



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 24- 12-2025

Time: 09:30am - 12:30pm

School: SOM-PG	Program: MBA		
Course Code: MBA3079	Course Name: Digital Consumer Behaviour		
Semester: III	Max Marks: 100	Weightage: 50%	

CO - Levels	C01	C02	C03	C04	C05
Marks	25	25	25	25	-

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3marks.

10Q x 3M=30M

1.	State the role of the Ego in consumer behaviour.	3 Marks	L1	C01
2.	List one example of "Selective Attention" in digital perception.	3 Marks	L1	C01
3.	Define positive and negative motivation with any Indian brand examples.	3 Marks	L1	C02
4.	State the impact of "Interpretation" in digital perception.	3 Marks	L1	C02
5.	List Maslow's hierarchy levels to memorize how youth buy smartphones.	3 Marks	L1	C01
6.	Define the impact of "Interpretation" in digital perception.	3 Marks	L1	C01
7.	List any two key provisions of CPA-2019 for e-commerce.	3 Marks	L1	C01
8.	Define user-generated content.	3 Marks	L1	C01
9.	State the relationship between value, satisfaction, and retention.	3 Marks	L1	C02
10.	List the role of avatars in online persuasion.	3 Marks	L1	C02

Part B

Answer the Questions.

Total Marks 40M

11.	a.	Compare Ego vs Superego motivations in eco-friendly product purchases. Give one example for each.	10 Marks	L3	CO1
Or					
12.	a.	Analyze the role of digital transformation in luxury retail.in Indian consumer point of assessment.	10 Marks	L4	CO1
Or					
13.	a.	Suggest how Swiggy can design messages for Id, Ego, and Superego consumers.	10 Marks	L3	CO2
Or					
14.	a.	Assess the impact of CPA-2019 on improving transparency in e-commerce.	10 Marks	L4	CO2
Or					
15.	a.	Design a social media post concept following the ATSM model for Blinkit.	10 Marks	L3	CO3
Or					
16.	a.	Apply classical conditioning to an Indian food delivery brand's jingle.	10 Marks	L4	CO3
Or					
17.	a.	Compare the Aad Model and the Attitude-toward-the-Social-Media-Post (ATSM) Model. Use real-world brand examples to explain how consumer attitudes are formed in each model.	10 Marks	L3	CO4
Or					
18.	a.	Compare rational vs emotional motives in buying an iPhone vs a Xiaomi phone	10 Marks	L4	CO4

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	<p>Case Study: The New-Age Bangalore Shopper — Digital Clicks, Real Choices</p> <p>Background Story</p> <p>Every Saturday evening, the cafés around Indiranagar and Koramangala overflow with young professionals glued to their phones — not just scrolling social media, but also filling digital carts.</p> <p>One such shopper is Megha, a 29-year-old software engineer who lives in a co-living apartment near Embassy Tech Village. Her weekdays are packed with coding deadlines, food orders,</p>	15 Marks	L4	CO4
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and quick online purchases. For Megha, shopping is not an event — it's a *habit integrated into her digital routine*.

On her way home in a cab, she checks Blinkit for fresh vegetables, scrolls through Myntra for festive wear, and uses Zepto when she forgets milk. "It's not about saving money," she says, "it's about saving *time and energy*."

Like thousands of other Bangaloreans, Megha represents the digitally dependent consumer — one who values *convenience, reliability, and digital trust* over price discounts alone.

A City that Shops on Wi-Fi

Bangalore's consumer culture is a mix of two worlds:

- Tech-driven millennials who prefer digital wallets, UPI, and social commerce.
- Traditional middle-class families who still enjoy store visits but use Google Reviews, WhatsApp catalogs, and YouTube before deciding what to buy.

For instance:

- At Phoenix Marketcity, shoppers scan QR codes on display boards to get instant offers.
- Street vendors near Jayanagar 4th Block now accept PhonePe and share their WhatsApp Business numbers for repeat orders.
- Local boutiques advertise festive collections via Instagram Reels and receive advance bookings without a single phone call.

Bangalore's traffic and work pressure make digital commerce more than convenience — it's survival. Brands like BigBasket, Swiggy, and Amazon Fresh have learned that personalization, delivery speed, and trust signals (ratings, reviews, return ease) are the new loyalty tools.

Psychology Behind the Click

Digital consumer behavior here is not only about product choice but also *emotion and environment*.

- Motivation: Avoid weekend crowds and save time.
- Perception: App ratings and influencer reviews define credibility.
- Learning: Repeat satisfaction creates habit (operant conditioning).
- Attitude: Consumers trust digital brands that act human — reply fast, resolve issues, and "talk" like friends.

	<p>When Megha’s Blinkit order once arrived late, she got a quick apology message and a coupon — it restored her faith instantly. That’s the emotional logic of digital loyalty in Bangalore: <i>quick redressal, continuous connection</i>.</p> <p>Questions</p> <ol style="list-style-type: none"> 1. Describe the major digital buying behavior patterns of Bangalore consumers based on the case. How do convenience, trust, and personalization influence their decisions? 2. Using consumer behavior theories analyze Megha’s shopping habits and explain why they represent the new digital consumer mindset. 3. As a marketing manager of a local brand (e.g., Koshys Café, FabIndia Bangalore, or a start-up delivery service), suggest a strategy to attract and retain digital consumers in Bangalore’s competitive market. 			
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<p>20.</p>	<p>a. Case Study: The Mind and Heart Behind a “Buy Now” Click Story: Riya’s Online Shopping Journey</p> <p>It was a Saturday evening in Bengaluru. Riya, a 27-year-old marketing analyst, had just finished her work and decided to unwind by browsing through Myntra on her phone. The festive sale banners flashed bright red, promising “Flat 60% off.” At first, she wasn’t planning to buy anything. But within ten minutes, she found herself looking at a pair of white sneakers she had admired for weeks.</p> <p>1. The Cognitive Stage – The Thinking Brain at Work</p> <p>Riya’s first instinct was to analyze. She compared prices on Amazon, Flipkart, and the brand’s official website. She checked user reviews, zoomed in on photos, and read about delivery options. Her brain was busy collecting and processing information — weighing quality, reliability, and cost. At this stage, she was rational. She used logic and data — the “thinking mind” of a digital consumer. Her browser had five open tabs; her mind had even more.</p> <p>2. The Emotional Stage – The Feeling Heart Takes Over</p> <p>But then something shifted. A Myntra pop-up appeared — “<i>Hurry! Only 2 left in your size.</i>” Her heart skipped a beat. Suddenly, it wasn’t about logic anymore. It was about fear of missing out (FOMO). The product photos showed happy models in casual outfits, smiling and confident. Riya imagined herself wearing the same sneakers at her office Diwali party. The image made her feel good — aspirational, trendy, and rewarded.</p>	<p>15 Marks</p>	<p>L4</p>	<p>C04</p>
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	<p>She added the item to her cart. Her emotions now guided her more than her analysis. The dopamine hit of anticipation replaced rational thought.</p> <p>3. The Post-Purchase Phase – Emotion Meets Reflection</p> <p>After the payment confirmation, Riya felt a wave of excitement — quickly followed by a small pinch of doubt. “Did I really need those sneakers?” A few days later, when the box arrived and fit perfectly, that doubt turned into reinforcement. Her emotional satisfaction justified her earlier rational analysis. She even posted an Instagram story tagging #MyntraStyle. That post, in turn, influenced her friends — beginning a new emotional-cognitive cycle for others.</p> <p>Analysis</p> <p>This everyday story reflects how online buying is not purely logical nor entirely emotional. Consumers move between:</p> <ul style="list-style-type: none"> • Cognitive processing (comparing, evaluating, searching), and • Emotional processing (excitement, aspiration, fear, satisfaction). <p>Marketers use this duality smartly: AI algorithms show “limited stock” or “bestseller” tags to push urgency (emotional), while review ratings and filters appeal to logic (cognitive). Together, they form the invisible engine behind every “Buy Now” click.</p> <p>Questions</p> <ol style="list-style-type: none"> 1. Identify the specific cognitive steps Riya took during her online buying journey. How do these steps demonstrate rational information processing in digital environments? 2. Describe the emotional triggers that influenced Riya’s purchase decision. How do digital marketing cues like FOMO or visual storytelling appeal to consumers’ feelings? 3. As a marketing manager for an e-commerce brand, design one strategy that balances both cognitive and emotional appeals to improve conversion rates during festive campaigns. 		
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