

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination

Summer Semester, A. Y. 2022-2023

Course No: BTM 4883

Time : 3 hours

Course Title: Consumer Behaviour

Full Marks : 150

Answer **all 6 (six)** 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) Identify the four domains of consumer behaviour that affect acquisition, usage, and disposition decisions. Explain how companies apply consumer behaviour concepts when making marketing decisions. | 12 | (CO1)
(PO1) |
| | b) Why are marketers concerned about consumers' exposure to marketing stimuli and what tactics they use to enhance exposure? Discuss how marketers can attract and sustain consumers' attention in regard to products and marketing messages. | 13 | (CO1)
(PO1) |
| 2. | a) Describe how associative networks, schemata, and scripts affect consumers' knowledge content, and explain how and why the content and structure of knowledge are relevant to marketers. | 12 | (CO2)
(PO1) |
| | b) Explain the key functions and characteristics of attitudes. How do different elements of marketing mix affect the affective or cognitive components of attitudes? | 13 | (CO2)
(PO1) |
| 3. | a) Describe the factors that influence judgment and decision-making processes of the consumers. How do consumers use compensatory and non-compensatory decision-making models? | 13 | (CO3)
(PO3) |
| | b) Define attribution theory and equity theory. Describe the various sources of influence and the type of influences they exert. | 12 | (CO2)
(PO1) |
| 4. | a) What are the six fundamental principles of persuasion and how can executives successfully use them in their own organization? Describe the CEO's guide to customer experience. | 13 | (CO2)
(PO1) |
| | b) How can you crack digital shopper's genome? Describe the factors that influence a particular customer to shop. | 12 | (CO2)
(PO1) |
| 5. | a) How can you analyze consumer perception? What does it take today to understand consumer behaviour? "No other elements can make up for a significant shortfall on quality, which has the greatest effect on consumer advocacy."- Describe the statement. | 15 | (CO1)
(PO1) |

b) **Apple Stores**

Apple, facing market challenges, shifted focus to digital lifestyles under Steve Jobs. Apple Stores emerged as hubs for immersive experiences and personalized service. With a budget of \$84 million, they opened in high-traffic malls, aiming to enrich customer lives. Employees played a crucial role, emphasizing customer engagement over sales. The stores quickly gained traction, attracting new Mac users and fostering community events. Challenges of expansion and evaluation arose, requiring adaptation while maintaining core values. The stores' impact on conversion rates and sales across channels remained a key focus. Despite initial success, the stores faced challenges in keeping the theater busy and refining the store experience. However, they provided a platform for showcasing Apple's products and solutions in a consumer-friendly environment. Through careful location selection and employee training, Apple aimed to create an environment that reflected its ethos of innovation and customer-centricity.

Requirements:

What is your learning from "Apple Stores"? Can you implement these insights for Walton stores? Why or why not?

6. a) **Searching for a Search Engine**

There's a big marketing battle brewing among the search engines of the world. Google is so widely used that many consumers talk of 'googling' a product or service when they mean they're going to do some Internet research. Indeed, nearly 92 per cent of Australians who surf the Internet use Google as their primary search engine. But as dominant as Google may be in some countries – it handles two out of every three online searches in the United States, for instance – it does face competition, both locally and globally. Still, because of Google's firmly entrenched position, other search engines have to start by stirring consumers to recognize a problem with their current search engine.

The most aggressive competitor of Google search is Bing, introduced by parent company Microsoft in 2009. Within months, Bing had arranged to become the official search engine of Yahoo!, one of the web's original search sites. Thanks to this deal, Bing improved its share and now holds about 15 per cent of the search market in the United States, pulling nearly even with the market share of Yahoo! worldwide; however, Bing holds only a tiny share of the search market, whereas Google still controls more than 80 per cent of the global search market. To increase brand awareness, to put itself in the consideration set and bring consumers to its search site, Bing runs ads on TV and in cinemas to promote itself as a 'decision engine'. The messages, delivered with a dash of humour, suggest that consumers can avoid information overload and find just what they need by searching on Bing, whether they're looking for how-to videos, holiday gift ideas, airline flights or

movie showtimes.

For its part, Google is pouring on the warm feelings in its ads to engage consumers emotionally and retain their loyalty. Ads portray Google as the place to search for long-lost friends, for example, among other search stories with affective appeal. In essence, Google is reminding consumers: 'Remember how it felt when you did those successful searches through our site? Use Google when you're searching for something you care about, whether it's videos, images, news, maps or more'.

Google also wants to be sure that mobile users continue to choose its search site when using their phones to locate information about goods and services. Currently, Google is responsible for more than 90 per cent of mobile searches in the United States. However, that may change as many search sites gear up in earnest for this fast-growing segment. Other search engines have captured considerable market share outside the United States by optimizing their searches and the look of their sites and results to meet local needs and preferences. baidu, for example, is the market leader in Chinese-language searches and Yandex is the leader in Russian-language searches.

In addition, various niche search sites want consumers to choose them for specialised searches. VideoSurf, now owned by Microsoft, enables consumers to search for specific content among 50 million online video clips. It is being marketed in connection with Microsoft's Xbox system as a way for consumers to locate sports or music videos to stream to their TVs. Findmypast, used to search for names of ancestors, is marketed through mentions on genealogy blogs and websites. WolframAlpha calls itself a 'computational knowledge engine' that can help users search for data about mathematics, statistics, engineering, units and measures and more. InfoMine searches academic resource collections available online. FindSounds enables consumers to locate and listen to sound effects posted on the web, while Specify emphasises colourful and intuitive visual display rather than a simple text listing of results. No matter what kind of search consumers want to conduct online, there's a site to help them locate exactly what they want.

Requirements:

- i. Why is achieving a significant level of brand familiarity important for Google's competitors? Which of the two processes is likely to favor specialized search sites: search by brand or search by attributes when comparing search sites? Why?
- ii. Given the role of prototypicality in the recall of search engine brands, what do you think niche search sites should do to get into the consideration set?