UPES
End Semester Examination, Dec 2024

Course: Consumer Behavior Market Research	**Semester : III**
Program: BBA All Programs	**Time : 03 hrs.**
Course Code: MKTG2053	**Max. Marks: 100**

Instructions: Be precise and specific. Answer what is asked and

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	In Maslow's Hierarchy of Needs, which of the following is the highest level of needs that influences consumer behavior? a) Physiological needs b) Safety needs c) Esteem needs d) Self-actualization needs	**2**	**CO1**
Q 2	Which of the following is an example of "classical conditioning" in consumer behavior? a) A consumer learns to associate a brand with high-quality products after repeated exposure to positive reviews. b) A consumer buys a product because it is endorsed by a celebrity they admire. c) A consumer chooses a product because it offers a high discount at the time of purchase. d) A consumer develops brand loyalty through a rewards program that provides incentives for repeat purchases.	**2**	**CO1**
Q 3	Which type of data is collected through observation and is not influenced by the respondent's opinions? a) Secondary data b) Primary data c) Quantitative data d) Qualitative data	**2**	**CO1**
Q 4	A "membership reference group" is defined as: a) A group that a consumer does not belong to but aspires to be a part of. b) A group that influences a consumer's purchase decision through formal endorsement.	**2**	**CO1**

	c) A group of people to whom an individual belongs and who influence 2their attitudes and behaviors. D2) A group of influencers who advocate for a product without any direct connection to the consumer.		
Q 5	Which type of research design is used to test cause-and-effect relationships between variables? a) Descriptive research design b) Experimental research design c) Exploratory research design d) Causal-comparative design	2	CO1
Q 6	In the context of consumer learning, "operant conditioning" refers to: a) Learning through observation and imitation of others' behaviors. b) The process where consumers learn from their mistakes and adjust behavior based on rewards or punishments. c) The association of two unrelated stimuli to produce a conditioned response. d) The acquisition of knowledge through formal education and training.	2	CO1
Q 7	Which variable is not a base of segmentation? a) Psychographic b) Geographic c) Household d) Demographic	2	CO1
Q 8	Which of the following is an example of psychographic segmentation in marketing? a) Dividing the market based on consumers' age and income levels. b) Dividing the market based on geographic location. c) Dividing the market based on lifestyle, personality, and values. d) Dividing the market based on consumer behavior toward a product.	2	CO1
Q 9	What is the purpose of a "convenience sample" in marketing research? a) To ensure random selection from the entire population b) To select individuals who are easy to reach or available c) To ensure a statistically representative sample d) To eliminate bias in sample selection	2	CO1
Q 10	In survey research, a "Likert scale" measures: a) A consumer's preference for one brand over another. b) The degree of agreement or disagreement with a statement.	2	CO1

	c) The exact amount of money spent on a purchase. d) The frequency of a consumer's purchasing behavior.		
	SECTION B **4Qx5M= 20 Marks**		
	Write Short Answers		**CO**
Q11	Mention 3 points of differences between normative reference group and comparative reference groups	**5**	**CO2**
Q12	What is learning? How is it different from perception? Write 2 points of differences.	**5**	**CO2**
Q13	What is a surrogate buyer? Mention 3 characteristics of surrogate buyer	**5**	**CO2**
Q14	Describe the types of consumers buying behavior. Illustrate your answer with example.	**5**	**CO2**
	SECTION-C **3Qx10M=30 Marks**		
			CO
Q15	What is a brand personality? Explain with example. Mention the brand personality framework variables and describe them. (Hint: One of the variables is Sincerity) OR Freud suggested that unconscious motivations and conflicts greatly influence human behavior. Discuss the Freudian theory framework with the help of examples.	**10**	**CO3**
Q16	Using Maslow's Hierarchy of Needs, explain how consumer motivation varies across different levels of the hierarchy. Provide examples of products or services that fulfill needs at each level, and discuss how marketers can tailor their strategies accordingly. OR With the help of example explain how can a luxury brand adjust its marketing strategies to appeal to different social classes?	**10**	**CO3**
Q17	You need to purchase a pair of shoes for yourself. Implying the operant conditioning theory describe the process of selection of alternatives and evaluation of alternatives OR Mention different types of behavioral learning. Explain them with examples.	**10**	**CO3**
	SECTION-D **2Qx15M= 30 Marks**		
	Case Study		**CO**

17	**Starbucks – A Leader in Customer Experience and Brand Loyalty**		
	Background: Starbucks is one of the most recognized coffeehouse brands worldwide, known not just for its high-quality coffee but also for the experience it offers customers. Founded in 1971 in Seattle, Starbucks has grown into a global phenomenon with over 30,000 stores across 80 countries. While the company is a leader in the coffee industry, it owes much of its success to its exceptional understanding of **consumer behavior**, **emotional connection**, and **brand loyalty**.		
	Customer-Centric Focus: Starbucks has built a brand that is much more than just a coffee provider. It has transformed its stores into "third places," a term coined to describe a space between home and work where people can relax, socialize, and connect. The atmosphere inside Starbucks is carefully designed to evoke comfort, community, and relaxation, encouraging consumers to spend more time in the store. The interior design, music selection, and overall ambiance create a **personalized experience** that appeals to customers' emotional and social needs, rather than just their need for caffeine.	**15**	**CO4**
	The Power of Personalization: One of the key strategies Starbucks employs to maintain customer loyalty is its emphasis on **personalization**. Starbucks baristas are trained to remember regular customers' names and favourite orders, which helps build a personal connection and reinforces customer loyalty. Starbucks also offers a wide range of drink customization options (e.g., milk choices, flavour syrups, and size) that allow customers to tailor their orders according to their personal preferences.		
	Starbucks Loyalty Program (Starbucks Rewards): Another cornerstone of Starbucks' success is its **loyalty program**, Starbucks Rewards. The program allows customers to earn points (or "Stars") for every purchase, which can later be redeemed for free products and discounts. The app also allows customers to order ahead, pay via their smartphones, and receive personalized offers based on their buying behaviour. Starbucks Rewards not only incentivizes repeat purchases but also creates a sense of exclusivity, reinforcing the brand's image of premium, customized service.		
	Social and Cultural Influence: Starbucks has also been adept at tapping into **social and cultural trends**. For example, the company was one of the first to introduce **ethically sourced coffee** through its C.A.F.E. (Coffee and Farmer Equity) Practices, which appeals to consumers who are concerned about sustainability and fair trade. Furthermore, Starbucks has embraced social media and influencer culture, using platforms like Instagram to showcase new drinks and engage with its audience. This **social validation** enhances the brand's appeal to younger, tech-savvy consumers, creating a sense of community and belonging among its loyal customer base.		
	Global Expansion and Adaptation: Despite being an American company, Starbucks has successfully expanded globally by **adapting to local markets** while maintaining its core brand values. In countries like China, for example, Starbucks has incorporated local tastes into its menu offerings (e.g., Green Tea Lattes) and adjusted its store designs to resonate		

with local cultural preferences. By blending **global appeal** with **local customization**, Starbucks has been able to connect with consumers worldwide.

Questions:
1. How does Starbucks create a strong emotional connection with its customers? Discuss the role of store atmosphere, personalization, and community in fostering customer loyalty.
2. What role does personalization play in Starbucks' overall marketing strategy? How does the ability to customize orders impact customer satisfaction and brand preference?

18.	**Refer to case provided in Q17** 1. How has Starbucks successfully leveraged social and cultural trends to connect with diverse consumer segments? Provide examples of how the brand adapts its offerings to appeal to different cultural values and consumer behaviour. 2. Using Maslow's Hierarchy of Needs, explain how Starbucks addresses both lower and higher-level needs of consumers.	**15**	**CO4**