

MM07/eMM07  
CONSUMER BEHAVIOUR

Time: Three Hours

Maximum Marks: 100

**NOTE:** The paper is divided into three sections. **Section A, Section B and Section C.** There are **seven questions in Section A.** Students are required to attempt four questions from **Section A.** **Section B** has 5 questions, out of which student has to attempt any 3, **Section C** is compulsory.

**Section - A (10 Marks each)**

1. Differentiate between hedonic Vs utilitarian shopping. (10)
2. Describe and differentiate between compensatory method and non-compensatory method of decision making. (10)
3. Discuss the concept of perceptual organization and its application in managing consumer perception. (10)
4. What is self-concept theory, how is it used in marketing. (10)
5. Discuss consumer socialization of children? (10)
6. Discuss Classical learning theory and its application in marketing. (10)
7. What is cognitive dissonance in consumer marketing? Discuss strategies to reduce them. (10)

**Section - B (15 Marks each)**

8. What are attitudes? What are the different attitude functions, discuss each in detail with relevant examples. (15)
9. What is trait theory of personality? Describe how personality traits are relevant to marketers. (15)
10. Compare and contrast the real Vs ideal self. List 3 product each when consumer is going to use real self or ideal self.

(15)

11. Culture is a society's personality, Discuss. 'Diwali/Christmas has become simply another opportunity to exchange gifts and stimulate the economy'. Discuss this statement in light of marketing strategy adapted by organizations.

(5+10)

12. What is the Family Life Cycle, and why is it important to marketers? Discuss using relevant examples.

(15)

### **Section C (15 Marks)**

#### **Case Study**

Internet economy will touch \$10.8 trillion by 2016, as a report released by BCG (Boston Consultancy Group). According to a report titled "The \$4.2 trillion opportunity; it has been stated that in terms of internet users, India is ranked 8<sup>th</sup> in the global chart.

Big Shoe Bazaar India Pvt Ltd. is the fastest growing company in lifestyle category in India. It powered the sale of multi brand Footwear online through [www.bigshoebazaar.com](http://www.bigshoebazaar.com) which transformed into **www.Yebhi.com** Enormous success in footwear category inspired them to expand in other categories like Apparels, Accessories, Bags, Jewellery and Mobiles. Incepted in August 2009, Yebhi.com is a one fashion store, that follows the principle of BUY FIRST & SELL LATER, in order to ensure the latest, and quality product offerings to its customers. The core differentiator of Yebhi.com is its standardized quality deliverables, which are so influential, that they have been enhancing the credibility of the overall Indian e Commerce ecosystem over and over. The company's policy to Buys First and Sells later is unique among other online stores. Yebhi.com purchases the products in bulk, in tune with the latest fashion trends, and stores them in their 1 lakh sq/ft warehouse facilities, before selling it to the end consumer. This is probably the most significant process that enhances Yebhi's credibility and enables the company to maintain high quality standards and a perfect fulfillment ratio. Thus, Yebhi.com possesses the hallmark of quality and the latest products. In terms of variety also, Yebhi.com stands apart. The company carries a very large variety of footwear, t-shirts, shirts, jeans, bags, clutches and other fashion accessories.

However the journey was not devoid of hiccups. There were apprehensions from supplier's side after they commenced the business, they too vanished with time. As any other nascent industry, online retail is such that it requires time to gain trust of other economic agents. Hence, one challenge was to convince major brands manufacturers and suppliers that online retail can generate large volumes. The last 10 yrs of online retail scenario had given them a perception that online retail is very small and perhaps even an insignificant channel where putting their resources may not be such a good idea. Online shopping was synonymous with surplus or substandard inventory. This perception had to be changed, fast.

Hence to ensure credibility, Yebhi made bulk purchases of the latest fashion and style products, and ensured a comprehensive, three step stringent quality check process, before taking the products to the customers. This in turn, facilitated a smooth supply of goods and ensured dispatches within 24 hour of the order. Yebhi.com has already crossed an important milestone of shipping 1, 00,000 Units in Single month. Yebhi.com is a rich mix of quality and variety. The one stop shop for fashionistas, which offers myriad category of products from apparels to footwear; travel bags to clutches; men and women accessories, jewellery et al. Nowhere in the country can you get 10,000 different products, 1400 styles of handbags, 3000 styles of shirts / tees etc. at one stop, 4000 designs in footwear, except at Yebhi.com. Yebhi.com possesses a strong association with over 150 prominent brands like Puma, Adidas, Redtape, Liberty, Duke, Catmoss, Karigari, J. hampstead, Woodland and Reebok, among others.

Fashion and Lifestyle e-tailer Yebhi in an attempt to go 'out-of-box' and reach its customers offline has tied up with Cafe Coffee Day to launch its virtual store walls. Customers can buy Yebhi merchandise directly through scanning the product codes with mobile. Yebhi's virtual stores have be launched in 30 CCD stores across Delhi and Bangalore. Yebhi's also tie up in July 2013, with the Indian Railway Catering and Tourism Corp to offer shopping services on the latter's website. The first order, for apparel and accessories, came from Chakradharpur, a railway town with a population of less than 200,000. Since then Yebhi has seen a 12% rise in orders from tier IV and tier V cities. Many international companies take the benefit of E-Commerce like Dominos, Wal Mart, Amazon, e-bay etc. and from Indian companies Flipkart, Snapdeal, Homeshop18 etc, where they have created suitable business models to suit the customers who are using technology. Customer centric business models are the hallmark of their success.

Scope is to understand the way technology has changed, the customer's personal as well as professional life. Simultaneously social media networks have emerged as the major influences aiding the buyer's decision making process and online money transaction mechanism too have changed the buyer's preferences and methods of buying. In India many online companies have launched their product/services looking to the customer's need and expected a growth in future.

#### **Case Question**

- 13(a). Identify the major challenges for an online store like Yebhi.com from consumer perspective. (7)
- (b) Identify the major dissonance faced by online shopper at sites like Yebhi.com Suggest ways to reduce them. (4)
- (c) How an offline tie up and online tie up of Yebhi with CCD and Indian Railways will boost sales for Yebhi.com (4)