



JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT
END TERM EXAMINATION (DECEMBER 2021)
BBA-V Semester

Time: 2 Hours
MM: 40 Marks

Course: Consumer Behavior
Course Code: MA1103

Instructions: Attempt any two questions from Section A. Section B is compulsory.

Section-A

- Q.1 Specify both innate and acquired needs that would be useful bases for developing promotional strategies for: 10
(a) Global Positioning System
(b) Sunglasses that can be customized online
(c) A new version of the iPhone
- Q.2 According to an article by Sarabpreet Bedi, Vice President Strategic Planning, Ogilvy & Mather Pvt. Ltd., India, 'Today's teens don't pester any more. To the contrary, their informed voice is guiding their parents with brand choices, even when it comes to big money decisions. The power of pestering seems to be on its way out, giving way to the power of consulting. Teens, today, are influencing decisions across the aisle. Whereas it was always a given that they would decide on categories, such as chips and colas, what's new is that they are giving opinions on other categories- durables, mobiles, PCs, family holidays, even saving instruments and real estate. The situation seems to be a win-win for both parties. The kids not only get to express their viewpoint, but it is also an acknowledgement of their adulthood by their parents. For parents, rather than talking to a third person and explaining their likes and dislikes, they see these kids as 'free' consultants operating from home.' 10
- Questions**
- (i) As highlighted above, the role of children in purchase decisions has undergone a major change. What factors are responsible for this change?
(ii) What will be the impact of this change on marketer's strategies in the long term?
- Q.3 How do your clothing preferences differ from those of your friend? What personality traits might explain why your preferences are different from those of other people? 10

Section B

- Q.4 Read the given case study and answer all the questions. 20
- Traditional marketing is based on cognitive principles, that is, consumers must be made to learn about new products by using and experiencing them. Companies thus have to initiate one of the following in customers:
- Communicating the product or service benefits effectively through advertising and selling proposition.
 - Creating a context within which the product or service is to be used.
 - Positioning the brand or product to emphasize how it is different from competition, since the more distinct it is, the more will consumers feel tempted to buy.

The aforementioned principles were employed in launching the Dove brand. Unilever launched Dove soap in India in 1993. It was priced at INR30, which was about three times as expensive as other soaps at that time. For the price-conscious Indian consumer, this was a huge cost difference. To show that the product was indeed different enough to command a high price, the consumers had to be convinced to try it and learn how different it was from other soaps.

The company positioned the brand as distinct from the soap category, claiming that 'Dove is not a soap'. The claim was that it consisted of moisturizer rather than the harsh chemicals used in other soaps. The company launched a campaign which showed women who had used the brand being complimented for their beauty and soft skin. It did not use supermodels to endorse the brand but real women who used the product to give testimonials of their experience with the brand. The company identified some 50 women from upper-middle class household and handed them trial packs of Dove soap. After trying out the brand, their reactions were recorded and the most spontaneous responses were used in ads. The ads had an unprofessional look as they captured women speaking naturally, seemingly without a script. What was the secret of their glowing skin? Was it love? The lady then beamed into camera, saying, 'It's not love, it's Dove'. This was enough to send consumers scurrying to the market to try out the brand, which encouraged consumer learning.

The brand was the opposite of Lux, which was marketed as the beauty soap of the film stars. In contrast, Dove advertisements showed beauty in ordinary people and testimonies were critical for the success of the brand. The 'Dove campaign for real beauty' in fact, featured real women-wrinkles and all-in its ads. The idea was that ordinary people were beautiful, helped no doubt by Dove. Soon the gentle effect that Dove had on skin was being recommended for babies as well. The honesty in Dove testimonials struck a chord with its audience.

Dove launched its shampoo range in 2007 with a similar campaign that had a focus on consumer learning, highlighting their experience with the product. Camera crews in Mumbai, Delhi, and Bangalore asked women questions on hair care and recorded their responses. The video footage was uploaded on popular portals. This convinced consumers to try out the product.

Today Dove is a major brand for HUL. The brand has extended to hair care products, body washes, creams, and lotions. Consumers who use Dove display a fierce brand loyalty. It is the fastest growing brand of HUL, it is also profitable as it is pushing consumers to try premium brands.

Questions:

- (a) Can you think of other brands that have been built on consumer experience and learning? Give reasons for your answer.
- (b) How consumers were made to try out the Dove Brand to learn about it? Can you relate this with some consumer learning theories? Justify your answer.