

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH**

**MMM (Second Year – SEM 3) Batch – (2018-2021)**

**Consumer Behavior**

**Date 22/11/2013**

**Marks : 50**

**Time : 3 Hrs.**

**SECTION A: WORTH 35 MARKS**

Answer **any THREE** questions worth **10 marks** and **ONE** question worth **5 marks** from Section A.

- Q1. How can the principles of (a) classical conditioning theory and (b) instrumental conditioning theory be applied to the development of marketing strategies? Give two examples from each theory. (10 MARKS)
- Q2. Discuss with the help of relevant theories and examples of Influence of learning on consumer behaviour (10 MARKS)
- Q3. Describe the factors affecting consumer perception. What are the various constituents of perceptual selection? Give you answer with supporting examples. (10 MARKS)
- Q4. Write a short summary on objectives, target markets, media campaign strategy details, results and how consumer behaviour was influenced through the campaign, of any **TWO** of the following cases:  
a) Ariel  
b) How APAC food brands are identifying new usage occasions  
c) Apple iPhone launch: A case study in effective marketing  
d) Facebook (10 MARKS)
- Q5. How does innovativeness and personality traits influence consumer behavior. Discuss the BIG5 theory with examples of each trait. (10 MARKS)
- Q6. What is Consumer Insight and how do you find a consumer insight? How does McDonald's create value for the consumer and how do they communicate this value? (5 MARKS)
- Q7. Needs and goals are interdependent, describe how? Give two advantages and disadvantages of using Maslow's need hierarchy in segmentation and positioning. Support your answer with two examples. (5 MARKS)
- Q8. A marketer of health foods would like to segment its market on the basis of self-image. Describe how the marketer can use actual self-image and ideal self-image to do so. (5 MARKS)

## COMPULSORY SECTION B: WORTH 15 MARKS

### CASE:

For many years, Tide had enjoyed market leadership that competitors in the laundry category could only hope for. But by 2003, Tide's stronghold had weakened due to an increasingly competitive environment, a 50% price premium over competition and a poor value perception among consumers. Share for the brand was stagnant and household penetration was declining for the 10th consecutive year, with big losses especially among Hispanic and African American markets. The biggest issue was that consumers did not see Tide as worth paying for. They saw the brand as just one of several detergents in their consideration set and could not justify buying it unless it was on sale. Consumers also felt Tide was arrogant, very male, out of touch and too self absorbed – a perception driven by advertising that was hard-hitting and functional. This perception was also exacerbated by the fact that Tide had been without a campaign for 5 years and thus lacked a consistent look, feel and message (Source: Equity Scan and Qualitative Research). Tide had not only lost its place in women's homes but the American icon had also lost its place in women's hearts. Our strategic challenge was to recapture the hearts and minds of women.

As such, we outlined the following objectives for Tide in the new campaign: Reverse the trend of declining household penetration, Grow share by driving shipments, Qualify a campaign idea that exceeds copy testing criteria for persuasion.

In an effort to truly understand who women are, we used a proprietary methodology called 'Xploring' which involves very intimate conversations with women and their friends/family and presents real life experiences with consumers. Through 'Xploring' we were able to get to the heart of what inspires women, what frustrates them, what their day-to-day lives are truly like, what the things are that really matter to them and where laundry truly fits in their lives. We conducted a total of 8 intimate discussions with girlfriends and 10 'Xplorer' experiences where we took women shopping for clothes, for pampering at spas, for dinner and even a little gambling. We helped women get ready for dates, we helped them host play-dates in their homes, helped them finish their scrapbooks and we rummaged through their families' closets and drawers. We uncovered many things about who they are and what motivates them. We also uncovered the insight that the day-to-day fabrics in women's lives hold meaning and touch them in many ways. Women like taking care of their clothes/fabrics because they are filled with emotions, stories, feelings and memories. Often times the fabrics in their lives (anything from jeans to sheets) allow them to express their personalities, their multidimensions as women, their attitudes.

The learning from the research was subsequently recreated for Tide's management team through a series of dramatic monologues “a la Vagina Monologues,” which was dubbed 'Pieces of Her.' 'Pieces of Her' was a three act play using 3 professional actresses that brought to life the stories and experiences we had heard and shared with women while 'Xploring'. Tide's management was moved and felt for the first time that they had a profound and transforming understanding of the consumer. The learning impacted everything the brand did moving forward. The learning helped us develop Tide's new look to better appeal to women's femininity, Tide's new voice and character to better appeal to women's spirit and sense of humor and also provided the right insights to help inspire the campaign. Coming out of the research, it was evident that we needed to elevate the category and go beyond laundry problems to something women truly care about – their clothes and what they mean to them. We would need to show women that Tide makes a difference in something they truly care about – the clothes/fabrics that touch their lives: Tide makes a difference in the fabrics that touch Women's life.

The new campaign shifted Tide's message away from a detergent-focused, problem / solution

approach to a more emotional one. Fabrics and what they represent to women (how they make them feel, what they enable them to do) became the focal point in the campaign and what connected women emotionally to the brand. The campaign allowed us to demonstrate our deep understanding of women and the things that really matter to them and how only Tide's performance could make a difference in their fabrics.

The new campaign "Tide Knows Fabrics Best" Campaign also provided the brand with a more feminine look and feel and a more intimate tone of voice that could appeal to a feminine sensibility in ways the category had never done before. In "The Difference" – a :30 TV execution we tap into the insight of women no longer feeling like women after they become mothers because the smell of formula and baby "stuff" seeps into their clothes. Tide with Febreze Freshness makes the difference between smelling like a mom and smelling like a woman. The idea was brought to life holistically across TV, Print, OOH, Interactive and has been adapted for ethnic markets as well. Example of the idea brought to life in Cause-Related Marketing: After Hurricane Katrina, the people of New Orleans and Mississippi were lacking fresh, clean clothes. Weeks after the disaster, victims had received food, water, and other essentials but yearned for clean clothes, sheets, towels. The fabrics that touched them were moldy, dirty and odor ridden. Clean fabrics would allow them to regain some of their dignity, renew their spirits and enable them to feel better. Tide made a difference in the fabrics that touch their lives by providing them with clean, fresh clothes. Tide CleanStart was a full-service mobile laundry facility that washed, dried, folded and returned clothes to Katrina Victims. Fabrics that had become filthy and moldy were now fresh, clean and renewed.

Tide has found its way back into women's homes and back into their hearts. The "Tide Knows Fabrics Best" campaign has been very successful and has positively impacted the brand across several key measures, far exceeding all the objectives pre-established for the new campaign. Objective: Reverse the trend of declining household penetration: After a decade of decline, Household Penetration is growing again overall and among key market segments. In the past fiscal year, the overall Tide business not only returned to growth, it hit record breaking numbers: Volume Share: 40.6 (107 index vs. year ago) and Shipments: 108.7 MMSU (112 index vs. year ago). Copy test scores for all television executions have been very positive, exceeding airing requirements.

**Answer all the following questions. All questions carry 5 marks.**

- a) Describe the business objectives and opportunities for Tide. How did Tide find the Way Back into Women's Homes and into Their Hearts?
- b) How did Tide reconnect with women?
- c) Describe the key features and objectives of the "Tide Knows Fabrics Best" Campaign.