



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020 -22)

MID TERM EXAMINATIONS (TERM -III)

Academic Session- 2020-21

Subject Name : Consumer Behaviour

Time: 01.30 hrs

Sub. Code: PG 18

Max Marks: 20

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.

2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION – A

04+04 = 08 Marks

Q. 1: Case Study: CO3

Why the Online Grocery Experience Needs a Dramatic Re-vamping?

When do we go grocery shopping? Once a month, once a fortnight, once a week, or perhaps when we are throwing a party? We shop as per our convenience. Convenience is the key word. Online grocery stores are continuously trying to make shopping more efficient and hassle-free. However, as long as grocers are trying to replicate the physical store layout online, the experience will be sub-par as scrolling through the large product catalogue to find the items one needs is time-consuming and dull.

Categorization is essential in the store. Hypermarkets and supermarkets have several aisles (fresh produce, fish and meat, dairy, spices, cereals and so on), where shoppers cart around from entry to exit. Online grocery shopping has gone a couple of steps ahead of stores with sub-categorization. Within dairy one can navigate to milk, yoghurt, cheese etc. and pick their favorites. However, a closer look at a typical grocery shopping event shows that this journey is less than ideal. Why? Because it fails to recognize that a customer or a household buys the same products over and over, month after month. Sure, there is exploration with new brands and different flavors, but unlike say, fashion shopping, where a shirt bought in the past is almost never bought again, re-buy is a key requirement in grocery.

The power of personalized grocery e-store

So how should the online grocery store be organized? The advantage of eCommerce is that algorithms can create a personalized layout for each customer, which is not possible in a brick-and-mortar store. An online customer can have his or her own aisle - imagine an aisle 'For Jonathan' or 'For Martha', where he or she has a pre-curated set of products for their household needs.

Personalization in grocery means dynamically creating these custom baskets, so the shopper does not have to go back and forth between different categories to add the one product to their cart. These pre-loaded baskets not only make the chore more efficient, but also ensure that customers do not forget any essentials they need. With the cart already in place, all a customer has to do is add any additional products (from a set of personalized recommendations or from category pages), and remove products they don't need at the moment.

Research shows that in the grocery vertical, time spent online in finding products and building the cart is inversely proportional to loyalty. Given this, this 'personalized aisle' is key to customer lifetime value.

Surge in online grocery and intense competition

Grocery shopping anytime and from anywhere has been growing in the past decade but saw enormous acceleration during the pandemic. A survey by Clinch in the US found that 75.4% of consumers purchase groceries online, with 80% of those consumers citing that they shop for groceries online more than ever before, since the pandemic. This trend will continue, as 75.8% of consumers plan to continue to shop online for groceries post the pandemic.

With such phenomenal growth across the globe, the pie has expanded. At the same time, competition is heating up and supermarket margins are wafer thin. Marketers spend a lot of effort in getting the customer back to the eCommerce site. Once the visit is secured, personalization should be used as a strategic lever to create a frictionless shopping experience, lock-in conversions and grow share of wallet. Modelling the online grocery stores on brick-and-mortar stores, therefore, is a big compromise and is demanding a fresh perspective.

A. How can you best fit the Howard Sheth model of Consumer decision making process in convenience shopping.

B. How D2C (Digital to Consumer) E-commerce is set to disrupt the next decade of shopping in India, suggest examples considering the consumer research process and consumer analytics.

SECTION – B

02×03 = 06 Marks

Q. 2: Which of the stages of the family life cycle would constitute the most lucrative segment/segments for the following products and services? (a) Domino's pizza (b) Essential Goods (c) Insurance Plan Justify your answer.

Q. 3: Now a days E commerce companies allow customers to return the product to the site if they are unhappy with it. Does this happen very often with fashion marketers? How do consumers between the age group of 17-23 look at this concept of serial wardrobing discuss? Use AIO segmentation to select appropriate marketing strategy for his product.

Q. 4: CO5



Dabur
Chyawanprash

**Protection against COVID-19,
with 2 spoons of
Chyawanprash daily**

According to **clinical study**
conducted across 5 centres*
**Dabur Chyawanprash helps in
protection against COVID-19**

In the last few days, danger of COVID-19 has resurfaced. So let's protect ourselves from this danger. Have Dabur Chyawanprash daily to increase immunity.

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Last month, in a print advertisement Dabur had claimed that two spoons of Dabur Chyawanprash daily provides protection against COVID-19. The print campaign was run across several national dailies and featured Akshay Kumar as the face of the brand. It also went onto claim that the findings were backed by clinical data and study. Since Kumar announced his latest encounter with the virus leading to his hospitalization, Dabur Chyawanprash has garnered trolls and negative comments for the claims pertaining to the print advertisement.

Discuss How marketers like Dabur are breaking ethical rule and making false claims for increasing consumption of their products and impacting consumer buying behaviour?

SECTION – C

03×02 = 06 Marks

Q.5. Illustrate how the process of consumer buying process operates in following problem-solving conditions:

- A. Enrolling for online certification course on Consumer Behavior from IIM – Bangalore
- B. Seeking Medical Online Consultation of doctor for severe heart disease.
- C. Buying Hand Sanitizer for personal use.

Q. 6. "In a highly competitive Marketing Environment, it is only those firms which have been able to define their market in terms of consumer needs they will satisfy, will be termed as successful marketers." Explain the above statement with reference to the impact that Motivation has on Consumer Behaviour.

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1		
CO2		
CO3		
CO4		
CO5		

Note: Font: Times New Roman, Font size: 12.