UPES
End Semester Examination, December 2024

Course: Consumer Behaviour & Market Research   Semester: III
Program: MBA (Marketing)   Time: 03 Hours
Course Code: MKTG 8044   Max. Marks: 100

SECTION A
10Qx2M=20Marks

S. N.		Marks	CO
Q1 (i)	Which of the following factors is likely to increase a consumer's level of information search before making a purchase? a) Familiarity with the product b) Higher risk associated with the purchase c) Low involvement with the product d) Availability of impulse purchasing	2	CO1
(ii)	In family buying behavior, _____ is the person who controls the flow of information about products or services to other family members. a) Gatekeeper b) Initiator c) Buyer d) Decision-maker	2	CO1
(iii)	Which personality trait suggests that a consumer is likely to prefer luxury brands and make status-driven purchases? a) Materialism b) Conscientiousness c) Introversion d) Agreeableness	2	CO1
(iv)	When consumers exhibit habitual buying behavior, they are most likely: a) Extensively comparing options each time b) Making low-involvement purchases based on routine c) Avoiding brand loyalty altogether d) Choosing products that are high in social status	2	CO1
(v)	When a consumer learns through trial and error, and their behavior is shaped by the consequences of their actions, it is an example of: a) Observational learning b) Classical conditioning c) Operant conditioning d) Cognitive dissonance	2	CO1
(vi)	Which of the following best describes a Likert Scale? a) A scale with only 'Yes' and 'No' responses b) A ranking scale where respondents arrange items in order c) A frequency scale to record product usage d) A rating scale measuring levels of agreement or disagreement	2	CO1
(vii)	How does artificial intelligence contribute to consumer behavior analysis? a) By directly influencing consumer decisions b) By replacing human analysts in the research process c) By automating data analysis and providing insights from large datasets d) By conducting surveys and focus group discussions	2	CO1
(viii)	What type of sampling involves participants recruiting other participants for a study? a) Simple random sampling b) Snowball sampling c) Systematic sampling d) Stratified sampling	2	CO1

(ix)	In family decision-making, when the purchase is made primarily based on the preferences of the children, this is referred to as: a) Family-oriented buying behavior b) Parental influence c) Joint decision-making d) Pester power	2	CO1
(x)	The process of learning one's own culture is known as _____, while _____ is the process of learning the culture of others. a) Enculturation, Acculturation b) Acculturation, Enculturation c) Ethnocentrism, Xenocentrism d) Xenocentrism, Ethnocentrism	2	CO1

SECTION B
4Qx5M= 20 Marks

Q2	Select any product that has, although been successful aboard, failed in India because it is regarded as culturally unacceptable. What would be your suggestion to marketers of that product?	5	CO2
Q3	Describe the precautions that should be taken while conducting market research based on secondary data.	5	CO2
Q4	What is a customer value proposition, and why is it crucial in differentiating a brand from its competitors?	5	CO2
Q5	Using any Indian TV advertisement, analyze how is the concept of 'environmental sustainability' being applied by marketer to develop marketing strategy.	5	CO2

SECTION-C
3Qx10M=30 Marks

Q6	"The changing family structures in India, such as the rise of nuclear families, dual-income households, and single-parent families have influenced consumer behavior". Comment and discuss how these shifts affect consumption patterns, brand preferences, and purchasing habits, using specific examples to illustrate these changes in the Indian market. **OR** Explain how marketers use perceptual maps to position brands within the same product category and differentiate them from competitors. Design a perceptual map for various social media platforms and discuss how these dimensions impact the positioning of each platform.	10	CO3
Q7	How have user generated content and meme marketing emerged as effective strategies for reaching younger audiences? Support your argument by providing some examples of how brands have used meme marketing and user generated content to build engagement.	10	CO3

Q8	(a) A company notices that consumers perceive its products as being of low quality despite being affordable and durable. How can the company change consumer attitudes to improve its brand perception and increase sales? (b) Imagine you are launching a new product aimed at Gen Z consumers. How would you leverage FOMO in your marketing strategy to create excitement and urgency? Give specific examples of tactics you might use.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q9	You are a marketing manager for an e-commerce startup offering a range of fashion, electronics, and FMCG products. You seek senior management's approval to invest in an AI-powered chatbot instead of traditional customer service systems to better target younger consumers and gain a competitive advantage. You have fifteen minutes to present your case to the board. What would be the core arguments and action plan for implementing AI chatbot-based customer service to effectively engage young consumers? Which type of chatbot would you prefer and why: human-like, avatar-based, or machine-like? What would be the chatbot's name? **OR** A Branch Manager of a private bank is concerned with the attitude customers have towards various aspects of the banking services, and whether they would recommend the bank to their friends. He has authorized the undertaking of a marketing research study to gather this information and has directed that it covers the following information – customers' evaluation of the feature/services provided, usage internet banking, other digital services, and bank mobile apps, their satisfaction level with services and employees' responses, and ways to improve services. Design a questionnaire using different types of questions. (open-ended, close-ended, multiple choice, rating scale, etc.).	15	CO4
Q10	**Read the case carefully and answer the questions given at the end.** In a strategic move, the Aditya Birla Group launched its new jewellery brand, Indriya. This ambitious foray into the jewellery market is backed by a significant investment of ₹5,000 crore, with a bold target of becoming one of the top three jewellery retailers in India within five years. The Indian jewellery market, valued at over ₹6 lakh crore, has been gradually shifting toward the organized sector, driven by rising consumer trust and the transparency offered by branded retailers. Jewellery retail is a logical extension for Aditya Birla Group, given its established presence in lifestyle and fashion retail. This expansion aligns with the group's goal to double its consumer revenue to ₹2 lakh crore in the next five years. The organized		

jewellery market in India has grown significantly over the past two decades, spearheaded by brands like Tanishq, which revolutionized customer trust in quality and authenticity. The market's shift from unorganized local jewellers to established brands is evident, as the organized sector now makes up 35% of the market, a significant increase from just 20% in FY19.

Indriya's market entry strategy is ambitious and innovative. Within the next six months, the brand plans to open stores in over 10 cities, each store spanning more than 7,000 square feet — around 30%-35% larger than average jewellery brand stores. The expansive retail spaces will allow Indriya to showcase around 15,000 curated pieces, including over 5,000 exclusive designs, with new collections launched every 45 days. This reflects a strong emphasis on customer experience, with offerings such as customized jewellery and in-store stylists to attract urban consumers looking for personalized options.

The jewellery market's current growth trajectory, at a projected rate of nearly 20% in FY25, is further boosted by government measures, including recent import duty cuts on gold. Coupled with the festive season's high demand, this bodes well for Indriya's entry. Additionally, jewellery storefronts in malls have become popular, taking up an increasing share of mall revenues, which may further boost the organized market's appeal.

However, there are notable challenges ahead for Aditya Birla Group. Building consumer trust in a new jewellery brand is a formidable task, as jewellery buying habits are deeply rooted in trust and loyalty. Unlike other retail sectors, jewellery buyers are less likely to switch brands due to the high cost and emotional value associated with purchases. This loyalty presents a significant barrier for new entrants like Indriya, who must find ways to differentiate themselves and earn consumer trust. Jewellery businesses often taking 3-5 years to reach profitability, Indriya may need more time to achieve substantial market share and build consumer trust. The question remains whether Aditya Birla's aggressive entry will pay off or if the challenges of profitability and brand loyalty in this competitive space will prove too steep.

Questions:

(a) How significant is consumer trust in shaping buying behavior in jewellery market, and what strategies should Indriya adopt to build trust and customer loyalty?

(b) In a market dominated by established brands, what strategies could Indriya use to differentiate itself and attract a loyal customer base?

(c) With its focus on larger store spaces and a curated in-store experience, what advantages and challenges might Indriya face in positioning itself as a top-tier jewellery retailer?

15   CO4