



Maharashtra Education Society
Institute of Management & Career Courses, Pune (Autonomous)
End Term Question Paper
AY 2025-26
Semester: III



Course Code: SC-MKT-02
Total Marks: 50

Course Name: Consumer Behavior
Time: 2 hours 30 mins

Instructions:

- i. All questions are compulsory
- ii. Draw suitable diagrams wherever necessary.

Question No. 1: Every year, India experiences a sharp rise in consumer spending during festivals like Diwali, Eid, Christmas, and regional celebrations such as Onam and Pongal. During these times, families invest in new clothes, jewellery, sweets, home appliances, and even vehicles. Retailers and e-commerce platforms such as Flipkart and Amazon introduce “festive sales,” offering discounts and EMI options to attract diverse consumer groups. Cultural traditions strongly influence purchase behaviour—such as buying gold during Dhanteras, gifting sweets during Diwali, or purchasing new clothes for Eid. At the same time, demographic factors like age, income, urban–rural divide, and lifestyle also shape preferences. For instance, younger consumers often prioritize fashion and gadgets, while older generations may focus on religious or household purchases. Urban consumers rely heavily on online shopping, whereas rural consumers often prefer local markets. This blend of cultural significance and demographic diversity makes festive shopping one of the most critical drivers of India’s consumer economy.

Question: Analyse how cultural and demographic factors influence consumer behaviour in India, using the example of festive season shopping. **[10 Marks]**

Question No. 2: In today’s digital marketplace, influencer marketing has become a powerful tool for brands to connect with consumers. Gen-Z, a generation that has grown up with social media, tends to follow influencers not only for product recommendations but also for their perceived authenticity, relatability, and values. They are quick to spot inauthentic endorsements, and their trust in an influencer directly impacts purchase decisions. For instance, a Gen-Z consumer may buy a skincare product if it is recommended by an influencer who openly shares personal experiences, behind-the-scenes routines, and aligns with causes they believe in. Millennials, while also active on social media, often focus more on the aspirational lifestyle projected by influencers. They value expertise, quality, and convenience, and may be more willing to accept brand-sponsored content if it comes from influencers they admire. This contrast highlights how the same marketing strategy can generate different consumer responses depending on generational traits.

Question Examine the impact of trust and authenticity in influencer marketing on Gen-Z consumers. How does it differ from Millennial consumer behaviour? **[10 Marks]**

Question No. 3: Solve any Two of below (15 marks each)

[30 Marks]

- a) Consumers often make decisions differently depending on the type of service they are seeking. In healthcare services, factors such as cleanliness, safety, timely treatment, and qualified doctors act as hygiene factors—their absence causes dissatisfaction, but their presence alone may not create high

satisfaction. On the other hand, motivators like personalized care, empathy from staff, and advanced medical facilities can significantly enhance patient satisfaction and loyalty.

In contrast, for entertainment services like cinemas, streaming platforms, or theme parks, hygiene factors may include basic aspects such as ticket pricing, availability, or smooth booking processes. Motivators, however, are linked to the excitement, uniqueness, and emotional experiences—such as exclusive content on OTT platforms, immersive theatre experiences, or innovative rides—that drive repeat consumption and positive word-of-mouth. This illustrates how Herzberg's Two-Factor Theory can be applied differently across service sectors, shaping consumer expectations and satisfaction.

Question: Compare the role of Herzberg's Two-Factor Theory in consumer decisions for healthcare services vs. entertainment services. **[15 Marks]**

b) When buying high-involvement products such as refrigerators, washing machines, or smartphones, consumers often engage in extensive pre-purchase information search. The extent of this search is influenced by several factors such as product price, perceived risk, previous experience, availability of alternatives, and the importance of the purchase to the household. For example, a first-time buyer of a washing machine may spend considerable time comparing brands, checking online reviews, consulting friends, and visiting showrooms, while a repeat buyer may rely more on prior experience and brand trust. Marketers of consumer durables increasingly track these behaviours. By offering detailed product information online, comparison tools, virtual demos, and customer testimonials, they can reduce uncertainty and guide consumers toward their brand. Similarly, well-trained sales staff and after-sales assurances further enhance consumer confidence and reduce perceived risk.

Questions: What are the factors that influence the extent of pre purchase information search by consumers? How can marketers of consumer durables utilize this information? **[15 Marks]**

c) Riya, a young professional in Mumbai, recently decided to buy a fitness tracker. Her decision was not spontaneous—several motivational factors played a role. The need to monitor her health (physiological and safety needs), the desire to look fit and confident (social and esteem needs), and the long-term goal of leading a healthier lifestyle (self-actualization need) all influenced her purchase.

In consumer behaviour, motivation acts as the inner driving force that pushes individuals to satisfy their needs and wants. Sometimes this motivation stems from basic necessities like food, clothing, and shelter, while at other times it arises from higher-level aspirations such as recognition, status, or personal growth. Marketers often tap into these motivational factors by designing campaigns that highlight how their product can fulfil consumer needs—whether functional, emotional, or symbolic.

Question: “Motivation is the driving force among individual consumers that impel them to action” elaborate this statement what are the motivational factors? Elaborate with the above scenario. **[15 Marks]**

