features of the different channels respond best to which orientations?