

DEPARTMENT OF MANAGEMENT, SMBS

Ph.D. COURSE WORK EXAMINATION

NOVEMBER 2023

DRM-EM-02

Theories & Research in Consumer Behaviour

MAX. MARKS: 60

TIME ALLOWED: 3 HRS

ATTEMPT ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS
(5 X 12 = 60)

1. Using the principles of consumer behavior and decision-making, analyze a real-world scenario where a company successfully changed consumer perception and behavior towards a product or service. What specific strategies and tactics did the company employ, and what were the key psychological factors that influenced consumer choices in this case?
2. How do cultural factors influence the purchasing decisions of consumers in a specific global market, and how can businesses tailor their marketing strategies to effectively target and engage these diverse consumer groups?
3. XYZ Clothing Store is a popular retail chain that sells a wide range of apparel and accessories. Recently, they have noticed a decline in sales, particularly in their Jeans section. Despite offering a variety of trendy and high-quality Jeans wear products, they are struggling to attract and retain customers in this category. How can XYZ Clothing Store leverage motivational research to understand the underlying factors influencing consumer motivation in the women's Jeans wear category, and implement effective strategies to increase sales and customer engagement?
4. Imagine a small boutique clothing brand that has recently rebranded itself to target a younger demographic. They have introduced a new line of sustainable and eco-friendly clothing. The brand wants to understand how consumers perceive their new image and whether it aligns with their intended target audience.

Can a rebranded boutique clothing brand effectively shift its consumer imagery towards a younger demographic through the introduction of a sustainable and eco-friendly clothing line, and how do consumer perceptions of the brand's image influence their purchasing behavior?

5. Imagine a scenario where a popular luxury fashion brand, "Elegance Couture," known for its high-end, exclusive designs, is considering a rebranding strategy. They have identified a potential shift in their target demographic from established, affluent individuals to a younger, trend-setting generation. This younger audience values individuality and social consciousness.

How can 'Elegance Couture' leverage consumer personality traits and self-image perceptions to successfully reposition their brand for the emerging demographic of socially conscious, trend-setting millennials without alienating their existing customer base?

6. How does an individual's self-image influence their purchasing decisions and brand preferences in the context of consumer personality? What are the key factors and psychological mechanisms that shape consumer behavior based on self-image, and how can businesses effectively target and appeal to specific self-image segments to enhance their marketing strategies?

7. XYZ Electronics is a company that manufactures high-end smartphones. They are planning to launch a new model targeted at the young professional segment.

How can XYZ Electronics effectively utilize demographic, psychographic, and behavioral segmentation to identify and target the most profitable market segment for their new high-end smartphone, and what positioning strategy should they employ to differentiate their product from competitors in that segment?

8. Imagine you are working for a fast-food chain that specializes in burgers and fries. The company is looking to expand its market reach and wants to explore market segmentation strategies. They want to understand their customer base better to tailor their marketing efforts and menu offerings.

How can our fast-food chain effectively use market segmentation strategies, incorporating demographics, psychographics, behaviors, geography, and customer benefits, to optimize our menu offerings and marketing campaigns to attract and retain a diverse customer base while maintaining profitability?
