



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20)
MID TERM EXAMINATIONS (TERM -III)

Subject Name: Consumer Behavior
Sub. Code: PG-18

Time: 01.30 hrs
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 a Case Study with 2 questions of 4 marks each. 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: Please read the Case Study ‘Ariel India’s Share the Load Campaign: Influencing Husband-Wife Decision-Making?’ and answer the questions below:

Ariel India’s Share the Load Campaign: Influencing Husband-Wife Decision-Making?

Is Laundry Only A Woman’s Job?- A question that took the face of a revolutionary movement is a brainchild of the P&G owned Ariel who teamed up with Mediacom and BBDO India to bring to us the masterpiece. Who would have thought a laundry detergent brand would go on to burst stereotypes surrounding women and their responsibilities adhering to societal norms. Ariel has been unearthing the reality of inequality within households since 2015 with #ShareTheLoad. With the thought process to address equality, aspiring for happier households where men and women share the load equally, Ariel weaved its novel insight in the form of series of digital films raising pertinent questions that made the audience think, introspect and act.

Later in 2016, with ‘Dads Share The Load’ movement, the conversation was aimed at unearthing the reason for the disparity, which is the cycle of prejudice passed down from one generation to the next. Cut to 2019, when Ariel set out to reignite conversations on household inequality, this time focusing on the ‘ghar ka beta’ with Sons #Share The Load, if we traverse through the campaign journey which is no less than a monumental one. Survey by an independent 3rd party in 2018 also revealed that seven out of ten women* in India reconsider additional responsibilities at work in order to balance the responsibilities at home. With the belief that mothers have a strong empathetic point of view, Ariel urges this generation of mothers to raise their children as a generation of equals by asking a yet another pertinent question: “Are we teaching our sons what we have been teaching our daughters?” If not taught to #Share The Load, the sons of today become the husbands of tomorrow, who may not be prepared enough to be equal partners.



With Sons #Share The Load, Ariel urges mothers to be the change makers of the society and hence relook at the way they raise their sons. “We were looking for a deeper message. We wanted to realign ourselves with the evolved cultural context. The society today is not the same as it was 2 years ago. Similarly, family and couple dynamics are not the same. ,” shared Josy Paul, Creative Director, BBDO. The son is shown at the very impressionable age, where he forms not just opinions, but also value systems that will guide him for life. And the sons of today, become husbands of tomorrow. The movement going forward will have more elements to help drive behavioral change in the area of laundry. It’s all very exciting,

Questions

- (i) Is the efficacy and efficiency of 'Share the Load' campaign's has the ability to be a societal norm changer, i.e., would it be a true catalyst or would it just be a cacophonic attempt to increase the brand penetration?
- (ii) What is the changing/emerging dynamics of Husband-Wife decision-making in the light of Ariel (P&G India) 'Share the Load' campaign?

SECTION – B

03×02 = 06 Marks

Q.2. Discuss Who the millennials are and explain who belongs to this generational group and why they have become an attractive group for different social and economic sectors, by showing the most outstanding attitudes, tastes and buying behaviors.

Q. 3: You are the manager of a highly sought brand of apparel that offers a complete range of highly priced but good quality trendy wears for both boys and girls. Describe how an understanding of consumer behavior would be useful you in deciding on your

- i. Segmentation strategy
- ii. New product introduction
- iii. Promotion strategy

What aspects of consumer behavior would be most relevant for you to study and why?

Q. 4: A manufacturer of a new product for whitening teeth would like to investigate the effects of package design and label information on consumer perceptions of the product and intentions to buy it. Would you advise the manufacturer to use observational research or survey? Explain your choice with action plan

SECTION – C

02×03 = 06 Marks

Q.5: What are the differences among three problem solving decision making approaches? What type of decision process would you expect most consumers to follow in their first purchase of a new product or brand in each of the following areas: a) Chewing Gum b) Luxury Car c) Smart Watch

Q.6 Which of the stages of the Family Life Cycle constitute the most lucrative segment for each of the following products and services. A) Amazon Prime B) Club Mahindra Vacation C) ORRA platinum band.