**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2020-22)**

**END TERM IMPROVEMENT EXAMINATION, DEC-2021**

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| --- | --- | --- | --- |
| Course Name | **Consumer Behaviour** | Course Code | **MKT402** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS: Answer any four questions**

1. Briefly analyses the relevance of opinion leadership to a marketer. Suggest the traits and characteristics of Opinion Leaders for the following products with justification? (i) SUV (ii) Health Insurance. **(10 Marks)**
2. You are trying to promote safe driving habits among two-wheeler drivers. Explain what approach you would take to change their attitudes towards safe driving. Justify your answer. **(10 Marks)**
3. Briefly explain the basic decision process of consumer buying. How would this process vary with different types of products ? Discuss with reference to its application for the following products : (i) Chocolate (ii) Holiday package (iii) Washing machine **(10 Marks)**
4. As a marketer of consumer durables (e.g. refrigerators), what strategies would you adopt for responding to post-purchase feelings of your customers? Discuss. **(10 Marks)**
5. XYZ paint company identified the attributes which are important to their customers and also classified each of these attributes into their levels as below:

Attributes of paint are:

1. **Self-life:** 3 years, 4 Years, 5 Years
2. **Price:** ₹50, ₹60, ₹70
3. **Color:** Green, Blue, Yellow, Cream

**Table-1: Results of regression analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.783 | .042 |  | 42.595 | .000 |
| 3 years | 0.55 | .042 | -.308 | -6.143 | .000 |
| 4 Years | -3.21 | .042 | .290 | 5.784 | .000 |
| ₹50 | 2.67 | .042 | .076 | 1.521 | .130 |
| ₹60 | -5.02 | .042 | .642 | 12.800 | .000 |
| Green | 0.78 | .042 | -.139 | -2.777 | .006 |
| Blue | -0.22 | .042 | .136 | 2.712 | .007 |
| Yellow | 1.34 | .042 | .136 | 2.712 | .007 |

(Self-Life of 5 Years, ₹70price and Cream color were considered as baseline variable)

Analysing the above information state how important each attribute is for their potential customer and which combination of different levels of attributes extends maximum utility to their consumer.  **(10 Marks)**