

Buyers' Behavior_Important Questions

BBA/Seventh Semester/MKM 201: Buyers' Behavior

Group A

Brief answer questions:

[10X1=10]

1. What do you understand by buyers' behavior?
2. What is Halo Effect?
3. Define Consumer Perception?
4. Differentiate consumer learning and attitude?
5. What are the steps in consumer buying process?
6. Define Id, Ego and Superego.
7. Differentiate product positioning and brand.
8. Who are opinion leaders?
9. What is Perceptual defence?
10. Differentiate absolute threshold and differential threshold in the light of consumer perception.

Group B

Short answer questions:

[6X5=30]

11. Explain consumer buying process.
12. Illustrate the Differential threshold or JND application to marketing.
13. State and explain various theories of consumer attitude.
14. Altering consumer attitude is a key strategy consideration for most marketers. Explain strategies of attitude change.
15. Explain and illustrate organization phenomenon of consumer perception.
16. State and explain the influence of social class in consumer behavior..

Group C

Comprehensive answer questions:

[4X5=20]

17. Read the following case carefully and answer the questions that follow:

This case is about Unilever's "Campaign for Real Beauty" (CFRB) marketing campaign for its leading personal care brand 'Dove'. CFRB was a multi-faceted campaign that sought to challenge the stereotypes set by the beauty industry. This campaign featured regular women (non-models) who were beautiful in their own way and did not fit in with the idealized images of models, super-models, and celebrities. Unilever developed the CFRB campaign based on a global study on the perceptions and attitudes of women with regard to their personal beauty and well-being. This campaign was a huge success as it was appreciated by many consumers and resulted in increased sales of Dove products. It also generated plenty of buzz and wide media coverage for the Dove brand.

Many marketing analysts felt that CFRB was a revolutionary campaign because the ads showed ordinary women who were confident and happy with themselves. The ads had succeeded at grabbing the attention of consumers.

Marketing messages in the beauty industry are largely "aspirational". It is also common marketing knowledge that people are attracted to the attractive images shown in these ads and make an unconscious connection between the model's appearance and the products. Some experts felt that Dove's campaigns had a significant marketing risk as it had to convince women that they need Dove products to become even better.

- a. Investigate women sense of perception, attitude and learning phenomenon for their cosmetic purchase behavior. Are they stereotyped?

- b. Explain importance of aspiration values and self image for designing positively appealed communication to consumers in reference to above case.
- c. Using celebrities or some diva star could be easier for Dove to influence its consumers; still it tried on a commoner to project Dove beauty. Make your critical analysis.
- d. Evaluate the issues and challenges faced in the implementation of a cause-related (Societal) marketing campaign (CFRB) of Dove.