

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION SEPT 2018

MKT-T4-2 CONSUMER BEHAVIOR

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

- 1) Explain Consumer behaviour. What is the relevance of Consumer Behaviour in today's competitive environment?
- 2) What is the basis of segmenting consumers psychographically?
- 3) Explain the concept of Diffusion of innovation and the factors influencing Diffusion process.
- 4) Explain how Learning concept is related with consumer behaviour.
- 5) Explain about tri component attitude model of consumer behaviour.

Part B

Answer any 3 questions. Each question carries 10 marks

- 6) When a consumer goes for purchasing a product, there will be many influential environmental factors through which a consumer will pass through? Explain the various factors in detail.
- 7) How does a consumer decide to purchase a product/ service? Explain the various stages in consumer decision making process with the help of a neat diagram?
- 8) What is Adoption process in Diffusion of innovation model? Explain about the different adopter categories.
- 9) Explain Nicosia Model of consumer behaviour.
- 10) Explain the relevance of Market Research in studying consumer behaviour? Differentiate between Quantitative research and Qualitative Research in consumer Behaviour.

Part C

Compulsory question, the question carries 20 marks

11) Launched in September 1994, Kellogg's initial offerings in India included cornflakes, wheat flakes and Basmati rice flakes. Despite offering good quality products and being supported by the technical, managerial and financial resources of its parent, Kellogg's products failed in the Indian market. Even a high-profile launch backed by hectic media activity failed to make an impact in the marketplace. Meanwhile, negative media coverage regarding the products increased, as more and more consumers were reportedly rejecting the taste. There were complaints that the products were not available in many cities. According to

analysts, out of every 100 packets sold, only two were being bought by regular customers; with the rest 98 being first-time buyers. Converting these experimenters into regular buyers had become a major problem for the company.

By September, 1995, sales had virtually stagnated. Marketing experts pointed out various mistakes that Kellogg had committed and it was being increasingly felt that the company would find it extremely difficult to sustain itself in the Indian market. Most analysts conclude that the brand was overconfident and overlooked many critical cultural insights that would explain why the market wasn't ready for the breakfast cereals offered. It also seems that the pricing was far too high to be a regular grocery purchase, explaining the lack of repeat sales.

Questions:

a) What can be the reasons why Indian consumers didn't go for Kellogg as a substitute for breakfast initially? (5 Marks)

b) Suggest some strategies for Kellogg to build a strong attitude in the mind set of Indian consumers? (5 Marks)

c) How the learning and perceptions of Indian consumers can be changed towards creating positive attitude to Kellogg? Suggest some promotional strategies? (5 Marks)

d) Suggest some strategies to retain the customers and to engage them to build a strong brand loyalty towards Kelloggs. (5 Marks)
