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ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination

Summer Semester, A. Y. 2022-2023

Course No. : BTM 4883

Time : 1.5 hours

Course Title : Consumer Behavior

Full Marks : 75

Answer all 3 (three) questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin within brackets.

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| 1. a) | What does it take today to understand consumer behaviour? Describe the four interconnected capabilities that help companies to achieve their goals. | 10 | (CO1)
(PO1) |
| b) | How do companies learn your secrets? "No other elements can make up for a significant shortfall on quality, which has the greatest effect on consumer advocacy."- Describe the statement. | 10 | (CO1)
(PO1) |
| c) | Explain how companies apply consumer behaviour concepts when making marketing decisions. | 05 | (CO1)
(PO1) |
| 2. a) | Explain the characteristics of attention. How do consumers perceive a stimulus? How can marketers make sure customers notice and keep paying attention to their products? and marketing messages? | 12 | (CO2)
(PO1) |
| b) | Describe different types of perceptual mapping techniques. Why do you think retrieval fails and what marketers can do to enhance consumer retrieval? Explain. | 13 | (CO2)
(PO1) |
| 3. a) | Read the following hypothetical case and answer the following questions: | 20 | (CO2)
(PO1) |

Battling Fast Food Consumption

Although fast food has become the norm and part of everyday life of developed countries, its very consumption is now often seen as detrimental to one's physical health and well-being. Therefore, governments across the world have made it a primary mission to reduce fast food consumption. Indeed, this priority is a consistent across both the Western world, such as Australia, New Zealand, Canada, the United States, and the United Kingdom, and developing countries such as China.

Most countries follow similar practices with the goal of reducing the number of people who consume fast food. In Australia, one of the primary means of doing so is the use of colored, vivid and graphic warnings depicting the health risks of fast food, such as images illustrating obesity, heart disease, and diabetes, in restaurants and on fast food packaging, along with clearly labeled text warnings regarding unhealthy eating habits.

Package design and store decoration has always been a powerful way for fast food restaurants to appeal to young people and minimize the perceptions of harm caused by their products. The goal of the Australian fast-food packaging and store decoration laws is the very opposite - to minimize fast-foods' appeal and, at the same time, increase the perceived harm.

In 2012, Australia went one step further in its aim to reduce the appeal of fast-food among young people by enforcing 'plain packaging'. That is, fast-food packages include graphic warnings, both text and visual, but as well, the brand logo is simply replaced by text. Moreover, the use of words such as healthy, low sugar, and less fat should be eliminated from the fast-food stores, restaurant's menus and package. The aim is of these activities to make fast food less attractive. In essence, what used to be branded has now become 'unbranded'.

Yet, evidence suggests this plain packaging and less attractive store design strategies may not be working. Data obtained by The Australian showed a 5 percent increase in fast food sales volumes. Moreover, since the introduction of this laws, statistics have shown that the demand for spicy and less healthy fast food has increased by more than 30 per cent.

Questions :

- i. How do the graphic warnings in fast food restaurants and fast-food packs change the way people feel, act, and think about fast-food products? Do you think plain packaging can reduce the effectiveness of emotional appeal to reduce fast food consumption? Explain.
 - ii. Why have governments worldwide decided to use graphic pictures and warnings on fast-food packaging and in fast food restaurants? What are the conditions for such emotional appeals to reduce the lure of fast-food items among young people?
- b) "Attitude is everything"- Based on the statement describe when you can use attitudes to predict consumer behavior.

05 (CO1)
(PO1)