

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - OCT 2023**

Semester : Semester V - 2021

Course Code : BBA3021

Course Name : Sem V - BBA3021 - Consumer Behaviour

Program : BBA

Date : 31-OCT-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. Define consumerism and highlight its differences from conscious consumerism.
(CO1) [Knowledge]
2. Describe how economic factors influence consumer buying behavior.
(CO1) [Knowledge]
3. Explain the impacts of post-purchase behavior on consumer buying decisions.
(CO1) [Comprehension]
4. What are the key components in the process of consumer motivation, and how does it impact purchasing decisions?
(CO2) [Comprehension]
5. Briefly explain the trait theory of personality, with examples.
(CO2) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain how cultural factors, such as dietary preferences, cultural traditions, and social norms, influence consumer decisions in the global fast food industry. Provide examples of how fast food chains adapt their menus and marketing strategies to accommodate cultural diversity.
(CO1) [Comprehension]
7. Describe how a consumer's personality traits influence their brand loyalty and purchasing behavior.
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Case Study: The Unnoticed Strategy of Quantity Reduction in Consumer Goods

In the world of consumer goods, a silent but impactful strategy has been at play - the subtle reduction in product quantity. This lesser-known approach, known as "quantity reduction," has quietly infiltrated numerous products on store shelves. The strategy aims to maintain profit margins for companies amid the challenges of rising production costs while keeping consumer prices seemingly constant.

Consider the experience of Praveen M., a student, who recently uncovered an unsettling fact. He discovered that the ubiquitous Rs:10 Maggi pack now contains 20% less quantity. Although he had been a loyal Maggi consumer, this discovery left him less than amused, and he wondered how many other products had undergone similar changes, unbeknownst to him.

This trend of quantity reduction can be observed in various consumer goods, such as snacks, biscuits, chocolates, bread, and even soaps:

- Lays Chips, previously priced at Rs 20, now contains 61 grams instead of the previous 68 grams.
- Good Day Biscuits, once available in a 100-gram pack, now provide just 84.5 grams.
- Dairy Milk Chocolate, a Rs 20 bar that used to weigh 50 grams, is now reduced to 38 grams.
- Britannia Bread, although still priced at Rs 12, has seen a decrease from 400 grams to 375 grams.
- Maggi, a Rs 10 pack that previously contained 100 grams, has been scaled down to 80 grams.
- Haldiram Snacks, priced at Rs 10, used to offer 52 grams but are now down to 48 grams.
- Lux Soap, a Rs 10 soap bar, once weighing 75 grams, has been downsized to 65 grams.

The psychology behind this tactic is rooted in consumer perception. Most shoppers tend to focus primarily on the price while making purchases, often neglecting to notice that they are receiving less product for their money. Brands can maintain the price point to sustain the perception of value while quietly reducing the quantity.

As this strategy becomes more widespread, consumers are becoming increasingly aware of the tactic. This knowledge may prompt them to pay closer attention to product labels and scrutinize the quantity they're getting for their money. As a result, their future purchasing decisions and brand loyalty may be influenced, prompting brands to adapt and innovate in their strategies. In essence, the consumer's perception, honed by awareness, may evolve to become more discerning in the face of such tactics.

The next time you shop, consider keeping an eye on the quantity, not just the price, to ensure you're getting the value you expect from your favorite products.

Questions

- i) What is the primary motivation behind the strategy of quantity reduction in consumer goods, and how does it affect consumers' perceptions? (10 Marks)
- ii) How does the concept of quantity reduction in consumer goods challenge traditional consumer assumptions about price-value relationships? (10 Marks)

(CO2) [Comprehension]