

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - SUMMER 2026

Subject Code: MB03092011

Date: 13-05-2026

Subject Name: Consumer Behaviour

Time: 02:30 PM To 05:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Mention any two levels of consumer decision-making.	
(b) Write any two ethical issues related to consumer behavior.	
(c) Define perception in consumer behavior.	
(d) Explain the term lifestyle segmentation with one example.	
(e) Define consumer learning.	
(f) What are the three components of attitude?	
(g) What is a reference group? Give an example.	
Q.2 (a) Discuss the relationship between Customer Value, Satisfaction, Trust, and Retention	07
(b) Analyse how a company like Swiggy adapts its marketing mix to meet evolving consumer needs.	07
OR	
(b) Select any brand and illustrate how it delivers customer value to retain loyal customers.	07
Q.3 (a) Explain consumer motivation and discuss the relevance of Maslow's Hierarchy of needs in marketing	07
(b) Evaluate a company's advertisement and identify how it appeals to consumer motivation and self-image.	07
OR	
(a) Differentiate between innate motives and acquired motives with examples.	07
(b) Create a consumer profile that reflects the personality traits of a typical electric vehicle buyer.	07
Q.4 (a) Explain the process of consumer learning and its implications for marketers.	07
(b) Analyse how brand loyalty develops through consumer learning using an Indian brand example.	07

OR

- (a) Define reference groups and explain their influence on consumer behavior. 07
- (b) Evaluate a real marketing campaign that successfully led to an attitude change among consumers. 07

Q.5

In India's rapidly evolving consumer market, cultural values, family influence, and social aspirations play a major role in shaping purchase behaviour. Consider the example of "EcoRide," a newly launched Indian electric two-wheeler brand that aims to promote sustainable transportation among middle-class urban consumers.

EcoRide's marketing team noticed that their target audience — young professionals aged 25–35 — showed interest in the product during online campaigns but often delayed the actual purchase. When surveyed, the company discovered several influencing factors.

First, family approval played a crucial role. Many potential buyers sought their parents' or spouse's opinion before investing in a new vehicle. For older family members, brand reputation and social status were key considerations. They compared EcoRide with traditional petrol-based brands like Hero or Honda, perceiving them as more "reliable" and "prestigious."

Second, reference groups influenced perceptions. Customers often relied on peer opinions, especially colleagues who already owned electric scooters. A positive word-of-mouth recommendation strongly increased trust, while one negative review on social media deterred buyers.

Third, cultural attitudes toward technology varied. In metros such as Bengaluru and Pune, customers viewed electric vehicles as modern and eco-conscious. However, in semi-urban areas, people remained sceptical about maintenance, charging infrastructure, and resale value.

Lastly, EcoRide observed an emerging trend of cross-cultural influence. Western eco-friendly movements and Indian government campaigns (like "Go Electric India") collectively shaped consumer motivation. Early adopters displayed innovator and early adopter traits from the Diffusion of Innovation Model, influencing others through demonstration and discussion. The company used neuromarketing insights to test advertisements. Brain response scans revealed that emotional appeals — showcasing family pride and environmental care — triggered higher engagement than purely technical ads. This helped EcoRide refine its message to "Drive Smart, Live Green." Despite challenges, EcoRide's brand perception improved significantly. Within one year, its loyal customer base grew through word of mouth, influencer reviews, and cultural alignment with India's sustainability values.

- (a) Explain how family and social class influenced the consumer decision-making process in EcoRide's case. 07
- (b) Suggest two strategies that could help EcoRide overcome negative perceptions among older family members. 07

OR

- (a) Discuss how culture and cross-cultural influences affect the acceptance of electric vehicles in Indian society. 07
- (b) How can neuromarketing techniques enhance consumer engagement and brand recall in EcoRide's advertising strategy? 07

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092011

Date: 17-12-2025

Subject Name: Consumer Behaviour

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Consumer Behaviour	
(b) Consumer Ethics	
(c) Id and Superego	
(d) Classical Conditioning	
(e) Tri-Component Attitude Model	
(f) Reference Groups	
(g) Neuromarketing	
Q.2 (a) Identify the steps of consumer decision-making process, illustrating each stage with an example of how a consumer might behave when purchasing a smart watch	07
(b) When is it ethical for marketers to advertise to children, and how can factors like family background or product type influence this?	07
OR	
(b) Demonstrate how selective perception affects consumers' interpretation of online advertisements for eco-friendly household cleaners.	07
Q.3 (a) Apply the principles of classical conditioning to explain how a new beverage brand can use music and visuals in advertising to create positive consumer associations.	07
(b) Elaborate on the dangers of repetition of advertising and its impact on buying behaviour	07
OR	
(a) Define attitude. Explain the tri-component attitude model with proper examples.	07
(b) What is the foot-in-the-door technique in consumer behavior, and how can marketers apply it effectively? Illustrate your answer with a suitable example.	07
Q.4 (a) Apply the concept of family life cycle to explain variations in spending patterns for home appliances across different family stages.	07

- (b) Elaborate on cultural imperatives, electives, and exclusives by giving an example 07

OR

- (a) With relevant examples, explain how the Indian culture and specific subcultures are having an impact on our consumption decisions and choices 07
- (b) Explain how consumers reduce post-purchase dissonance and how marketers can provide positive reinforcement to minimize it. 07

Q.5

Case Study: ChaiConnect – Brewing Culture into Every Cup”

ChaiConnect, a premium tea café chain launched in India, set out to redefine how Indians experience tea. Inspired by the booming café culture, the founders envisioned a space where traditional tea lovers and modern youth could coexist. However, in its early phase, ChaiConnect struggled to attract younger consumers who associated cafés with coffee and global trends. Market research revealed a key insight — while tea was an integral part of Indian culture, its significance varied across subcultures.

In Indian culture, tea symbolizes warmth, hospitality, and social connection. Yet, subcultural differences influenced how people consumed it. Urban youth preferred quick, trendy experiences and global flavors, whereas middle-aged and rural consumers valued authenticity and local blends. Recognizing this, ChaiConnect redesigned its marketing and product strategy. It launched regional tea collections like Assam Bold, Darjeeling Mist, and Mumbai Cutting Chai, blending cultural nostalgia with contemporary presentation. Each outlet featured décor reflecting local art, music, and community values.

The brand’s campaign “Apni Chai, Apni Style” celebrated India’s tea diversity, showing how every community had its unique way of brewing and bonding over tea. By aligning its brand with cultural pride and subcultural preferences, ChaiConnect successfully created a sense of identity and belonging. Within a year, its customer base grew significantly, demonstrating how cultural insight can drive consumer connection and brand loyalty.

- (a) How did culture influence consumer behavior in ChaiConnect’s marketing approach? 07
- (b) What subcultural differences did the company identify? 07

OR

- (a) How did ChaiConnect adapt its marketing mix to cultural insights? 07
- (b) What lesson does this case offer marketers? 07
