

**K.J. Somaiya Institute of Management Studies & Research**

Course: MMS Batch 2016-18 TRIM VI End Term Exam

Sub: Consumer Behaviour

Date of Exam: 06/04/2018

Duration: 3 Hours

Max.

Marks: 50

- Note:**
- i. Q. No. 1 is **Compulsory** and carries **15 marks**.
  - ii. Answer any **Three** questions from Q. No. 2 to Q. No 4 & each question carries **10 marks**.
  - iii. Q. No. 5 is compulsory

**Case Study - Compulsory**

Procter & Gamble laundry brand Ariel is running “Share the Load”, a campaign encouraging men to take their share of the household chores in India. Launched in 2015, the campaign began with the question, “Is laundry only a woman’s job?”. Ariel laundry packaging was released in the “His and Her” pack. Working with clothing brands, Ariel took the message to wash care labels. A commercial featuring two women reflected on the halting progress being made in household equality. And now, in 2016, Ariel has gone viral across the world with a second Ariel Share The Load commercial in which a man writes an apology to his daughter for his failure to challenge patriarchal attitudes to housework. The commercial ends with his own personal action in sharing the laundry load with his wife.

This case study can be a demonstrating tool for sensitizing participants to the emerging dimensions of Husband-Wife decision-making. This case study enables an interesting discussion on the ever-changing relationship dynamics of Husband-Wife decision-making in the Indian context. Based on AC Nielsen survey's findings/insights, P&G devised multi-channel consumer engagement initiatives, which included TVCs (Share the Load), Social Network/Digital Market (#Is Laundry Only a Woman's Job? On Twitter), marketing promotions with celebrities and celebrity couples with a call for action and pledge support to "Share the Load" campaign. While the campaigns have attracted widespread recognition the industry veterans are skeptical about the desired results of this campaign - would it also go down the memory lane as a great campaign with no pronounced behavioral modifications.

**Questions**

1. Examine the dynamics of Husband-Wife decision making in the entire family buying process in the light of Ariel's 'Share the Load' multi-channel campaigns. (5 m)
2. Discuss and debate on the efficacy and efficiency of 'Share the Load' campaign's ability to be a societal norm changer, i.e., would it be a true catalyst or would it just be a cacophonous attempt to increase the brand penetration? (10 m)

**Attempt any Three**

1. Critically examine perceptual dilemma in the context of Indian Advertisements, Indian Consumers and Ethical Conundrum- example, cellular's IIN or Tata Sky's 'Ab bachchey

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seekhein TV se' or some of Indian pharmaceutical companies selling Indian version of Viagra. Is it a confusopoly?

2. Weddings have evolved from being a pure family-affair to be a social affair. Once solemnized by near and dear ones, today is outsourced to professional wedding planners. Is the Indian wedding business, touted to be at ₹2.5 lakh crore (approx.), an Indian cultural canopy? How culture (enculturation and acculturation) is learned through rituals, customs and beliefs and examine how the enculturation and acculturation manifests in Indian weddings?
3. Which theory of learning – classical conditioning, operant conditioning or cognitive learning best explains the following consumption behavior? Give reasons for your answer in each case. (a) Anuma bought was using Samsung few months ago and now she bought Oppo camera phone but last year she had Micro max!; (b) Jay always choose to go the same restaurant!
4. There are two consumers A & B, A is a high net worth individual and B is a Middle class common man both are in their thirties. A buys the wardrobe items in regular store. B prefers to buy the branded items. Which personality theory the above incident explains?

**5. Compulsory- Short Notes (Any One)- 5m**

- a) Figure & Ground
- b) Visualizer vs Verbalizer
- c) Closure & first impression

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