



SHEKHAWATI INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MANAGEMENT STUDIES
SIKAR, RAJASTHAN

1st Mid - Term Examination 2017-18 (MBA 4th Sem.)
Subject Code & Name - M-420 Consumer Behavior & Market Research

Max. Marks - 30

Time - 01.30 hrs

Model Question - Answer Paper

Section - A.

Q.1. What do you understand by consumer behaviour? Discuss its nature.

Ans. The term consumer behaviour, individual buyer behaviour, end user behaviour and consumer buying behaviour all stands for the same.

Consumer behaviour is the study of how individuals, groups and organisations select buy, use and dispose of goods and services, ideas or experiences to satisfy their needs and wants.

Consumer behaviour may be defined as the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services.

⁶⁶
Consumer behaviour is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and wants."

— Bech and Bech.

So we can say that it refers to the actions of the consumers in the market place and the underlying motives for those actions. (1)

Q:1 Nature of consumer behaviour:-

1. Systematic process
2. Influenced by various factors.
3. It varies customers to customers.
4. vary across regions.
5. Vital for marketers.
6. Reflect status.
7. Result in spread effect.
8. Undergoes a change.
9. Information search.
10. Brand loyalty.

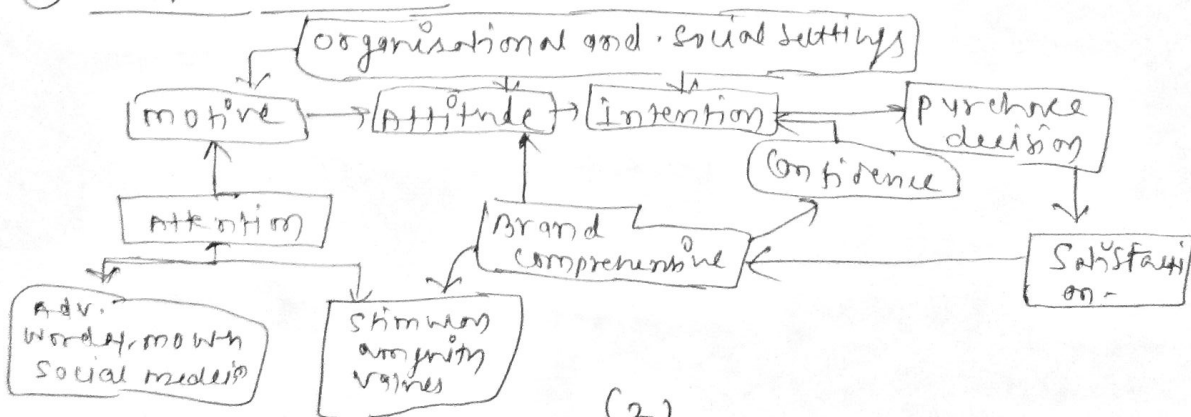
Q:2 outline 'Howard-Sheth' model of consumer decision making.

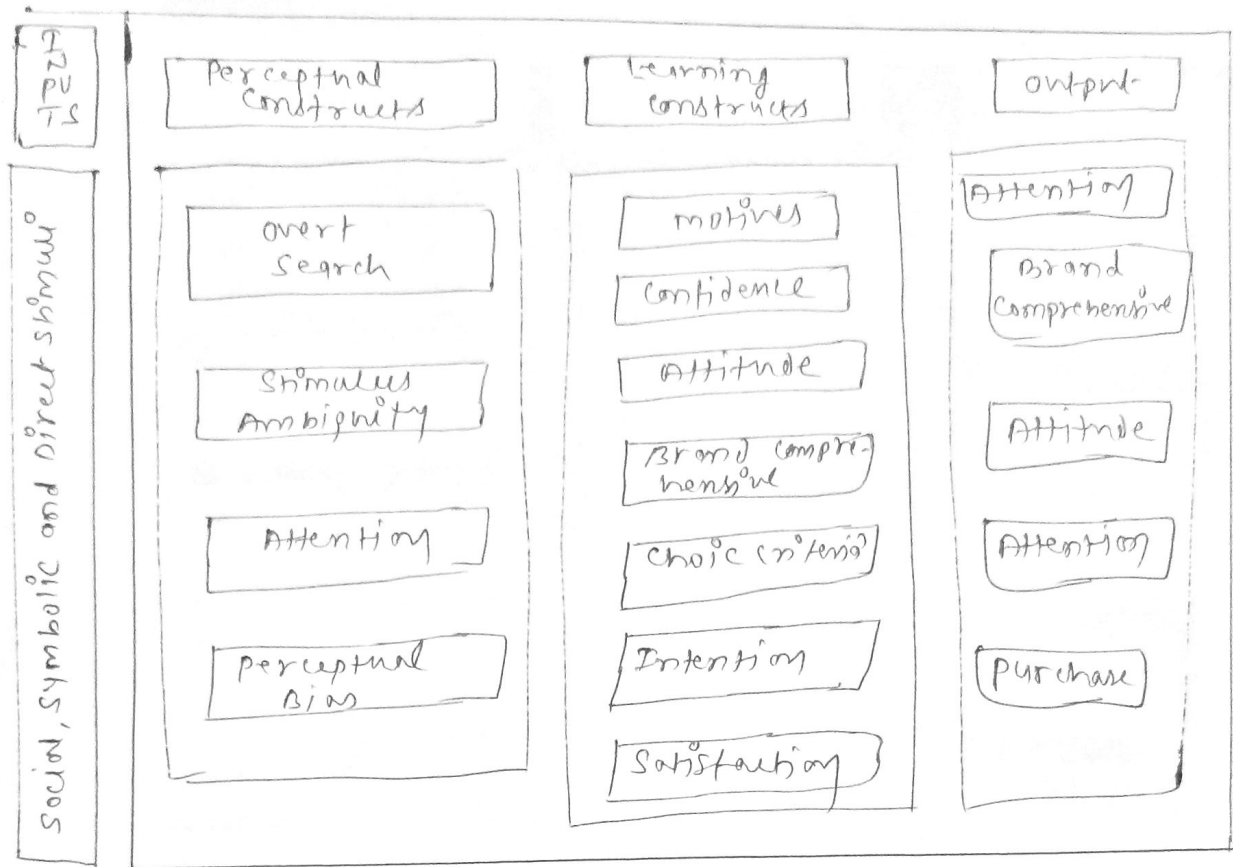
Ans. This model of consumer behaviour is based on the assumption that the consumer behaves rationally during purchase, process is repeatable and is result of incentives which have their sources in the environment.

It consists of four main groups of variables...

1. Input variables
2. Hypothetical variables.
3. output variables.
4. External variables.

Q:3 Simplified model.





Q:3 Enlist various factors influencing consumer behaviour.

Ans. There are many factors influencing on consumer behaviour. Some of them are as follows...

(A) Economic factors.

1. Personal Income, Disposable Income
2. family Income.
3. Expectations regarding future income.
4. Liquid asset and consumer credit
5. level of standard of living.

(B) Personal factors:-

1. Age.
2. occupation.
3. life cycle stage.

4. Lifestyle.
5. Personality & self concept.

(C) Psychological factors.

1. motivation.
2. Involvement.
3. perception.
4. Learning.
5. Lifestyle
6. Attitude.

(D) Cultural and social factors.

1. culture 2. Subculture.
3. Social class 4. social group.
5. Role & status 6. opinion leaders.

Q:4 Discuss the concept of perception and its elements.

Ans. (a) meaning of perception :-

Perception means perceiving, giving meaning to the environment around us.

It can be defined as a process which involves seeing, receiving, selecting, organising, interpreting and giving meaning to the environment.

It can be defined as our recognition and interpretation of sensory information.

According to Stephen P. Robbins — "A process by which individuals organize and interpret their sensory impression in order to give meaning to their environment."

⑥ Elements of perception

1. Sensation.
2. Stimulus factors.
3. Individual factors.
4. Situational factors.
5. Absolute threshold.
6. Differential threshold.
7. Subliminal perception.

Q:5 What is marketing research? Discuss its Nature.

Ans. ⑥ meaning of marketing research.

It has two words, marketing and research.

- marketing means creating, communicating and delivering value to the customer and managing customer relationship.
- Research means a systematic and complete study of a problem. It is done by experts. It uses scientific methods.

Thus we can say that - "marketing research is a systematic method of collecting, recording and analysing of data which is used to solve marketing problems".

According to Philip Kotler - "It is a systematic problem analysis, model building and fact finding for the purpose of improved decision-making and control in the marketing of goods and services".

⑥ Nature

1. It has wide scope.
2. It is systematic process.

3. It is scientific process.
4. Continuous and dynamic process.
5. Tool for decision making.
6. It is beneficial for company and consumer.
7. Applied research.
8. It is connected with M.D.
9. Bridges the gap between producers and consumers.

Section - B.

Q: 6

Case - Study.

Outline the process of marketing - Research.

Ans.

