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Your Roll No.

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M.Com./Sem. IV

**Paper—7132 : Consumer Behaviour
(Admissions of 2009 and after)**

Time : 3 Hours

Maximum Marks : 70

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt All questions.

All questions carry equal marks.

1. (a) What is consumer behaviour? Explain the inter-relationship between the study of consumer behaviour and marketing concept.
- (b) "Marketers don't create needs; needs pre-exist marketers." Discuss the statement to explain the role of marketers.

Or

- (c) Comment :
 - (i) Decision processes are more consumer specific and less product specific.s
 - (ii) Stimulus perception depends upon consumer's ability to perceive.

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- (d) Discuss the difference between the absolute threshold and the differential threshold. Which one is more important to marketers ? Give reasons.
2. (a) Attitudes are more closely related to the behaviour of those who are highly involved with the product purchase, which means marketers do not always need to measure attitudes. Is it a true statement ? Why and why not ?
- (b) What is learning ? How can the principles of classical conditioning applied to the development of marketing strategies ?

Or

- (c) Which form of learning (classical conditioning, instrumental conditioning, observational learning, or cognitive learning) best explains the following consumption behaviour :
- (i) Buying a new car
 - (ii) Buying a pair of shoes
 - (iii) Switching from one cell phone service to another
- (d) Reconcile the two statements :
- (i) No two individuals have identical personalities.
 - (ii) Personalities are sometimes used in consumer research to identify distinct and sizable segments

3. Attempt any two of the following :

- (a) Explain the occurrence of household influences on consumption decisions.
- (b) Explain the process of consumer decision making. What implications does it hold for the marketing strategy for hair shampoo product ?
- (c) Why understanding culture and sub-culture is considered as an important insight to the formulation of marketing strategy? Explain the measures which a marketer can use to understand cultural influences.

4. (a) How do consumers reduce post purchase dissonance ? How can marketers provide positive reinforcement to consumers after the purchase to reduce their dissonance ?
- (b) What is cross culture consumer analysis ? What are the advantages and disadvantages of a globalized marketing strategy ?

Or

(c) Write short notes on any *two* of the following :

- (i) Country of origin effect
- (ii) Tri-component attitude model
- (iii) Vicarious learning

5. (a) Explain trait theory and its usefulness for developing marketing strategy.

Or

Distinguish between beliefs, values, and customs. Illustrate how at different times or for different occasions our consumption/ use behaviour is influenced by customs.

- (b) Read the following case and answer the question given at the end.

Stimulus generalization is one of the outcomes of consumer learning. It enables marketers to extend the number of product versions and also introduce new forms of products under existing brand names that are strongly recognized and flavoured by consumers. However, such extensions, designed to provide more choice to consumers, sometimes result in confusion and frustration. For example, consumers must choose among toothpastes providing different benefits (e.g. plaque control, special benefits for sensitive teeth, control of gum disease), that are offered in different forms (e.g. paste, gel. In combination with mouthwash) and in many flavours. In addition to toothpastes that claim to provide consumers with bright smiles and perfectly white teeth, there are many teeth whitening products in the forms of strips, gels, designs, and liquids. There are also many versions of manual toothbrushes in different sizes, designs, and degrees

of softness or gentleness. And there are electric toothbrushes and teeth-cleaning "systems." Furthermore, there are now many versions of dental floss varied in flavour, thickness, and proclaimed strength to penetrate tight spaces between teeth.

Almost all the toothpastes and other oral-care products are offered by either Pepsodent or Colgate—two highly successful brands that have been competing with one another for decades. Facing saturated markets and competition, the two brands recognized the strategic value of stimulus generalization. Using the consumers' strong and favourable associations with the term Pepsodent and Colgate, the two brands have been trying to get consumers to use more toothpaste and related products, and households to buy more than a single version of toothpaste. The two marketers do so by offering consumers a seemingly endless array of ways to care for their teeth. However, some experts point out that the result is consumer confusion and frustration. First, consumers must decide which toothpaste is right for them. Then, they must find it in shelves crowded with many versions all the time, they often alternate the toothpaste items carried and, at times consumers may be unable to purchase their preferred versions of toothpaste in the stores where they regularly shop. There is also the anxiety that one is missing out on something by being brand loyal to a particular brand or flavour

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While all the new and 'exciting' toothpastes are coming out. While it is apparent that stimulus generalization benefits marketers, it can also produce consumer confusion.

Question : Do the potential negative outcomes of using stimulus generalization outweigh the benefits of using this concept to offer consumers more choice and ways to care for their teeth and oral hygiene ? Explain your answer.