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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Date : 05-JAN-2024

Course Code : BBA3021

Time : 1:00 PM - 4:00 PM

Course Name : Consumer Behaviour

Max Marks : 100

Program : BBA

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Define and recognize the significance of post-purchase behavior in the consumer decision-making process. (CO4) [Knowledge]
2. Identify the key external factors that influence the consumer decision-making process. (CO4) [Knowledge]
3. Define social class and its relevance in consumer behavior. (CO3) [Knowledge]
4. Provide examples of products or services where specific types of reference groups play a significant role in influencing consumer choices. (CO3) [Knowledge]
5. Packaging significantly contributes to shape consumer perceptions- explain. (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Provide real-world examples of how companies have successfully aligned their brand values with those of their target consumers. (CO3) [Comprehension]

7. Compare and contrast the various social media platforms, focusing on their unique features and dynamics and respective contributions in shaping opinions and trends within the fashion industry. Cite example.

(CO3) [Comprehension]

8. How can cosmetic companies effectively address consumer dissonance caused by unfair fairness marketing that negatively targets individuals with black complexions? What strategies can be implemented to promote inclusivity, ethical practices, and positive self-esteem within the consumer base?

(CO4) [Comprehension]

9. Analyze the post-purchase behavior of smartphone users, studying how perceived product performance and customer service contribute to brand loyalty and repurchase intentions.

(CO4) [Comprehension]

10. Explore the dynamics of online gaming communities, underscoring how influential gamers contribute in shaping the preferences and purchasing decisions of a broader gaming audience.

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Case Study: Kellogg's Journey in the Indian Breakfast Cereal Market

Kellogg's entry into the Indian breakfast cereal market in 1994 marked a notable misalignment with local preferences, leading to initial struggles. The cultural nuances of the Indian breakfast routine posed challenges as Kellogg's introduced cold cereals, a concept that clashed with the country's tradition of hot, sweetened milk consumption. Priced higher than alternatives and with a marketing approach that inadvertently criticized traditional breakfast choices, Kellogg's faced hurdles in establishing a foothold.

Recognizing the need for a comprehensive strategy overhaul, Kellogg's introduced Frosties in 1997, a sweetened flakes option that resonated better with Indian consumers. This strategic shift marked a turning point, aligning the brand with local tastes and preferences. To address pricing concerns, Kellogg's implemented price reductions and diversified product sizes, making its offerings more accessible across different consumer segments. Moreover, the brand shifted its messaging from emphasizing nutritional value alone to positioning its cereals as a fun and enjoyable breakfast option. A crucial aspect of Kellogg's successful transformation in India was the localization of its branding and marketing approach. The brand featured local faces in advertising, such as a yoga instructor and Kathakali dancer, fostering a connection with the target audience. The introduction of accompaniments like curd and pistachio further catered to Indian taste preferences.

Kellogg's sustained success in the Indian market, boasting a substantial 70% market share, reflects its ability to adapt and evolve. The brand's defense against competitors involved an expansion of its distribution network by 50%, along with the localization of flavors, such as introducing products with mango and banana puree. Kellogg's journey in India highlights the transformative power of understanding and respecting local cultures, tastes, and habits, turning initial setbacks into a dominant market presence. This case study underscores the significance of continuous adaptation and innovation in navigating diverse markets successfully.

i) What challenges did Kellogg's face in its initial foray into the Indian breakfast cereal market?

ii) What were the key factors that contributed to Kellogg's sustained success in the Indian market, leading to a 70% market share? What lessons can other brands learn from Kellogg's journey in India regarding the importance of adaptation, localization, and understanding cultural nuances?

(CO4) [Application]

12. Case Study: Lathering Equality: Ariel's Soapbox Against Gender Stereotypes

In 2015, Ariel, a prominent detergent brand, undertook a revolutionary advertising campaign in India with the goal of challenging entrenched gender stereotypes associated with household chores. The campaign, known as #ShareTheLoad, sought to redefine societal perceptions of laundry responsibilities and promote a more inclusive approach to domestic work.

Ariel's strategy was rooted in disrupting traditional gender roles, particularly the perception that laundry duties were exclusively a woman's responsibility. The campaign addressed the imbalance in household chores by spotlighting the disparities faced by women who, despite holding professional roles, continued to bear the burden of unpaid domestic work alone.

The implementation of the campaign was characterized by emotionally charged advertisements that used compelling storytelling to highlight the emotional toll on women navigating both professional careers and domestic responsibilities. The narrative aimed to evoke empathy and encourage introspection about ingrained gender roles within households.

A key component of the campaign's success was its integration with social media. Ariel leveraged platforms to amplify the message and encouraged users to share personal stories and experiences related to gender roles. This approach fostered a sense of community around the campaign's central theme.

The outcomes of the #ShareTheLoad campaign were profound. It initiated a nationwide conversation about gender roles, sparking cultural dialogue and challenging societal norms. Ariel, as a brand, gained widespread empathy and positive perception for taking a stance on a socially relevant issue. There were anecdotal reports suggesting a tangible impact on behavior, with instances of increased participation by men in household chores.

- i) How did Ariel utilize storytelling in its advertisements to convey the message of #ShareTheLoad, and what emotional aspects were highlighted to resonate with the audience?
- ii) What positive outcomes were attributed to the #ShareTheLoad campaign, both in terms of societal impact and Ariel's brand perception?

(CO3) [Application]