THAKUR INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

MMS-III-Marketing

Consumer Behaviour

(100 Marks)

INDEX

Sr. No.	Topic
1	Syllabus
2	Mapping of CO-PO
3	Semester Plan
4	Guest Lecture Conducted
5	Concurrent Evaluation Sheet (Internals)
6	Examination Question Paper and Answer Key
7	List of Slow Learner
8	Remedial Teaching / Additional Assistance
9	Result & Attainment Level
10	Annexure (CCE Parameters adopted in the Semester Plan)

Semester	:	III-Core		
Title of the Subject / course	:	Consumer Behaviour		
Course Code	:			
Credits	:	4	Duration	:	40

Learning Objectives:
1. An understanding of the pre and post purchase consumer behaviour.
2. To develop conceptual insights into key aspects such as social, psychological and other factors that influence consumer behaviour.

Prerequisites if any	
Connections with Subjects in the current or Future courses	

Module

Sr. No	Particular	Activity*	Learning Objectives
1	Consumer Behaviour: Introduction, definition and impact of digital revolution and importance to marketing.	Interactive Lecture	To understand 1. Concept of consumer behaviour, Role and importance of consumer behaviour to a marketer 2. How consumer behaviour has changed due to digital revolution
2	Models of consumer behaviour and their marketing implications: The economic model, Learning model, Psychoanalytic model, sociological model, Howard Seth Model of buying behaviour, The Nicosia Model, The Engel-Kollat-Blackwell Model, Decision Making Model	Lecture	To understand models of consumer behaviour
3	Motivation: Definition, types of motives, (Positive and Negative Goal, negative goal, Rational versus Emotional Motives), Discovering Purchase Motives Theories of motivation, Maslow's hierarchy of needs and its relevance to consumer behaviour and marketing strategy; the physiology of technology on consumer behaviour.	Interactive Lecture, Case study and consumer survey	To understand the psychological and physiological aspects of consumer behaviour

Sr. No	Particular	Activity*	Learning Objectives
4	Absolute and differential thresh hold, Internal and external factors affecting perception, Gestalt Psychology, subliminal perception, Consumer Imagery, Zaltman metaphors to understand attitude towards products	Interactive Lecture, Quiz and consumer survey	Marketing applications of consumer perception theory.
5	Learning and Information Processing and its impact on behaviour.	Interactive Lecture, and consumer survey	To understand consumer learning processes and its impact on consumer behaviour
6	Attitudes: Concepts and Models-Cognitive Dissonance, Tri-component Theory, Multi attribute model, Attitude and market segmentation, product development strategies and attitude change strategies.	Interactive Lecture, Case study	To understand the various models pertaining to consumer attitudes and their impact on marketing
7	Personality: Meaning, nature, definition and characteristics, Theories of Personality (Freudian theory, Trait Theory, Jungian Theory) Self-image and self-concept, VALS model and segmentation, Personality and consumer behaviour.	Interactive Lecture, Case study and consumer survey	To understand the development of personalities through different theories
8	Social Class: concept of social class, homogeneity of needs in social class, social class stratification in India New SEC/ NCAER, classification of the society, Influence of social class on purchase behaviour.	Interactive Lecture/Cases /McKinsey Global Institute Reports (The Bird of Gold)	To understand the consumption behaviour of social classes.
9	**Group Behaviour:** Reference Groups and its influence on consumption, Diffusion of innovation process, Consumer Adoption of new products, Impact of social media on formulating opinions on products and brands. **Family:** Role of family in decision making and consumption process.	Interactive Lecture, and quiz/referrals to research papers	To understand the influence of groups and families on the diffusion of innovation and adoption of new products.

Sr. No	Particular	Activity*	Learning Objectives
10	**Culture and Subcultures**: Understanding the influence of culture, norms and their role, traditions and value system, Indian core values, cultural aspects of emerging Indian markets.	Interactive Lecture, and Case discussions	To understand impact of cultures and values on Indian consumer.
11	**Post purchase behaviour**: Post purchase evaluation and disposition towards the product, Post purchase satisfaction measures	Interactive Lecture, cases and consumer surveys.	To understand issues in Post purchase decisions
12	**Organization buying process:** Nested segmentation, Role & Power of Buying centres (Initiators, Influencers, Deciders, Buyer & Gatekeepers). Buying decisions based on ABC / VED / FSND analysis.	Interactive Lecture/Cases	Understanding the B2B buying process

*Activity: Teaching-Learning process may combine the use of role plays, audio-visual films/aids, and management exercises with individual student, and or in team considering appropriate cases or case-lets in the field of business domain including consumer research methods and reports wherever applicable.

Recommended Books

1	Consumer Behaviour, Schiffman & Kanuk and S Ramesh Kumar,10th edition Prentice Hall India.
2	Consumer Behaviour, Loudon & Della Bitta, 14th edition Tata McGraw Hill
3	Consumer Behaviour in Indian Perspective- Text and Cases, Suja R. Nair, Himalaya Publication House.
4	Consumer Behaviour Building Marketing Strategy, Hawkinds David Mothersbaug & Amit Mookerjee, 11th edition, McGraw Hill International edition.
5	Consumer Behaviour Text & Cases, Satish Batra & S.H.H.Kazmi
6	Marketing Models , Gary L.Lilien, Kotler, Moorthy, Eastern Economy Edition

Assessment

Internal	40%
Semester-end	60%

Academic Year	2019-21
Program	MMS
Specialization	Marketing
Semester	III
Course	Consumer Behaviour
Faculty	Dr. Yesha Mehta

Program Outcomes
1. Apply knowledge of management theories, practices & technological skills to solve business problems
2. Ability to understand, analyze critically and communicate global, economic, legal and ethical aspects of business for decision making.
3. Foster development & team spirit, analytical & critical thinking
4. To develop value based leadership.

Course Outcome
1. To recognize trends based on current research related to consumer behavior
2. To understand the three major influences on customer choice, the process of human decision making in a marketing context, the individual customer make up
3. Students will gain strategic understanding of the various theories of consumer behavior and will be able to apply this knowledge in formulation of effective marketing strategy

Table - 1 (CO-PO Mapping)					
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**
CO 1	S	M	M		
CO 2	S	M	M		
CO 3	S	S	S	M	
CO 4					
CO 5					

Mapping of Course Outcomes with Continuous Concurrent Evaluation

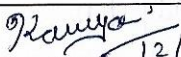|	
Academic Year	2020-21
Batch	2019-21
Program	MMS
Specialization	Marketing
Semester	III
Course	Consumer Behaviour
Faculty	Dr. Yesha Mehta

Course Outcomes:

1. To recognize trends based on current research related to consumer behaviour

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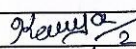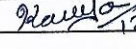| Component for CCE	Topic	Description	Course Outcome
Assignment	Advertisement Analysis Presentation	Students were asked to do an Ad analysis of TV commercials to demonstrate how advertisements is a real world reflection and application of theoretical concepts of consumer behaviour.	CO1, CO2, CO3
Class Test	Covered 50% of Syllabus	Question paper based written exam	CO1, CO2
Assignment	Consumer Research	Students were asked to choose a topic for consumer research. They were required to do a literature review and prepare questionnaire on the topic chosen.	CO1, CO2, CO3

Mapping CCEs with CO				
	Course Outcome (CO)			
CCEs	**CO1**	**CO2**	**CO3**	
Attendance & Participation	*	*	*	
Ad Analysis	*	*	*	
Periodical test	*	*		
Assignment	*	*	*	
Semester End Exam		*	*	

Dissemination of KSA (Knowledge, Skill and Attitude)

Knowledge	Skill	Attitude
1. Basics of Consumer Behaviour	1. Decision Making skills	1. Has Enquiring Mind and is Receptive to research
2. Internal factors that drive Consumer Behaviour	2. Observation skills	2. Adaptability
3. External factors that drive Consumer Behaviour	3. Research skills	3. Value good customer relations
4. Consumer behaviour models for decision making	4. Analytical skills	
5. Concepts of Organizational Buying Behaviour		
We have acquired and developed the above-mentioned Knowledge, Skills and Attitude while undergoing this course, required to attain the programme outcomes and be industry ready.		
Signature of Student representative	*Kanya 12/11/2020.*	

Syllabus Completion: Confirmation by Student Representative

Sr. No.	Particulars	Yes / No	Name of Student Representative	Signature & Date
1	40% Syllabus Completion Before Mid-Term Examination	Yes	Kanya Nair	*Kanya 22/9/20*
2	100% Syllabus Completion Before Semester End Examination	Yes	Kanya Nair	*Kanya 12/11/20*

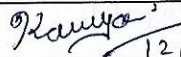| Remark by HOD		Signature of HOD	
Remark by HOI		Signature of HOI	

25	Culture and Subcultures: Understanding the influence of culture, norms and their role, traditions and value system, Indian core values, cultural aspects of emerging Indian markets	21/10/20	20/10/20	K	Interactive Lecture, cases	PPT	yes	
26	Models of consumer behaviour and their marketing implications: The economic model, Learning model, Psychoanalytic model, sociological Model	27/10/20	21/10/20	K	Lecture	PPT	yes	PN
27	Howard Seth Model of buying behaviour, The Nicosia Model	28/10/20	23/10/20	K	Lecture	PPT	yes	
28	The Engel- Kollat- Blackwell Model Decision Making Model	3/11/20	27/10/20	K	Lecture	PPT	yes	
29	Organization buying process: Role & Power of Buying centres (Initiators, Influencers, Deciders, Buyer & Gatekeepers),	3/11/20	28/10/20	K	Lecture & Video	PPT	yes	PN
30	Nested segmentation of Organizational buying, buying decisions based on ABC / VED / FSND analysis	4/11/20	2/11/20	K, S	Interactive Lecture	PPT	yes	
31	CCE 2: Research Assignment & Viva	11/11/20	3/11/20	K S A	Evaluation	….	yes	PN
32	CCE 2: Research Assignment & Viva	12/11/20	4/11/20	K S A	Evaluation	….	yes	
33	Consumer – Post Covid: The New Normal	10/11/20	10/11/20	K	Interactive Lecture	….	yes	

Note: Please include experiential learning, participative learning and problem-solving methodologies adopted
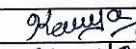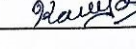
Sr. No	Books referred as teaching aid	Dissemination of Knowledge to students
A.	Reference Books taken from books given to students as book bank (Sem 1,2 & 3)	Yes
1	Consumer Behaviour, Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar, 11th edition, Pearson, India.	—"—
2	Consumer Behaviour, Ramneek Kapoor & Nnamdi O Madichie, Tata McGraw Hill Education Private Ltd.	—"—
3	Consumer Behaviour, Loudon & Della Bitta, 14th edition Tata McGraw Hill	—"—
4	Consumer Behaviour, Sangeeta Sahney, 1st Edition, Oxford University Press, India	—"—
5	Understanding Indian Consumers, Durairaj Maheswaran & Thomas Puliyel, First Edition, Oxford University Press, India	—"—
B.	Suggested Videos, Case studies, Articles, HBR Articles	—"—
1.	Himalayas Shampoo.	—"—
2.	The New Normal - Post Covid.	—"—
3.		—"—

10	Motivation: Definition, types of motives, (Positive and Negative Goal, negative goal, Rational versus Emotional Motives),	25/8/20	25|8|20	A	Pre-read: Do I really need a car?	PPT, AV	yes	
11	Discovering Purchase Motives Theories of motivation, Maslow's hierarchy of needs and its relevance to consumer behaviour and marketing strategy; the physiology of technology on consumer behaviour	26/8/20	26|8|20	K&S	Interactive Lecture	PPT, AV	yes	
12	Learning and its impact on behaviour	2/9/20	2|9|20	K S &A	Interactive Lecture	...	yes	
13	Information Processing and its impact on behaviour	8/9/20	8|9|20	K	Interactive Lecture	PPT, AV	yes	
14	Personality: Meaning, nature, definition and characteristics, Theories of Personality (Freudian theory,	9/9/20	8|9|20	K & A	Pre-read: Why should boys have all the fun?	PPT, AV	yes	
15	**Periodical Test**	15/9/20	7|10|20	K S A	Evaluation	...	yes	
16	Trait Theory, Jungian Theory, Self-image, and self-concept,	22/9/20	9|9|20	K	Interactive Lecture	PPT		
17	VALS model and segmentation	23/9/20	15|9|20	K	McKinsey Global Institute Reports (The Bird of Gold)	PPT	yes	
18	Social Class: concept of social class, homogeneity of needs in social class, social class stratification in India New SEC/ NCAER,	29/9/20	18|9|20	K	Lecture	–	yes	
19	Remedial (Periodical test)	30/9/20	22|9|20	K	....	–	yes	
20	Classification of the society, Influence of social class on purchase behaviour	6/10/20	23|9|20	K	Lecture	PPT	yes	
21	Group Behaviour: Reference Groups and its influence on consumption,	7/10/20	24|9|20	K & A	Lecture	PPT	yes	
22	Diffusion of innovation process, Consumer Adoption of new products	13/10/20	30|9|20	K	Interactive Lecture	PPT	yes	
23	Impact of social media on formulating opinions on products and brands.	14/10/20	13|10|20	K & A	Interactive Lecture	PPT	yes	
24	Family: Role of family in decision making and consumption process.	20/10/20	16|10|20	K	Interactive Lecture, and Case discussions	PPT	yes	

Dissemination of KSA (Knowledge, Skill and Attitude)

Knowledge	Skill	Attitude
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2	100% Syllabus Completion Before Semester End Examination	Yes	Kanya Nair	*Kanya 12/11/20*

Remark by HOD		Signature of HOD	
Remark by HOI		Signature of HOI	

TIMSR

Course: MMS Semester III, Batch 2019-21

Course: Consumer Behaviour

SLOW LEARNERS STUDENTS IDENTIFIED & COUNSELLING

Roll No	Name	Periodical Test (Mid Term) [10]	Topics Discussed
M1921039	Rindamol Kaitharath	5	Concepts discussed and revised - consumer behaviour, introduction to organizational behaviour

INTERNAL ASSESSMENT RECORD

Programme : MMS   **Semester : III**   **Specialisation : Marketing**

Course : Consumer Behaviour   **Year : 2020-21**

Roll No	Name	Attendance & Participation [10]	Periodical Test (Mid Term) [10]	Ad Analysis [10]	Research Paper [10]
M1921002	Harsh Agrawal	6	8	8	7
M1921006	Dhanashree Bajaj	7	8	8	7
M1921007	Shambhavi Bajpai	6	8	8	7
M1921017	Megha Chauhan	9	9	9	7
M1921028	Ankita Dubey	9	8	9	7
M1921032	Abhishek gupta	7	7	6	5
M1921034	Sejal Gupta	9	8	9	8
M1921036	Deepesh Jain	6	6	6	ab
M1921039	Rindamol Kaitharath	7	5	7	6
M1921055	Manish Nagle	7	9	8	7
M1921057	Rahul Nair	7	8	6	5
M1921058	Rohit Nair	8	9	7	7
M1921059	Sandeep Nikam	5	10	7	ab
M1921063	Yash Pandey	8	9	8	7
M1921064	Harsha Pansari	8	9	8	7
M1921079	Supriya Sarate	7	7	6	ab
M1921080	Neha Shah	8	8	8	6
M1921081	Ronak Shah	6	6	7	ab
M1921088	Rohan Sharma	7	8	7	7
M1921089	Bhavit Shetty	9	9	7	5
M1921092	Prachi Shinde	7	8	8	7
M1921093	Nikunj Shrimankar	8	7	6	7
M1921094	Ankit Shukla	6	9	6	5
M1921095	Ashutosh Singh	6	6	7	5
M1921098	Rajratan Singh	7	9	6	6
M1921099	Shivam Singh	6	6	7	5
M1921104	Harshada Sonawane	6	7	7	7
M1921108	Jay Thakkar	7	7	7	5
M1921110	Anish Yadav	6	8	7	5
M1921113	Shreyash Yadav	7	8	6	5
M1921121	Asavari Thakur Thakur	9	8	9	7

Mapping of Course Outcomes with Question Papers

Academic Year 2020-21
Batch 2019-21
Program MMS
Specialization Marketing
Semester III
Course Consumer Behaviour
Faculty Dr. Yesha Mehta

Course Outcomes:

1. To recognize trends based on current research related to consumer behaviour
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Question Number	CO 1	CO 2	CO 3
Q1	*	*	*
Q2		*	*
Q3		*	*
Q4	*	*	*
Q5			*
Q6		*	*
Q7		*	*
Q8		*	*

TIMSR

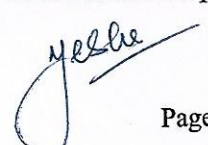|		
Program: MMS - Marketing	Semester: III	Seat No:
Course: Consumer Behaviour		Duration: 2 Hours
Month & Year: Nov 2020		Marks: 40 marks

Instructions. - Attempt any 4 questions. Each question is of 10 Marks.

Case Study I:

Ather Energy (AE) was co-founded in 2013. Its two co-founders were Mehta, a graduate from IIT Madras (now known as Chennai) with a degree in Engineering Design, and his former classmate Swapnil Jain, who became AE's chief technical officer. AE's objective was to develop India's first smart electric scooter (e-scooter), which would revolutionize the concept of two-wheeler driving in India.

AE had already gone through several rounds of funding, and in June 2019, it had one manufacturing centre with an installed capacity of 20,000–25,000 units. The manufacturing centre was in Bengaluru, which was also the only city in which AE sold its smart e-scooters. AE had also created a comprehensive public charging network called AtherGrid, which was launched in May 2019. With 31 locations in Bengaluru and 7 more in Chennai, AtherGrid was designed to provide a charging infrastructure within 4 kilometres (km) of any commuter. Over the next five years, AE planned to set up a new manufacturing facility and additional charging infrastructure in several more cities, with the goal of selling 1 million smart e-scooters annually. The company also planned to begin accepting pre-orders in other Indian cities, such as Chennai, Pune, Hyderabad, and Delhi, with a mid-term plan to further extend its reach to 30 cities.

In July 2019, the firm sold two models: the Ather 340 and the Ather 450. These products, which were priced upward of ₹110,000, had been designed from scratch, were made in India, and had been customized to Indian conditions and riding sensibilities. The firm's flagship model, the Ather 450, came with a top speed of 80 km per hour (kmph) and a range of up to 75 km. The top speed of a comparable petrol-powered scooter was 85 kmph, with a mileage of 50 km per litre (kmpl) of petrol. The Ather 450 also came with a parking assist function that allowed riders to reverse into tight parking spots, a notoriously regular phenomenon in India. In short, it ensured a riding experience that was ideally suited for city commuters. Both of the AE models were classified as smart e-scooters and were equipped with a touch-screen, interactive dashboard, and an integrated app that provided on-board navigation, remote diagnostics, and over-the-air updates. The dashboard came pre-loaded with the Ather app, which enabled both push navigation from a smartphone and remote monitoring of the vehicle's maintenance needs and charging status. According to Mehta, within one year, the imported product parts of both models would decrease from less than 50 per cent to less than 25 per

cent. At present, consumers who wanted to purchase either AE model had a four- to five-month waiting period, and Mehta asserted that consumer interest in escooters was increasing.

AE did not follow a typical dealership format to distribute its products. Instead, AE products were displayed at the company's own thoughtfully designed experience centre, called AtherSpace, where AE product specialists interacted directly with consumers to explain every detail of the vehicles to interested customers and to arrange test rides. Purchases were made online via AE's website, and charging stations were set up at each new customer's residence to provide overnight charging.

To attract more customers, AE had started offering leasing options on its premium battery-powered scooter, the Ather 450, wherein the customer made a down payment of ₹75,000 and was levied a monthly rental fee of ₹2,500. Under this option, the company would refund the entire down payment of ₹75,000 at the end of three years in case the customer wanted to return the initially leased smart e-scooter. If the vehicle was returned before the end of the term, the leaser had to pay a certain amount to the company, depending on the time remaining for the lease to end. The customer also had the option of purchasing the leased vehicle. To address consumer concerns about recharging EVs, AE had also earmarked ₹1.3 billion to set up 6,500 charging stations across India by 2023. To enhance consumers' post-sales experiences, AE offered a subscription plan, named Ather One, that provided doorstep pickup and servicing options, 24/7 roadside assistance, and free charging at home and at all public AtherGrid stations, among other benefits.

In addition to vehicle sales, AE expected to gain new monetization streams from revenue from its charging stations, vehicle leasing programs, and the sale of software upgrades. AE had submitted more than 51 patent applications, of which were international, as well as 113 trademarks and 123 design registrations of their products.

THE E-TWO-WHEELER MARKET IN INDIA: India was the world's largest market for scooters and motorcycles. For the fiscal year (FY) ending March 31, 2018, annual domestic sales of scooters and motorcycles exceeded 19 million units—six times the number of cars sold over the same period. However, between April 2018 and March 2019 (FY 2019), only 760,000 EVs were sold in India, and the EV market was dominated by three-wheelers (83 per cent); e-two-wheelers comprised only 16.4 per cent of the market, representing just 124,640 units —a tiny fraction of the 21 million two-wheelers sold in India during the this period.

However, despite these low sales numbers, the Indian e-scooter and e-motorcycle (e-bike) market was expected to reach $698.3 million by 2025—a compound annual growth rate of 36.3 per cent during the forecast period. Planned government initiatives to promote EVs and implement stringent emission regulations were the major driving factors for this projected growth. In addition, the launch

of several new e-scooters, as well as increasing numbers of female two-wheeler riders, especially in Tier 2 and Tier 3 cities, were also contributing to increased demands for e-scooters.

In May 2019, India had a larger market for e-scooters than for e-bikes, chiefly because e-scooters were cheaper and came in a wider range of models. E-scooters were also much cheaper than electric cars, since they were lighter and thus required smaller (and therefore cheaper) batteries. E-scooters also took much less time to charge than electric cars, and they could often use existing plug points in residential homes. In fact, e-scooters were priced comparably with petrol-powered scooters.

Research on Indian purchasing behaviours had found that social class, reference groups, and opinion leaders were very important and had much more influence, due to higher group conformity tendencies. Indian consumers were also very value-conscious and were exceptionally sensitive to pricing. In addition, successful Indian marketing strategies required paying attention to local cultural nuances.

India's government wanted to use the EV mandate rollout to turn India into a manufacturing base for EVs and EV batteries. The government sought to avoid entering the market too late and thereby allowing China to emerge as the global manufacturing hub for those products, as had happened for electronic goods and mobile phones. The government think tank, NitiAyog (NA), had suggested offering a variety of concessions to domestic EV battery manufacturers, including income tax incentives and a customs duty matrix. To facilitate the dissemination of EVs in India and address the lack of charging points across the country, the government also wanted to establish a framework for enormous battery-manufacturing and charging infrastructures, the latter of which would also include the presence of petrol pumps at electric charging points.

Lack of awareness about e-two-wheelers was a major hurdle for Indian manufacturers. Although customers in rural and semi-urban areas typically took shorter and slower trips than their urban counterparts and were thus more likely to prefer e-scooters, most people in these areas were still unaware of e-twowheelers. To target these customers, Indian companies needed both to expand their dealership network to include locations every 20–40 km and to invest in marketing to increase their product awareness.

In addition, most e-scooters were not as powerful as petrol-based models, which could go faster and climb steeper gradients. In addition, the electricity supply in smaller towns and cities, where demand was picking up, was irregular, although power shortages were no longer frequent. Another major factor limiting the large-scale deployment and adoption of e-scooters and e-bikes in India was range anxiety; Indian customers demanded vehicles with longer ranges because of the highly inadequate national charging infrastructure.

THE WAY FORWARD: For Mehta, the government mandate that all new two-wheelers with an engine capacity of less than 150 cc would need to be electric-powered by 2025 was a big opportunity for AE. However, despite his confidence, the task ahead of him was neither simple nor small. He needed to take his one-city firm to every corner of the country while dealing with shifting government policies, limited infrastructure, intense competition, and changing consumer preferences. How should he proceed in appealing to Indian consumers in such a scenario?

Q. 1   With respect to Case I: Identify the needs that that would influence Indian consumers purchase of e-two-wheelers.

Q. 2   With respect to Case I: Which Indian consumer personality traits should AE cater to? Why?

Q. 3   With respect to Case I: How can AE create favourable positive attitudes towards its offerings?

Q. 4   With respect to Case I: How can AE use the motivation process to present its offerings as need and goal fulfilling objects?

Q. 5   Mr. Greasy is a national car care chain that specializes in providing routine services like oil changes and safety inspections. It advertises nationally and its stores are recognizable from the road by their grey and yellow colour schemes. Mr. Greasy's advertisements emphasize the importance of changing a car's oil regularly to prevent costly engine failure. To encourage brand loyalty, Mr. Greasy offers customers reward cards that customers get stamped every time they get an oil change and can receive the sixth oil change free after the purchase of the first five. Fast Oil, a North Carolina chain that offers the same kind of services, paints its stores black and yellow to appear like Mr. Greasy stores and benefit from Mr. Greasy's extensive advertising. Thus, many customers have developed positive perceptions of Mr. Greasy, note Fast Oil's store color, and mistake Fast Oil stores for Mr. Greasy stores.

Questions: What is instrumental conditioning? What are different elements of instrumental conditioning? Which elements of instrumental conditioning being used by Mr. Greasy's? How are the concepts of stimulus generation and positive reinforcement being used at Mr. Greasy's?

Q. 6   **HONEY, THEY'VE SHRUNK THE KIDS CHOCOLATE BAR**

You may not have noticed it, but you may be getting less bang for your buck. The price of your favorite brand of noodles or biscuits may have remained constant despite inflation, but what about the quantity? When Abhishek Mathur, a student, was told by his friends that the ubiquitous Rs:10 Maggi pack now had 20% less quantity, he was less than amused, although he had not noticed the change. Chances are most people are buying soaps, bread and biscuits thinking companies have not passed on to the consumer the higher prices in packaged goods, but to protect margins amid rising costs, food and fast moving consumer goods companies are cutting down on quantity-grammage in trade parlance.

Experts say reducing quantity while maintaining a constant price helps companies protect their volumes. "The FMCG category is highly price sensitive. Prices of items can be increased only to some extent. Reducing grammages (quantity) will help these companies retain their customers as well as their market shares," said Pratichee Kapoor, associate director for retail at consulting firm Technopak .For retailers across cities, the move has hardly spelt a difference over the past 6 months since the trend started.

Cutting corners

Product	Price (Rs)	Weight(grams)	
		Then	Now
Lays Chips	20	68	61
Good Day Biscuits	10	100	84.5
Dairy milk chocolate	20	50	38
Britannia Bread	12	400	375
Maggi	10	100	80
Haldiram Snacks	10	52	48
Lux soap	10	75	65

Most retailers continue to witness significant growth, despite price rises and quantity cuts. Food and personal care items are rarely potential areas of compromise for consumers, they reason.

"It's the consumers in the middle of the pyramid that are not much affected by these cuts in grammages. If the company succeeds in communicating better value proposition to this section, the strategy is sustainable for them. Impulse items, especially, can protect their volumes by going for grammage reductions," said Raj Hosahalli, executive director, Nielsen India. So, the next time you go shopping, make sure you don't end up buying smaller quantities while staying within budget.

Questions: Why has this strategy of grammage reduction by marketers gone unnoticed by the consumers? Base the answer on your understanding of the consumer behaviour variable of perception. How will this knowledge of quantity reduction affect the future behaviour of the consumers of these products?

Q. 7   Assume that you are the owner of 2 furniture stores, one catering to upper middle-class consumers, and the other to lower class consumers. How do social class differences influence each stores? A. Product lines and styles b. Advertising media selection, c. Payment policies.

Q. 8   Define extensive, limited problem solving and routinized response behaviour. What level of consumer decision making will be used by consumers for the following two cases:
i) Selection of school for their child. ii) Purchase of an anniversary greeting card.

TIMSR (Answer Key)

Program: MMS - Marketing   Semester: III   Seat No:

Course: Consumer Behaviour   Duration: 2 Hours

Month & Year: Nov 2020   Marks: 40 marks

Instructions. -   Attempt any 4 questions.   Each question is of 10 Marks.

Case Study I:

Ather Energy (AE) was co-founded in 2013. Its two co-founders were Mehta, a graduate from IIT Madras (now known as Chennai) with a degree in Engineering Design, and his former classmate Swapnil Jain, who became AE's chief technical officer. AE's objective was to develop India's first smart electric scooter (e-scooter), which would revolutionize the concept of two-wheeler driving in India.

AE had already gone through several rounds of funding, and in June 2019, it had one manufacturing centre with an installed capacity of 20,000–25,000 units. The manufacturing centre was in Bengaluru, which was also the only city in which AE sold its smart e-scooters. AE had also created a comprehensive public charging network called AtherGrid, which was launched in May 2019. With 31 locations in Bengaluru and 7 more in Chennai, AtherGrid was designed to provide a charging infrastructure within 4 kilometres (km) of any commuter. Over the next five years, AE planned to set up a new manufacturing facility and additional charging infrastructure in several more cities, with the goal of selling 1 million smart e-scooters annually. The company also planned to begin accepting pre-orders in other Indian cities, such as Chennai, Pune, Hyderabad, and Delhi, with a mid-term plan to further extend its reach to 30 cities.

In July 2019, the firm sold two models: the Ather 340 and the Ather 450. These products, which were priced upward of ₹110,000, had been designed from scratch, were made in India, and had been customized to Indian conditions and riding sensibilities. The firm's flagship model, the Ather 450, came with a top speed of 80 km per hour (kmph) and a range of up to 75 km. The top speed of a comparable petrol-powered scooter was 85 kmph, with a mileage of 50 km per litre (kmpl) of petrol. The Ather 450 also came with a parking assist function that allowed riders to reverse into tight parking spots, a notoriously regular phenomenon in India. In short, it ensured a riding experience that was ideally suited for city commuters. Both of the AE models were classified as smart e-scooters and were equipped with a touch-screen, interactive dashboard, and an integrated app that provided on-board navigation, remote diagnostics, and over-the-air updates. The dashboard came pre-loaded with the Ather app, which enabled both push navigation from a smartphone and remote monitoring of the vehicle's maintenance needs and charging status. According to Mehta, within one year, the imported product parts of both models would decrease from less than 50 per cent to less than 25 per cent. At present, consumers who wanted to purchase either AE model had a four- to five-month waiting period, and Mehta asserted that consumer interest in escooters was increasing.

AE did not follow a typical dealership format to distribute its products. Instead, AE products were displayed at the company's own thoughtfully designed experience centre, called AtherSpace, where AE product specialists interacted directly with consumers to explain every detail of the vehicles to interested customers and to arrange test rides. Purchases were made online via AE's website, and charging stations were set up at each new customer's residence to provide overnight charging.

To attract more customers, AE had started offering leasing options on its premium battery-powered scooter, the Ather 450, wherein the customer made a down payment of ₹75,000 and was levied a monthly rental fee of ₹2,500. Under this option, the company would refund the entire down payment of ₹75,000 at the end of three years in case the customer wanted to return the initially leased smart e-scooter. If the vehicle was returned before the end of the term, the leaser had to pay a certain amount to the company, depending on the time remaining for the lease to end. The customer also had the option of purchasing the leased vehicle. To address consumer concerns about recharging EVs, AE had also earmarked ₹1.3 billion to set up 6,500 charging stations across India by 2023. To enhance consumers' post-sales experiences, AE offered a subscription plan, named Ather One, that provided doorstep pickup and servicing options, 24/7 roadside assistance, and free charging at home and at all public AtherGrid stations, among other benefits.

In addition to vehicle sales, AE expected to gain new monetization streams from revenue from its charging stations, vehicle leasing programs, and the sale of software upgrades. AE had submitted more than 51 patent applications, of which were international, as well as 113 trademarks and 123 design registrations of their products.

THE E-TWO-WHEELER MARKET IN INDIA: India was the world's largest market for scooters and motorcycles. For the fiscal year (FY) ending March 31, 2018, annual domestic sales of scooters and motorcycles exceeded 19 million units—six times the number of cars sold over the same period. However, between April 2018 and March 2019 (FY 2019), only 760,000 EVs were sold in India, and the EV market was dominated by three-wheelers (83 per cent); e-two-wheelers comprised only 16.4 per cent of the market, representing just 124,640 units —a tiny fraction of the 21 million two-wheelers sold in India during the this period.

However, despite these low sales numbers, the Indian e-scooter and e-motorcycle (e-bike) market was expected to reach $698.3 million by 2025—a compound annual growth rate of 36.3 per cent during the forecast period. Planned government initiatives to promote EVs and implement stringent emission regulations were the major driving factors for this projected growth. In addition, the launch of several new e-scooters, as well as increasing numbers of female two-wheeler riders, especially in Tier 2 and Tier 3 cities, were also contributing to increased demands for e-scooters.

In May 2019, India had a larger market for e-scooters than for e-bikes, chiefly because e-scooters were cheaper and came in a wider range of models. E-scooters were also much cheaper than electric cars, since they were lighter and thus required smaller (and therefore cheaper) batteries. E-scooters also took much less time to charge than electric cars, and they could often use existing plug points in residential homes. In fact, e-scooters were priced comparably with petrol-powered scooters.

Research on Indian purchasing behaviours had found that social class, reference groups, and opinion leaders were very important and had much more influence, due to higher

group conformity tendencies. Indian consumers were also very value-conscious and were exceptionally sensitive to pricing. In addition, successful Indian marketing strategies required paying attention to local cultural nuances.

India's government wanted to use the EV mandate rollout to turn India into a manufacturing base for EVs and EV batteries. The government sought to avoid entering the market too late and thereby allowing China to emerge as the global manufacturing hub for those products, as had happened for electronic goods and mobile phones. The government think tank, NitiAyog (NA), had suggested offering a variety of concessions to domestic EV battery manufacturers, including income tax incentives and a customs duty matrix. To facilitate the dissemination of EVs in India and address the lack of charging points across the country, the government also wanted to establish a framework for enormous battery-manufacturing and charging infrastructures, the latter of which would also include the presence of petrol pumps at electric charging points.

Lack of awareness about e-two-wheelers was a major hurdle for Indian manufacturers. Although customers in rural and semi-urban areas typically took shorter and slower trips than their urban counterparts and were thus more likely to prefer e-scooters, most people in these areas were still unaware of e-twowheelers. To target these customers, Indian companies needed both to expand their dealership network to include locations every 20–40 km and to invest in marketing to increase their product awareness.

In addition, most e-scooters were not as powerful as petrol-based models, which could go faster and climb steeper gradients. In addition, the electricity supply in smaller towns and cities, where demand was picking up, was irregular, although power shortages were no longer frequent. Another major factor limiting the large-scale deployment and adoption of e-scooters and e-bikes in India was range anxiety; Indian customers demanded vehicles with longer ranges because of the highly inadequate national charging infrastructure.

THE WAY FORWARD: For Mehta, the government mandate that all new two-wheelers with an engine capacity of less than 150 cc would need to be electric-powered by 2025 was a big opportunity for AE. However, despite his confidence, the task ahead of him was neither simple nor small. He needed to take his one-city firm to every corner of the country while dealing with shifting government policies, limited infrastructure, intense competition, and changing consumer preferences. How should he proceed in appealing to Indian consumers in such a scenario?

Q. 1	With respect to Case I: Identify the needs that that would influence Indian consumers purchase of e-two-wheelers.
	Physiological or Biogenic Needs: These needs are necessary to sustain biological life—for example, theneeds for air, water, and food. The need for an e-scooter is not a physiological need.
	Psychogenic Needs: These needs are learned in response to an individual's culture or environment and theirinteractions with others. These needs are considered to be secondary needs—for example, the needs forself-esteem, power, entertainment, and learning. The need for an e-scooter, based on environmentalconcerns, could be considered a psychogenic need.
	In addition, among **Maslow's hierarchy of needs**, safety and security, social, and ego needs could all triggerconsumers to purchase an e-scooter.Safety and security needs could trigger demand for e-scooters because air pollution has an adverse impacton people's health and is perceived as a safety threat.Social needs could be relevant if consumers purchase e-scooters to affiliate themselves with environmentallyconscious groups or causes. Researchers have also observed that social class, reference groups, and opinionleaders are very influential among Indian consumers due to Indian's higher group conformity.Ego needs could lead consumers to purchase and use an e-scooter to enhance their self-esteem, status, orprestige in society by choosing and depicting their usage of an eco-friendly product.
Q. 2	With respect to Case I: Which Indian consumer personality traits should AE cater to? Why?
	Low in Dogmatism and Rigidity – They would be easy to convince about the benefits and usage of a smarte-scooter, since they would not approach an unfamiliar product with defensiveness or discomfort.
	Open-Mindedness – Since they are open to new ideas and new ways of getting things to work, they wouldbe open to experiencing innovative products such as the smart e-scooter.
	Need for Uniqueness – They seek to appear different from others, which could be achieved by using a smarte-scooter.
	High Optimum Stimulation Level (OSL) – Since they prefer novel and innovative experiences, theinnovation of a smart e-scooter would appeal to them.
	High Sensation-Seeking – Closely related to the OSL concept, these individuals also prefer novel products,potentially leading them to prefer a smart e-scooter.

	Inner-Directed Consumers – Since they rely on their own inner values or standards in evaluating newproducts, they are prone to consumer innovation and products based on innovation, such as smart e-scooters. Novelty Seeking – These individuals prefer variety and are eager to explore new brands and novel ways ofdoing things, leading them to prefer innovative products such as the smart e-scooter. High Need for Cognition (NFC) – These individuals enjoy, and may even crave, the process of thinking.
Q. 3	With respect to Case I: How can AE create favourable positive attitudes towards its offerings? Positive attitudes toward AE's scooters could be created by applying the Tri-Component Attitude Model,which consists of three components: **Cognitive component** – This component represents a person's knowledge and perceptions of a product'sfeatures and shapes their beliefs about a brand. AE's cognitive appeal could strengthen consumers'positive attitudes toward its products. **Affective component** – This component refers to a person's emotions and feelings about a product orbrand and is expressed as a favourable or unfavourable attitude. AE could generate emotional feelingsfor its offerings by emphasizing their environmentally friendly qualities and the importance of such inIndia's highly polluted cities. **Conative component** – This component includes a person's actions and behaviours toward a product orbrand and is expressed as an intention to purchase the brand. Various AE initiatives strengthen itsconative component, including the AtherGrid, AtherSpace, Ather One, and the introduction of leaseoptions on AE's premium battery-powered scooter.
Q. 4	With respect to Case I: How can AE use the motivation process to present its offerings as and goal fulfilling objects? need
Q. 5	Mr. Greasy is a national car care chain that specializes in providing routine services like oil changes and safety inspections. It advertises nationally and its stores are recognizable from the road by their grey and yellow colour schemes. Mr. Greasy's advertisements emphasize the importance of changing a car's oil regularly to prevent costly engine failure. To encourage brand loyalty, Mr. Greasy offers customers reward cards that customers get stamped every time they get an oil change and can receive the sixth oil change free after the purchase of the first five. Fast Oil, a North Carolina chain that offers the same kind of services, paints its stores black and yellow to appear like Mr. Greasy stores and benefit from Mr. Greasy's extensive advertising. Thus, many customers have developed positive perceptions of Mr. Greasy, note Fast Oil's store color, and mistake Fast Oil stores for Mr. Greasy stores. *Questions: What is instrumental conditioning? What are different elements of instrumental*

conditioning? Which elements of instrumental conditioning being used by Mr. Greasy's? How are the concepts of stimulus generation and positive reinforcement being used at Mr. Greasy's?

Answers:

A behavioral theory of learning based on a trial-and-error process, with habits forced as the result of positive experiences (reinforcement) resulting from certain responses or behaviors.

- Is the process in which the frequency of occurrence of a bit of behaviour is modified by consequences of the behaviour
- If positively reinforced, the likelihood of the behaviour being repeated increases.
- If punished, the likelihood of thebehaviour being repeated decreases.

Stimulus Generalization:

- Having the same response to slightly different stimuli
- Helps "me-too" products to succeed
- Useful in product extensions
  - Product Line, Form & Category Extensions., Family Branding

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Q. 6

HONEY, THEY'VE SHRUNK THE KIDS CHOCOLATE BAR

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Answer:

Absolte Threshold:

- Threshold – the lowest intensity of a stimulus that can be registered
- A.T. - The lowest level at which an individual can experience a sensation.
- The point which differentiates between "something" and "nothing".
- Example: Absolute threshold of driver driving on highway to notice billboard.
- Over time and exposure, the absolute threshold drops as consumers "get used to" a stimulus (*sensory adaptation*)
- Marketers need to increase/change sensory input in order to keep the attention of their target market

Diiferential Threshold:

- The minimum difference that can be detected between two stimuli is called the 'differential threshold' or j.n.d. – just noticeable difference.

Weber's law

- The j.n.d. between two stimuli is not an absolute amount but an amount relative to the intensity of the first stimulus
- The stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different.
- Application of JND.

  Need to determine the relevant j.n.d. for the products

  - So that negative changes (e.g., reduction in product size or quality or increases in price) are not noticeable
  - So that product improvements (improved packaging, larger quantities, lower price) are very apparent

Q. 7	Assume that you are the owner of 2 furniture stores, one catering to upper middle-class consumers, and the other to lower class consumers. How do social class differences influence each stores? A. Product lines and styles b. Advertising media selection, c. Payment policies. **Answers:** • Social class is the division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and members of all other classes have either more or less status. • Social class stems from social status, which is the degree of prestige the members of one social class have in comparison with members of other social classes. • Social class (members share similar values, interests and behaviors) • Product/service should reflect social class motives & values • Marketing messages should focus on groups' distinctiveness • Media usage differs between classes • Different social classes shop at different stores
Q. 8	Define extensive, limited problem solving and routinized response behaviour. What level of consumer decision making will be used by consumers for the following two cases: i) Selection of school for their child. ii) Purchase of an anniversary greeting card. **Extensive problem-solving** • In EPS, the consumer is not aware, first, about the various decision criteria used to evaluate the goods or service offering, and second, about the various brands that are available, from which he needs to choose. *Limited problem-solving* • In LPS, the consumer is familiar with the goods or service category that he/she intends to purchase as well as the criteria used to evaluate the good or service offering.

INTERNAL ASSESSMENT RECORD

Programme : MMS   **Semester : III**   **Specialisation : MKTG**

Course : Consumer Behaviour   **Year : 2020-21**

Roll No	Attendance & Participation [10]	Periodical Test (Mid Term) [10]	Ad Analysis [10]	Research Paper [10]	Internal Total (Max/Min) [40/20]	MCQ [10/20]	Case Study [20/40]	Semester End Exam (Max/Min) [60/30]	Total Marks [100]
M1921002	6	8	8	7	29	20	26	46	75
M1921006	7	8	8	7	30	20	24	44	74
M1921007	6	8	8	7	29	11	24	35	64
M1921017	9	9	9	7	34	20	28	48	82
M1921028	9	8	9	7	33	20	28	48	81
M1921032	7	7	6	5	25	20	24	44	69
M1921034	9	8	9	8	34	19	29	48	82
M1921036	6	6	6	ab	18	20	26	46	64
M1921039	7	5	7	6	25	19	25	44	69
M1921055	7	9	8	7	31	20	26	46	77
M1921057	7	8	6	5	26	20	27	47	73
M1921058	8	9	7	7	31	20	25	45	76
M1921059	5	10	7	ab	22	20	24	44	66
M1921063	8	9	8	7	32	20	26	46	78
M1921064	8	9	8	7	32	20	29	49	81
M1921079	7	7	6	ab	20	13	27	40	60
M1921080	8	8	8	6	30	15	24	39	69
M1921081	6	6	7	ab	19	17	25	42	61
M1921088	7	8	7	7	29	19	26	45	74
M1921089	9	9	7	5	30	20	26	46	76
M1921092	7	8	8	7	30	19	26	45	75
M1921093	8	7	6	7	28	16	27	43	71
M1921094	6	9	6	5	26	20	24	44	70
M1921095	6	6	7	5	24	12	20	32	56
M1921098	7	9	6	6	28	19	26	45	73
M1921099	6	6	7	5	24	18	26	44	68
M1921104	6	7	7	7	27	16	24	40	67
M1921108	7	7	7	5	26	11	21	32	58
M1921110	6	8	7	5	26	17	26	43	69
M1921113	7	8	6	5	26	17	23	40	66
M1921121	9	8	9	7	33	18	30	48	81

Examiner Name : Dr. Yesha Mehta   Examiner's Sign-   Date : .... Controller of Examination

INTRODUCTION

The industrial visit for all the 2nd year students of TIMSR of batch 2012-2014 was planned for 3 days to Ahmadabad i.e. 19th to 21st of December 2013. It included visits to AMUL factory & NDDB (National Dairy Development Board) for all & a visit to ASE (Ahmedabad Stock Exchange) for all the PG-Finance students.

Day 1 (19th December 2013):

The students were taken to the ASE for showing how a live stock exchange works. Various departments were shown & the employees there explained the processes involved. It was known that as per SEBI amendments & guidelines all other stock exchanges now act as broker to BSE & NSE. The exchange had software which showed the transactions & deals are done automatically based on the price quoted by the parties. The market works on the demand-supply concept The staff & students had direct interactions and doubt solving on issues such as difference between a normal broker firm & ASE. It includes limited risk as it works as trusty of brokers and works on limits.

Ahmedabad Stock Exchange or **ASE** is the second oldest exchange of India located in the city of Ahmadabad in the western part of the country. It is recognized by Securities Contract (Regulations) Act, 1956 as permanent stock exchange. It has adopted a Swastika in its logo which is one of the most auspicious symbols of Hinduism depicting wealth and prosperity.

ASE is a premier national equities exchange that plays a key role in the Indian securities markets. Serving individual and institutional investors from around the nation, its primary business is that, it acts as settlement agent between Buyer and Seller who trade listed equities. The Exchange also trades over 200 high growth companies that are solely listed on the ASE or dually listed with another exchange.

Stock exchange went live on December 12, 1996. Initially, ASE used a system provided by IBM. Since June 1999, ASE operates on Ahmadabad Stock Exchanges' Online Trading System (ASETS). This system was provided to ASE by Tata Consultancy Services Pvt. Ltd. Members of the ASE can also trade on the Bombay Stock Exchange though a system called IBOSS. Today the stock exchange has 333 trading members.

MMS Semester III, Batch 2019-21, Course: Consumer Behaviour

Research Project

A group of 2 – 3 students is expected to conduct a research on consumer buying behaviour. The objective of this project is to give you hands on experience on consumer psyche and buying habits.

Objective:
- To equip the students with the various dimensions of consumer behaviour
- To identify the process by which marketing decisions are made. Specifically, we will examine models for analyzing customers and their buying habits, and discuss their implications for particular marketing decisions.

What you need to do:
- Select a topic that you're particularly interested in
- Decide on the marketplace within which you will conduct the survey
- Prepare a questionnaire framework for the survey
- Collate the data, analyze and present the same

Project should include:
- Title
- Table of content
- List of tables, graphs, exhibits
- Executive summary
- Literature review
- Problem definition
- Research design
- Data analysis
- Findings & Recommendations
- Conclusion
- Annexure

Learning Outcome:
- Marketing (consumer) research
- Theoretical aspects of consumer behavior
- Analysis of the data

Dr. Yesha Mehta

Does Social Media Marketing Affect Online Impulse Buying

Ms. Ankita Dubey, Mr. Rohit Nair and Mr. Yash Pandey

Student, Thakur Institute of Management Studies & Research, Mumbai, MH, India.

Dr Yesha Mehta, Assistant Professor, Thakur Institute of Management Studies & Research, Mumbai, MH, India.

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Abstract

The online advertising has developed as another goal which pulls in a great many customers consistently. "Impulse buy" depicts any buy made by a consumer, however, has not arranged ahead of time (Baumeister, 2002); (Stern, 1962). The aim of this study was to identify whether time spent on social media and number of social media platforms a user is currently active on influence impulsive buying behaviour. A quantitative survey was carried out to gather data regarding how individuals think and what they consider themselves as when buying online to understand impulsive buying behaviour at the time of purchase. The Data was analysed with the help of the Analysis Toolpak available in Microsoft Excel. Impulsive buying behaviour is analysed in different ways by various scholars. The results of the present study indicate that online impulsive purchases are not affected by a user being active on multiple social media platforms.

Keywords

Impulsiveness, Consumer Behaviour, Social Media Marketing.

1. Introduction

Social media marketing is the use of social media platforms to connect with the audience to build the brand, increase sales, and drive website traffic. With this one can publish great content on social media profiles, making a 2-way communication with the followers, listening to and engaging them, analysing your results, and running social media advertisements. In the current scenario, the most trending social media platforms are are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. And so we can see there are so many social media management tools which help businesses to get the most out of the social media platforms mentioned above.

This also infer that by using social media, consumers get the power to influence other buyers through reviews of products or services used. It also influences the consumers by other psychosocial characteristics like income, purchase motivation, company presentation, company or brand's presence on social networks, etc. Social media has also influenced consumer behaviour from information acquisition to post-purchase behaviour such as dissatisfaction statements or behaviours about a product or a company. In the last few years, it can be noticed that companies have a great on online networks.

Social media is a platform that provides an opportunity for businesses to generate new leads, interact with potential consumers, engage with them and encourage an increased sense of intimacy with consumers, and build all important relationships required with potential consumers. Since inception, these social media platforms have been a primary mode for the promotion of businesses as also it allows consumers to engage in a discussion about a product or service which they may like or intend to purchase and this influences consumer purchasing behaviour.

Impulse buy or impulse buying is an impromptu choice to purchase an item or administration, made just before a buy. It is an unrestricted, quick buy without pre-shopping aims either to purchase a particular item classification or to satisfy a particular buying task (Beatty & Ferrell, 1998).As a rule, an assortment of limited-time data can be found in networks. These data at that point go about as boosts to trigger impulse buying conduct whenever and places. It urges organizations to create compelling advertising procedures to build their impulse buying conduct (Lee et. al., 1989) Study has demonstrated that impulse buying is a region

which might happen to more enthusiasm to retailers just as advertisers and producer's.Considering the above factors, the general motivation behind the study is to assemble further comprehension of different viewpoint which are fundamentally identified with the impulse buying of the online customer.

2. Literature Review

(Carter, 2018), in his news article has mentioned that more users are getting in to buying stuff via e-commerce and 80 % of those purchases are impulsive. The article also mentions that, most of the impulsive purchases are made by youth (age: 18-24). It also mentions the tactics used by online retailers to increase the impulsive buying of a consumer. There is also a comparison of offline and online impulsive buying, which states that consumers are more likely to make an impulsive decision online rather than offline.

(Chan, Cheung, & Lee, 2017), in their qualitative study analysed the literature on online impulse buying and linked it to the S-O-R framework of psychology, where S stands for stimulus, O for organism and R for response. (Beatty & Ferrell, 1998) described that Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need. It is not consciously planned but arises immediately upon confrontation with certain stimulus. They have found out that, there are two different ways using which the online impulse behaviour of the consumer are measured in the existing literature i.e. Experimental and Survey and an area is left unexplored by all the researchers, the neuropsychological approach of capturing online impulse buying.

Mohammad Fahmi Al-Zyoud (2018), in the study titled, "Does social media marketing enhance impulse purchasing among female customers case study of Jordanian female shoppers", analysed the impulse buying behaviour of female customers, due to social media marketing, in the city of Jordan. The research approach used was a Survey, in which a sample of 400 Jordanian females was taken, based on the convenience of the researcher. The conclusion of the research was that, social media marketing does increase the level of impulse buying among the female consumers in Jordan. All the dimensions of impulse buying (Hedonic, trust, website quality, situational variable and variety seeking) were found to be increasing the level of impulse buying, out of which variety seeking turned out to be the most influential variable.

Thayná Aparecida Lehmann (2019), in the study have analyzed whether long-term orientation and self control help in reducing the impulsive buying among consumers. They found out in their research that the sample selected by them was indulged in saving and were cautious while buying, and were less impulsive. This was in accordance with the findings of Rook and Fisher, who found that impulsive buying behaviour is moderated by normative consumer evaluations, that can easily be represented by spending self-control.

Kathivaran, C., Mahalakshmi, P., &Palanisamy, V. (2019), did a quantitative research titled, "Online impulse buying behaviour of consumer triggered by digital marketing ". Here they explain the critical connection between consumers' supposition about unconstrained buying to shop impulsively. Their research had components that influence the consumer online buying by breaking down information gathered through an internet-based poll overview. According to their research, female customers show interest in products that show symbolism and are self-expressing and are easily mixing with their emotional self and appearance this behaviour is seen among the young people bearing disposable income.

Research titled, "Impact of Social Media on Generation Y for Buying Fashion Apparel" done by Dr.Tripathi, S. (2019) is focused upon the influence of social media on the behaviour of generation Y, further explained that unlike traditional marketing theory where factors influencing consumer behaviour are : Culture factors (culture, subculture, social stratum), Social factors (reference group, family, role and status), Personal factors (age, career, economic status, life style, self-concept, Psychological factors (motivation, sensory, learning, belief, attitude), factors like self-image and the way of living has an impact on the needs of the consumers. Further she explains, Facebook is the most widely used social media platform globally. Consumers and businesses around the globe have been more connected than ever before with the presence of Internet. An average Internet user has 669 social ties (Hampton et. al. 2011). The global average time spent per person on social networking sites is 6.9 hours per month (Delaney and Salminen 2012). Changes in consumer behaviour due to social media are one of the most intriguing aspects in the contemporary marketing. It has become easier for the consumers to be in contact with fashion brands in social media platforms, which push fashion retail companies to give a huge interest to social media as marketing channel.

Gupta, G., & Vohra, A. V. (2019). Their study titled, "Social Media Usage Intensity: Impact assesment on Buyers' Behavioural Traits" is an empirical analysis done to analyze 3 objectives. It presents how Social media usage intensity directly and positively affects buyer's behavioural traits, materialism or impulse buying. They mention that the use of social media in terms of frequency and hours spent has resulted in a change in consumers' attitude and thus behaviour, especially in respect of developing countries like India. The results show that the direct impact of social media intensity is stronger than the indirect influence mediated by e-WOM for all three behavioural traits, namely materialism ($\beta = 0.45 > \beta = 0.06$), impulse buying ($\beta = 0.44 > \beta = 0.11$) and conspicuous consumption ($\beta = 0.29 > \beta = 0.10$), thereby providing support to the acceptance of the theory 'Social media usage intensity directly and positively affects impulse buying'. Furthermore, their findings suggest that extensive use of social media acts as internal stimuli for consumers to engage in impulse buying.

Seema Sahai, Richa Goel, Vikas Garg, Anita Vinaik (2019), in their study titled Impact of Digitization on Impulse Buying - What Makes the Customer Bite the Bait, explained how with the rise in disposable income of millennial producers and manufacturers are deriving huge benefits. Looking to E-commerce and with further advancements in technology and digital media and a tech savvy generation to substantiate its use, people engage in impulse purchases. Further their focus was to identify types of impulse buying and why people engage in such behaviours. It seeks to examine the bait that drives consumers to purchase products and which age groups engage most in such behaviours. This study was done in the Delhi NCR region with a sample size of 150. And explained 6 different objectives related to impulse buying, digital age and other different factors involved in making a purchase decision. They concluded that impulse buying is driving the digital era and consumers are biting the baits on these ecommerce websites, and further if there is a case where consumers loose interest, retailers are smart and tailor their strategy to suit consumer needs

Jose Luis Legaspi, IreeneLeoncio Oliver Galgana, Clare Hormachuelos (2016), in their research titled Impulsive buying behaviour of millennial on online shopping, presented Filipino millennials as online impulse buyers in four scales: Consumer Impulsiveness Scale, Optimum Stimulation Level Scale, Self-monitoring Scale, and Level of Impulsiveness in Purchase Decision Scale in the local setting. They used a structured questionnaire which consisted close-ended questions. Their conclusion explained that Filipino Millennials are not impulsive buyers when it comes to shopping online. The key barriers identified to encourage

incidence of online impulse purchase were perception on security vulnerabilities and various other options like through traditional retail channels.

Laura Aragoncillo and Carlos Orús (2018), in their study titled, "Impulse buying behaviour: An online-offline comparative and the impact of social media", analyzed the impulsive behaviour of consumers online and offline. In the study, they found that impulsive buying on online and offline platforms were 25% and 30% respectively. They came to a conclusion that offline impulsive buying is found out to be more influencing because it generates more sensory stimulation, which triggers emotional and unconscious response which leads to the buying impulse. They also found out that the encouraging factors (ease of payment, variety, ease of access, comfort) are more influential for online impulse buying than the discouraging factors (privacy, security). The study also puts a light on what roles do social media play in online impulse buying, it was found in the study that Facebook and Instagram were rated as having a major effect on impulsive buying.

Sarah O'Brien (2018), in her article has put a light on how a consumer spends unconsciously while buying online. The article shows that 70.5% of products which were unconsciously bought by the consumers included food items. On the other hand, 85% of the surveyed consumers made an impulse decision based on a good deal or discount offered. The study made by slickdeals.net shows that the 2000 consumers surveyed made at least 3 impulsive purchases each week, which came to $450 a month and $5400 a year.

Surveys were the most popular research method used in examining the online impulse buying. Survey research method was used to understand the different types of stimuli that trigger consumer impulse buying. Researchers used survey to analyze the effect of website quality, playfulness, security, time spent on a particular platform, Hedonism, variable seeking etc. to measure the impulsive buying.

3. Research Methodology

3.1 Objective

i.   To study the impact of spending more time on social media on consumers to buy impulsively.

ii.   To explain if a person is active on multiple platforms of social media then consumers will buy impulsively.

3.2 Hypothesis

H1: There is a positive correlation between online impulse buying and using more number of social media platforms.

H2: There is a positive correlation between online impulse buying and spending more time on social media.

H01: Multiple accounts on social media doesn't impact impulse buying.

H02: Time spent on social media doesn't impact impulse buying.

3.3 Research design

Research design is a structure or sketch for intelligently completing an exploration without assumption or preference to devise arrangement of the issue concerned. It clarifies the usual way of doing things necessary for gathering the information or data required for taking care of the examination issues.

An online field study was conducted to systematically study the effects of social media marketing on impulsiveness of a person in making a purchase decision. Our study is characterized as exploratory. An exploratory study goes into the field with no pre-established assumptions to be confirmed. The exploratory environment is usually used when the research area has little knowledge accumulated. Therefore, it is used to deepen the knowledge on the subject and make its understanding clearer (Raupp&Beuren, 2006). As for the approach, this study is characterized as quantitative. We use statistical tests and descriptive analysis to establish results. It is very significant to ensure the accuracy of the results and to understand the relationship between the variables.

3.4 Instrument of analysis:

An online Web-based survey was the predominant measuring device used in our study. We preferred using Google form over traditional paper-based surveys as (1) the sample is not

restricted to a single or local geographical location, (2) lower costs accrue, and (3) faster responses are likely. The unit of analysis was an individual user using social media and the population consisted of individuals who use it for purchasing items. For variables in our study we used multiple item (5-point, Likert-type) scales.

For this study, we built a questionnaire based on already validated scales in the Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behaviour Research (Association for Consumer Research) Edited by Willian O. Bearden, Richard G. Netemeyer, Kelly L. Haws, Impulsiveness: Consumer Impulsiveness Scale: CIS (Puri 1996). Also another demographic data was collected along with their details of usage of social media. From these scales it is possible to make a comparison and correlation between consumer profiles, thus making it possible to highlight and identify the profiles most likely to make an impulsive purchase and what are the most common characteristics among these consumers. Hence, making it possible to reach the objective of this study.

3.5 Sample:

The sample of this study consisted of 149 respondents. Respondents were invited to participate in the survey through social networks. Data collection took place from March 24th to March 28th, 2020. Data were collected by the researchers involved.

4. Data Analysis

Gender	Male	86	57.70%
	Female	63	42.20%
	Total	**149**	**100%**
Age Group	Less than 18	3	2%
	18-25	134	89.90%
	25-30	10	6.70%
	Greater than 30	2	1.30%
	Total	**149**	**100%**
Income	Less than 5 Lakh	53	35.50%
	5-10 Lakh	59	39.50%
	Greater than 10 Lakh	37	24.80%
	Total	**149**	**100%**

Graduation Subject	Science	70	46.70%
	Commerce	75	50%
	Arts	5	3.30%
	Total	**149**	**100%**

Table 1: Demographic Data

In the data collected, it can be observed from the table that, out of 149 respondents, there were 42% of women i.e. (63) and 58% of men i.e. (87) who undertook the survey. Major responses came from the age group of 18-25 years who are the early age youngsters which is 90% (135), followed by 6.7% (10) respondents from 25-30 years of age group, 2% respondents were from less than 18 years of age and 1.3% from greater than 30 years of age. Also 39.5% of respondents have family income of 5-10 lakh (37), 35.5% of respondents (53) have family income Less than 5 Lakh, 24.8% of respondents have family income of greater than 10 lakh (37). The education background of respondents considered here were Science (46.7% i.e. 70 respondents), Commerce (50% i.e. 75 respondents), Arts (3.3% i.e. 5 respondents).

AgeGenderFamily Annual Income
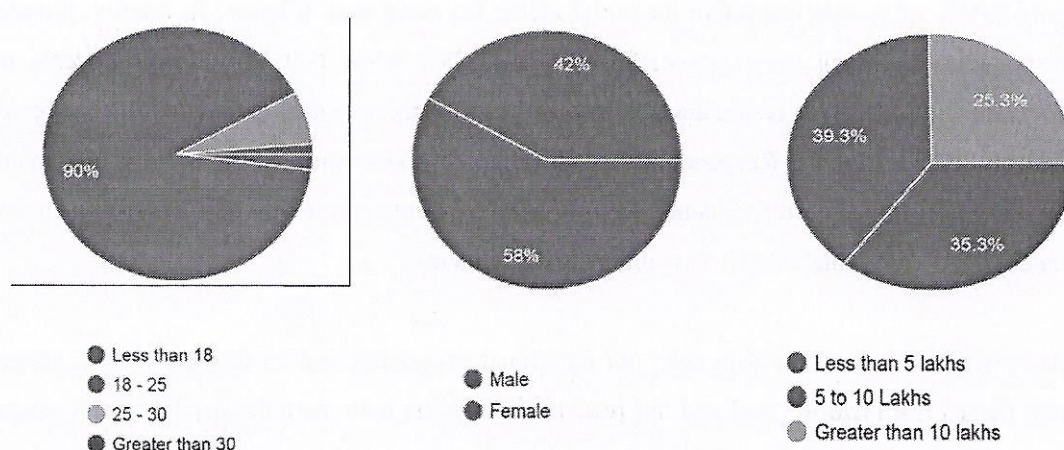
Figure 1: Demographic Data

Table 2: Cross Table Analysis of Time Spent on social media based on Gender

Count of Gender	Gender		
Time spent on Social Media	Female	Male	Grand Total
0 to 2	6.71%	8.72%	15.44%
2 to 4	15.44%	20.81%	36.24%
4 to 6	16.11%	14.77%	30.87%
More than 6	4.03%	13.42%	17.45%
Grand Total	42.28%	57.72%	100.00%
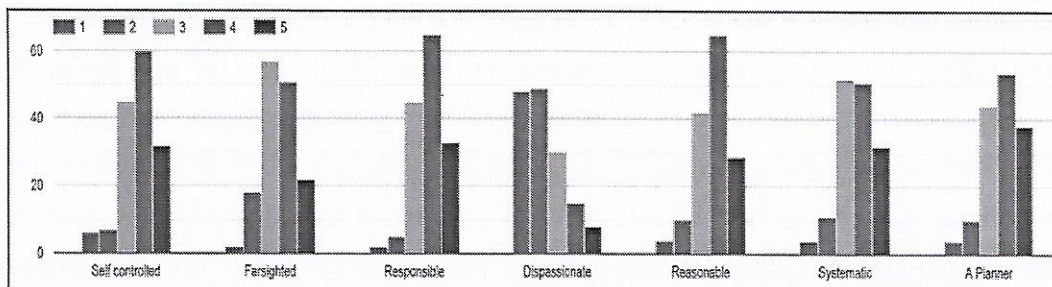
Figure 2: Impulsive behaviour: Hedonism

From the cross table analysis, it can be observed that male spend more of their time on social media. As the table shows 13.42% of male spend more than 6 hours on social media while only 4.03% of female are active on social media for more than 6 hours. In totality, female respondents spending time on social media is 42.28% while that of male respondents is 57.72%. Out of 30.87% respondents spending 4 to 6 hours on social media 14.77% are male and 16.11% are female. Respondents spending 2 to 4 hours comprise of 15.44% of female and 20.81% of male correspondents. 15.44% of respondents spend only 0 to 2 hours on social media 6.71% are female and 8.72% are male respondents.

According to the hedonic principle, our emotional experience can be thought of as a gauge that ranges from bad to good and our primary motivation is to keep the needle on the gauge as close to good as possible. When a person is more hedonic it means they are likely to be more impulsive in nature. The above factors play the dominating role towards the higher hedonism of a person.

As can be seen from the data above 92 respondents consider them to be more self-confident. 73 respondents see themselves as a better farsighted person. 98 respondents consider they are responsible in nature and have scored more on this adjective. It is only 23 respondents who are dispassionate. 94 respondents describe themselves as more reasonable while 83 respondents are systematic in nature as seen in the table above. Out of 149 people scoring for the adjective "A planner" 92 of them have scored 4 or 5. Thus it can be seen people have scored more in this scale of impulsiveness and so they are hedonic in nature.
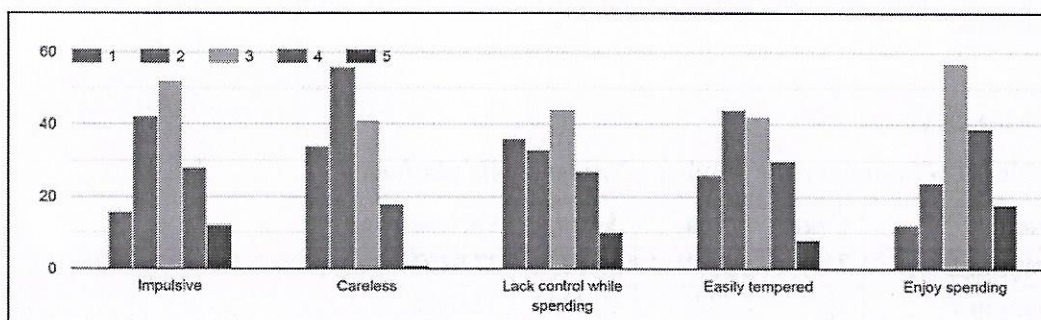
Figure 3: Impulsive Behaviour: Prudent

The above 5 adjectives were reverse-scored. The above graph shows the data of respondents before reversing their score. Which means respondents who scored themselves as 5 for careless behaviour are more careless in nature. 58 respondents have scored themselves 1 or 2 which means they have less impulsive behaviour. 90 respondents have scored 1 or 2 to themselves for Careless behaviour. There are 69 respondents who Lack control while spending and so have given lower score on this adjective. 70 respondents consider themselves as not the ones who are easily tempered and scored 1 or 2. Out of 149 respondents only 36 respondents are poor planner. As from the data available in the graph above the scale is reversed and a total was calculated we could see they scored towards the higher end of the scale. Thus they are Prudent and so less impulsive in nature.

Figure 4: Impulsive Behaviour of respondents

In this scale consisting of impulsive behaviour, if a person score towards the higher end of the same, he/she is considered to be more prudent while the ones scoring less are considered as hedonic. The maximum score one can get for an adjective is 5 and minimum is 1. Thus

maximum a person can get 60 and minimum score of 12. 22 respondents out of the total have scored towards the hedonic side of the impulsive scale, as they are more emotional in nature their behaviour shows more impulsiveness. 7 respondents from the remaining data lie in the range of neutral behaviour where there are neither too reactive nor too stern towards situations. There are 120 people who are prudent.

Hypothesis Testing

H1: There is a correlation between online impulse buying and number of social media platforms.

SUMMARY

Table 4.1 :- Summary for number of social media platforms

Groups	Count	Sum	Average	Variance
Column 1	7	277	39.5714	27.6191
Column 2	18	722	40.1111	37.0458
Column 3	36	1507	41.8611	41.0373
Column 4	41	1636	39.9024	29.7902
Column 5	23	928	40.3478	16.7826
Column 6	24	985	41.0417	33.5199

Dependent Variable: - Impulsiveness

Independent Variable: - Number of Social Media Platforms.

Table 4.2: ANOVA for number of social media platforms

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	94.8464	5	18.9693	0.5944	0.70427	2.27749
Within Groups	4563.58	143	31.9132			
Total	4658.43	148				

ANOVA was used to test this hypothesis; it was found that P- value (0.704) is the value obtained by performing the test. Also, it was found that the F value of (0.59) is near marginal-significance at (0.05) level. Thus, there is a statistical insignificance. As the P-value is greater than 0.05 the null hypothesis is accepted. Hence, there is no significant difference in the impulsive buying behaviour of the consumer considering the number of platforms they are active on.

H2: There is a correlation between online impulse buying and time spent on social media platforms.

Table 4.3: Summary for time spent on social media

Groups	Count	Sum	Average	Variance
Column 1	23	969	42.1304	39.5731
Column 2	54	2197	40.6852	35.5405
Column 3	46	1836	39.913	25.9478
Column 4	26	1053	40.5	26.42

Dependent Variable: - Impulsiveness

Independent Variable: - Time Spent on Social Media Platform.

Table 4.4: ANOVA for time spent on social media

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	76.0205	3	25.3402	0.80183	0.49476	2.66701
Within Groups	4582.41	145	31.6028			
Total	4658.43	148				

ANOVA was used to test this hypothesis; it was found that P- value (0.49) is the value obtained by performing the test. Also, it was found that the F value of (0.80) is near marginal-significance at (0.05) level. Thus, there is a statistical insignificance. As the P-value is greater than 0.05 the null hypothesis is accepted. Hence, there is no significant difference in the impulsive buying behaviour of the consumer considering the time spent on social media.

5. Findings

- There are more percentage of males, spending more than 6 hours on social media which constitute to 13.42% of the data collected while that of female is just 4.03% of the total data, here the difference is of 9.39%.

- Also, it was observed that most of the respondents spend 2 to 4 hours on daily basis on social media which is 36.24% of total data [Female = 15.44%, Male=20.81%].

- People from the age group of 18-25 years are active on more than 5 Platforms but if we consider all of the age groups then most of the people are active on total 4 social media platforms.

- It was also observed in our sample that most of the respondents are prudent having an impulsive score between 37 and 60. Which means most of the respondents are cautious while making a purchase decision.

- The hypothesis testing implied that there is no significant relation between the person being active on multiple social media platforms and his/her impulsive behaviour also it was understood that time spent on social media platforms has no significant relation in impulse buying.

6. Conclusion

The current study aimed at examining the influence of social media marketing on the impulsive purchasing behaviour. The scale by Puri (1996) was used in the research to measure impulsiveness of an individual. It was found that more number of males are active on social media as that of females.

Changing buying behaviour warrants the marketers to understand the male/female in a better way to devise suitable marketing strategies to retain the present and to capture the potential market. The study was based on the data collected, of 149 respondents to form the convenient sample for the study, via questionnaire as a tool. Through analysis the objective of our study was examined as there is no significant relation between Impulsive behaviour and people being active for more hours on Social Media Marketing or on multiple platforms. There are of course, limitations in our study although we tested few social media attributes; other factors may play an important role in explaining consumer buying behaviour.

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AD ANALYSIS

MMS (Marketing) Semester III, Batch 2019-21
Course: Consumer Behaviour

Objective: To demonstrate how the selected advertisement is a real-world reflection and application of a basic, theoretical concept(s) of consumer behavior.

Description:
Students will form a group of 4 and work together to create a thorough analysis of a TV commercial as an application of the consumer behavior concepts learned in class. Each team will choose one brand and choose 5 TV commercials. The assignment should include the following details.

Introduction:
1. What is the advertisement for
2. Summary of the context of the advertisement
3. Background information of the company

Ad analysis:

1. Describe the ad is targeting to which group of consumers. (Profile up consumer)
2. Explain the attitude towards the ad model taking all 5 ads into consideration.
3. Describe the values and emotion the ad provokes in the audience
4. Explain some of the outstanding strategies used to persuade the target audience
5. Review the intention of the advertisement
6. Provide your opinion.

Learning Outcome:

- Segmentation, Targeting, Positioning, Differentiation
- Perception
- Attitudinal theories
- Analytical Skills

MMS - Batch 2019-21			
Academic Year: 2019-20			
Subject:			
Rubric for Any Viva or Presentation			
We assume one rubric for Viva / presentation/ Group work irrespective of specialization			
We assume the activity is of 20 marks. Please use percentage in case of any deviation			
	Marks Awarded Weightage		
Parameter			
Professional appearance	Proper Professional attire	Moderate attention to professional attire	No attention to professional attire
Content is relevant to the topic	All relevant points have been covered	Few relevant points have been covered	Points covered were not relevant
Able to answer the queries	Student demonstrates full knowledge, answering all questions	Student attempts to answer but uncomfortable with information	Student does not have grasp of information and not able to answer
Communication skills	Excellent English language, articulation & pronunciations	Satisfactory English language ,articulation& pronunciations	Poor English language , articulation & pronunciations

Consumer Behavior Ad Analysis

Members :-
Megha Singh Chauhan   M1921017
Ankita Dubey   M1921028
Manish kumar Nagle   M1921055
Yash Pandey   M1921063

#MomBeAGirlAgain
amazon.

Introduction

———

- **Brand:** Amazon India
- **Creative Agency:** Ogilvy & Mather, Bangalore
- **Released:** 2017
- Featured several films on the same theme — how family responsibilities often prevent women from following their passion.

Summary

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- The campaign featured 5 ads with the hashtag #MomBeAGirlAgain, focusing on the child trying to make their mom relive her passion.
- The ad touches the emotions of the kids and tries to convince teenagers and adults to gift their moms their passions again.
- Gifting mothers, her childhood again is the dominant essence of this campaign.

Company Background

Background Information

- Amazon India is a fully-owned subsidiary of US based e-commerce giant Amazon, Inc.
- Amazon India also operates a Global Store, where customers can buy directly from sellers all over India and abroad.
- It involves discounts low prices and wide range of products by a direct selling or marketplace
- Amazon earlier built up on women-oriented campaign #WhenAWomanShops,and again they've directed attention on women's lifestyle, mothers to be precise.

Ad Analysis

https://youtu.be/g6A64L72F-o
https://youtu.be/vBWKEb6gcRs
https://youtu.be/jc8THoacaC4
https://youtu.be/cJdTop6VZao
https://youtu.be/u_TKm-r4CDE

Ad analysis - Profiling of consumer

Target Consumers

- Working Professionals and Teenagers
- Age Group:- 18-40 years
- Middle And Upper Class Families

Ad Analysis - Attitude towards the ad

———

- **Model: Affective**
- The parameter chosen in here is
  - story telling,
  - the execution,
  - the role of brand and emotions.
- As shown in the advertisement, the passion for skating,photography, sports, playing guitar etc., which mothers couldn't continue are been taken back in time.

Ad Analysis - Values and Emotions the ad provokes

———

- Amazon wanted to engage women consumers and build brand awareness and recall amongst this segment.
- For example :- The ad where a working professional is flying to USA, The ad where a girl who stays in a hostel away from her mother, weaves in the nostalgia one feels about their childhood passion of photography or sports.
- Thus, the child discovered a side to their mother they had never seen before.

Ad Analysis - Strategies Used

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- The strategy used by amazon was emotional appeal of need for change of old things.
- The strategy of a Ideal family and Ideal Kids is used by amazon, who have a well furnished home and well mannered kids.
- This campaign was supported by
  - radio
  - Social media
  - influencer activity
  - Collaboration with popular social media
  - Print ads (As shown in the pic)

Ad Analysis - Intention of the Ad

———

- The films encourage the viewers to help their mothers relive their childhood dreams. It's time that mothers go back to being a girl again and do those things that used to bring them joy.
- To tug at the heartstrings of their target audience and create brand value.
- The brand aims to leave an emotional impact on the viewers' minds.

Ad Analysis - Our Opinion

- Emotional marketing helps people decide with their hearts, and amazon could successfully achieve it.
- It awakens the people to know more about their mothers talents.
- Amazon has successfully made a subtle product integration in the ads as opposed to pushing them.
- The campaign covered all the types of consumers starting from teenagers who are still studying to the working professionals who are not close to their family.

Ad Analysis - Our Opinion

- While emotional marketing is a powerful tool for eliciting a purchase or two, emotions also encourage other activity that can help grow the business and brand.
- Emotions are valuable for marketing. Marketers and business owners need to make sure that they're connecting with audiences on a human-to-human level.
- All the ads have used yellow as their theme colour, which other than just being the colour of logo also attracts the attention of the viewer and is indicator of fun and energy.

Thank you

Assignment: Consumer Behaviour – Ad analysis **[L'Oréal Paris]**

Group Member:

Shambhavi Bajpai – M1921007	Prachi Shinde – M1921092
Neha Shah – M1921080	Harshada Sonawane – M1921104

Background information of the company.

L'Oréal Paris is committed to bringing women of all ages quality content that inspire them to embrace their own unique beauty and reinforce their sense of self-worth. As the largest beauty brand in the world, L'Oréal Paris has an unparalleled commitment to technology, research, and innovation, providing ground-breaking, high-quality products across four major beauty categories – hair color, cosmetics, hair care, and skin care. From hair and makeup tips with expert stylists to stories of the confident women who define our brand, we are dedicated to providing our viewers with a beauty experience unlike any other.

L'Oréal Paris is a truly global beauty brand with many internationally renowned products. For most, the name "L'Oréal" is immediately evocative of the brand's signature phrase, "Because I'm Worth It."— The concept behind the legendary advertising campaign for the Superior Preference hair colour launch in 1973. Today, it represents the essence of the L'Oréal Paris brand as a whole, a spirit which is about helping every woman celebrate herself. As the biggest beauty brand in the world, it has an unparalleled commitment to technology, research and innovation and providing ground-breaking, high-quality products for women, men, and children of all ages and ethnicities. encompasses the five major beauty categories – hair colour, hair care, hair style, skin care and cosmetics.

What is the ad for?

This assignment consists of different ad which L'Oréal Paris came up with right from introducing Shampoo – Conditioner - Serum – Crème Gloss.

Ad No 1: Total Repair 5 Shampoo from L'Oréal Paris with Aishwarya Rai

Link: https://youtu.be/KrHYgOHkR6k
Ad analysis

1. **Describe the ad is targeting to which group of consumers. (Profile up consumer)**

L'Oréal targets kids, teens, women and men, people of all sizes and shapes, race, ethnicity and lifestyle. Their goal is to expand globally and make their products available to everyone, everywhere.

2. **Explain the attitude towards the ad model taking all 5 ads into consideration**

It says a strong message of self-care and self-pamper

3. **Describe the values and emotion the ad provokes in the audience**

Keeping up with all the responsibilities that a woman shoulders while she plays different roles in her personal and professional life, she often tends to compromise on self-care. That's when products like Total Repair 5 come to her rescue. It is very empowering to be able to represent this new generation's idea of beauty because every woman is worth it!"

4. **Explain some of the outstanding strategies used to persuade the target audience**

Shampoo' sending prospective customers personalised emails with such adverts and making customer believe that it is the best the customer can get.

5. **Review the intention of the advertisement**

L'Oréal Paris Total Repair 5 Advanced Repairing range of shampoo, conditioner and serum to fight against the 5 problems of hair fall, dryness, roughness, dullness and split end

6. **Provide your opinion.**

L'Oréal professionals mechanises with L'Oréal professional salons in order to not only promote their product but also to help hairdressers to have a vision, excel and accomplish.

Ad No 2: L'Oréal Paris Commercial featuring Sonam, katrina, Aishwarya - 2016
Link: https://youtu.be/NwwyNa4xQsU

Ad analysis

1. **Describe the ad is targeting to which group of consumers. (Profile up consumer)**

L'Oréal advanced hair care expert targeting different types of Customers specially women having different hair issue. It providing expert care with unique ingredient, **fall resist** for hair fall by Sonam Kapoor, **6 oil nourish** for dull hair by katrina kaif and **Total repair 5** for damaged hair by Aishwarya bacchan.

2. **Explain the attitude towards the ad model taking all 5 ads into consideration**

All the three models from Ad are strong, different and confident about products.

3. **Describe the values and emotion the ad provokes in the audience**

All the three Women in Ad are conveying the message that every woman is different in their own way and all are worth it. The Ad showing strong value about the worth of each and every woman. Trust on the product is the strong value in this ad.

4. **Explain some of the outstanding strategies used to persuade the target audience**

Ad is showing types of damaged hair and shampoo according to damage so that consumer can use the products respectively to get the result what they want for their hair.

5. **Review the intention of the advertisement**

According to me intention of advertisement is showing variety of hair problems and their solutions.

6. **Provide your opinion.**

Overall Ad explained nicely about the types of damage that may accruing and their solutions with different shampoo containing unique ingredient. They are providing the expert for your hair according to hair types with hashtag #chooseyourexper

Ad No 3: L'Oréal Paris Total Repair 5 | Win Over Damaged Hair | Aishwarya Rai Bachan & Sobhita Dhulipala

Link - https://www.youtube.com/watch?v=Z_J7Zeqye_k

Summary of the context of the advertisement

The commercial film was launched July 8 2019 across all platforms showcasing the two actresses- Aishwarya Rai & Sobhita Dhulipala shooting in harsh conditions.

The campaign was called as #WinOverDamage

Ad analysis

1. **Describe the ad is targeting to which group of consumers. (Profile up consumer)**

The product concentrate on Female category of the society but the ad gives the expression for the strong working dedicated women's in the society.

2. **Explain the attitude towards the ad model taking all 5 ads into consideration.**
   - ❖ Detailed information advertisement for the product,
   - ❖ Attitude of supporting another woman

3. **Describe the values and emotion the ad provokes in the audience**

The way this ad come up was the true image of any working women who handle everything but miss out to handle her in terms of self-care because she has to handle her work in all the challenges like humidity, brushing, heat, blow drying as has no time to select the hair product to keep her hair out of damage and by this advertisement audience got connected as if it was their day to day struggle too

4. **Explain some of the outstanding strategies used to persuade the target audience**

The outstanding strategy used to persuade the target audience was: As one of the lead parts in ad was Aishwarya Rai who has been Miss World 1994 is addressing a crew member giving advice for how to take care of herself is one of the great idea to connect the target audience because it gives the message of supporting each other no matter who are you

Loreal Paris will make look your hair beautiful nothing lesser then any celebrity

5. **Review the intention of the advertisement**

In the commercial, while Aishwarya's hair is prim and proper throughout, she notices Sobhita's hair needs extra care to look on point, considering the adverse shooting environment. She recommends L'Oréal Paris Total Repair 5 Advanced Repairing range of shampoo, conditioner and serum to fight against the 5 problems of hair fall, dryness, roughness, dullness and split ends.

The main intention of this ad was show hustle life of a women who has to play different role in her professional life and personal life, but she often gets time for self-care and that's the time when Aishwarya comes and recommend her to try product

Theme of the advertisement has been done as per the product look which is the combination of white and red right from attire of Aishwarya and Sobhita was red and white and then car and telephone booth was notice as per color theme and even the advertisement shows a women working outdoor who has damage hair which justify the problem which she address.

6. Provide your opinion.

According to me #WinOverDamage they started by shampoo and conditioner and discussed about 2 product and by come till the end there was one more product which is **serum** and they failed to provide information for that.

Ad No 4: Casting Crème Gloss

Link: https://www.youtube.com/watch?v=_Yy6L1xeRKg

What is the advertisement for?

The advertisement is about helping every woman embrace her unique beauty while reinforcing her innate sense of self-worth. It's about reminding women through this and every other advertisement that they are worth more than they believe to be.

Summary of the context of advertisement.

The three new ambassadors feature in the Casting Crème Gloss campaign titled 'A Shade Apart'. Strong women with different personalities, Bollywood actress, Aditi Rao Hydari, former captain of the Indian women's national cricket team, Mithali Raj, and dancer, Shakti Mohan are seen encouraging women to embrace their uniqueness and celebrate their self-worth in this campaign.

Ad Analysis:

1. Describe the Ad targeting.

This advertisement was targeted towards middle aged and working women from different diversities and cultures with the idea of empowered beauty and encouraging women to embrace their uniqueness.

2. Attitude towards Ad model.

The attitude observed in this advertisement is that the Loreal Paris aims at embracing diversity as a brand and speak to everyone, not just a single group. The idea is to support women and transform self-doubt into self-worth.

3. **Values and emotion the ad provokes in the audience.**

An important aspect observed is the perception of colours. The ad invokes a strong emotion towards inclusivity and acceptance of independent women from diverse backgrounds. Women today are more time-starved, distracted by ongoing busyness, and routinely overwhelmed by responsibilities while pursuing monumental ambitions - the ad illustrates this beauty of every woman's own self-being and ambition that makes her #A Shade Apart.

4. **Strategies used to persuade the target audience.**

The simple strategy used to persuade the TG here is celebrity endorsement. Three well known strong personalities were roped in showing different hair colours to spread the message of acceptance and self-worth amidst the stress among individuals of insecure looks.

We can see how the brand empowers women from every background to strive and achieve her ambitions which ultimately reflects a sense of real beauty. This is a simple but smart approach to build credibility amongst consumers.

5. **Review the intention of the advertisement.**

The intention was for women to challenge themselves and create a space beyond conventionality. It was conceptualised to represent three strong, independent and diverse women and how this campaign illustrates their diversity as well as the uniqueness of real women and what makes them #AShadeApart."

6. **Provide your opinion.**

This L'Oréal advertisement showcases legible figures to undertake the right measures to promote its products through an important message. A truly important aspect was covered through this campaign - individuality and uniqueness can go hand-in-hand with a sense of belonging in society.

Thank You.

Why should boys have all the fun?

Women in India more active mobile gamers than men

Playing mobile games can serve as a distraction from the constant work pressures or daily chores. IANS|Sep 25, 2019, 11.39 AM IST

GURUGRAM: Contrary to common social perceptions, mobile gaming is no longer limited to a specific gender and women are more active than men when it comes to playing mobile games on their smartphones, and they play up to several times in a week, a new survey by CyberMedia Research said on Monday.

According to CMR's 'Go' programme that surveyed 2,000 smartphone owners, an astonishing 95 per cent of women surveyed are very active mobile gamers as compared to 86 per cent men.

Seventy-five per cent of those surveyed played games for up to two hours on their smartphones, with women (78 per cent) spending more time than men (72 per cent) while 33 per cent of those surveyed played mobile games several times in a week.

"The results have broken some of the most common notions associated with mobile gaming. Women are active in gaming. Yet, it is true to say that they prefer some unique games, and stick with free-to-play games and generally speaking, avoid in-app purchases.

"They are hyper-casual gamers, and very much underserved. For the gaming developer community, this cohort represents a significant opportunity," Prabhu Ram, Head-Industry Intelligence Group, CMR, said in a statement.

Women attributed their taking to mobile gaming to multiple factors, including their peers and friends, to their spouses and even, ads on social networks.

Among the key benefits cited by the women, playing mobile games is seen as a major stress buster and mood elevator, thus, serving as a distraction from the constant work pressures or daily chores. The relative convenience of playing games on smartphones, anywhere, anytime, is an advantage, cited the women.

"Ranging from professionals playing mobile games in between breaks at work, or while on the commute, to women playing games at home amidst breaks from domestic chores, to elderly women keeping up with technology -- the demographic profiles of female gamers span across age groups," said Satya Mohanty, Head-User Research Practice, CMR.

Amongst women, PUBG Mobile (45 per cent), Candy Crush (39 per cent), Clash of Clans (22 per cent) and word puzzles (22 per cent) are the four most popular games in India.

Ethnic branding in a contemporary world: Soulfull Smoothix in the Indian context

Ankur, Product Manager of Soulfull Smoothix brand was in a contemplative mood. He had seen youngsters enjoying smoothies at some cafes. Ankur had seen health-conscious middle-aged people ordering juices in offices and also seen several people in the age group of 30 to 40 years avoiding delicacies like samosas and other deep fried oily traditional preparations that were a part of snacking rituals among people for decades in India. Ankur had an exciting but highly challenging job at hand. He had to launch an offering Smoothix which was made of ethnic and healthy ingredients that included millets, cereals, and pulses. Smoothix was in the form of powdered concentrate that would be available in almond and lite cocoa variants with 12 natural grains. A drink could be prepared from this concentrate by adding milk or water. The challenge was that this ethnic drink had to enter the mindscape of consumers who were bombarded with several packaged products that resembled Smoothix in terms of physical appearance. The challenge did not end with just the appearance of the offering; there were several user imageries associated with powdered milk additives that were similar to the Smoothix offering. And the most interesting and challenging part of the brand was that it was not even intended to compete with milk additives!

Prashant Parameswaran, Chief Executive of Kottaram Agro Foods that manufactured Smoothix brand had already launched Soulfull brand (its other offerings) successfully in Bangalore. Prashant was passionate about millets and believed that millets to the Indian context would be like quinoa to the Western countries. Quinoa, the high protein grain was available in India at a price that only the rich could afford on a daily basis. Quinoa in the West was a fitness-based rage among consumers who focused on health away from the glitz and glamor of Western brands that had a cult-like following among all age groups the likes of McDonalds). Prashant's innate motivation to make millets a national passion, made him an ardent challenger to the fashionable and symbolic consumption of snacking associated with long-term health hazards. Prashant's stay in the United States had also been instrumental in driving his goal with respect to ethnic foods. Smoothix was a sub-brand of Soulfull.

Ankur had many options to position Smoothix. This had created a dilemma for the decision makers. Should Smoothix be positioned as a new concept brand? Should Smoothix simply rely on a digital advertising blitzkrieg to encourage trials and then decide on the course of the brand strategy? Should Smoothix reposition competitive offerings that are unhealthy in the

perception of consumers? Should Smoothix get into a sales promotion based on free trials but face the risk of losing the opportunity to build brand associations if the initiative fails?

THE COMPANY

Prashant who hailed from an agricultural background had always to launch a food brand. During his stay in the United States, Prashant witnessed the quinoa wave. When he was back in India soon after and was researching on the various options of food products, he realized the Indian millet (ragi) had the same or even more (in some ragi varieties) nutrients and goodness than quinoa. Dr. MS Swaminathan Research Foundation that was then working on millets further re-emphasized this belief and provided information on how millets are the most sustainable options given the radical change in climatic conditions. He also saw how like the West, India was developing rapidly and riding the health wave. Hence, the consumer needed something convenient but with a healthy and clean label. The marriage of these two concepts resulted in the conceptualization of Soulfull Smoothix, a honest brand that stood on the pillars of "no preservatives, no artificial colors or additives, no fortification" and healthy ingredients consisting of millets and other ancient grains. The company Kottaram Agro Foods was established in 2011 and its brand was Soulfull. The company made Ragi Flakes, Oat Millet Meal, Millet Muesli, Ragi Bites, and Diet Muesli with ragi as the main ingredient.

Revival of interest in ancient grains

The year 2018 was declared as the Year of Millets in India and 2023 as the Global Year of Millets. The renewed interest in the ancient grains, especially millets in India, was fueled by three factors.

1. Good for the planet
2. Good for the farmer
3. Good for the consumer

GOOD FOR THE PLANET: Millets have been the resident grain in India for the last 4,000 years. It lost its significance during the green revolution when rice and wheat became prominent. Millets have a low carbon footprint and require minimal water to grow. They grow with minimal fertilizers and pesticides and grow faster thus exerting minimum stress on the environment.

GOOD FOR THE FARMER: Millets can grow on poor soil, minimum water, under extreme temperatures, and very little fertilizers. This makes it affordable to the marginal farmers.

Millets also have the potential to have better yields and become the next viable option to feed our growing population.

GOOD FOR THE CONSUMER: The most important factor is the health benefits associated with millets. Millets are high in Iron, Zinc, Calcium, and Folate. They have low GI and most importantly are gluten free. Due to their small size, they escape processing, thus retaining most of the nutritive value. There has been growing awareness among urban professionals about healthy lifestyle fueled by the fitness culture sweeping the western markets. This has also been corroborated by the number of start-ups coming up in the millet space and also the funding these companies have been attracting from investors.

SOULFULL SMOOTHIX BRAND: Smoothix brand consisted of a ready to dissolve powder in two variants namely Cocoa lite and Almonds. The offering was available as a single sachet for Rs. 30, two sachets with a free shaker for the price of 1 US$ is equivalent to Rs. 70 (approximately) in Indian rupees. Rs. 60 and was also available in a carton of five sachets priced at Rs. 150. A consumer had to empty a sachet in a glass of hot or cold milk or water and use a shaker to make a thick shake. The powder resembled milk additive powder while the final consumption form of the product was like a smoothie (smoothies are associated with a healthy snacking alternative in the culture of snacking). The offering was meant to replace snacks like samosas, protein bars, juices, yogurt, and milkshakes that people consumed as snacks. Smoothix contained millets, cereals, and pulses with 12 natural grains. The millet-based offering was high in fiber, low in glycemic index, and high in protein, folate and minerals; it contained no preservatives and had jaggery. It was hoped that the target segment of consumers would make a habit of consuming Smoothix as an instant drink that substitutes an unhealthy snack.

CONSUMPTION OCCASION FOR SMOOTHIX

Smoothix was meant to be the healthy hunger partner for the consumer during his/her busy schedule. Following are some of the consumption occasions that the brand fits into:
- On-the-go breakfast or a breakfast replacement
- 11 am snack
- 5 pm snack
- Post workout/sports-activity drink

The consumption occasion was flexible and consumers were expected to "fit in" the brand as per their convenience and requirement. The free shaker was given as an inherent part of the brand consumption and also made the product consumption fashionable.

What are the offerings that compete with Smoothix?

The following offerings were likely to be competitive offerings for the brand

- Fried snacks – samosas, chaat, chips, biscuits, noodles, etc.
- Cereal bars
- Protein shakes
- Juices/Yoghurt
- Beyond the shelf – Fruit bowls, Salads

Smoothix competed for the hungry moments of the consumer and hence had to compete with several categories of associated with snacking. The shaker and sachet packaging brought in the convenience and on-the-go feel to the target audience. The new users of Smoothix could come in from any of the competitive offerings and the challenge for Smoothix was to replace them in the mind of the consumers with respect to healthy snacking alternative.

Demographically, the target market for the brand Smoothix was aged between 20 and 40 years. They were men and women professionals, high achievers, pushed themselves beyond limits, and were indulgent with respect to food and parties. While they realized that they were at health risks, they continued their irregular habits.

Ankur had the results of a survey that he commissioned during January-March of 2019 at Bangalore and Kolkata; 73 respondents had been chosen as per the profile that was appropriate to the brand. As Ankur had thought this was an exploratory study, he wanted to have a smaller number of respondents who were typical of the profile that he had in mind with respect to the brand.

Consumer survey is presented in Exhibit 1; Exhibit 3 provides an idea about the ad campaign released by the brand and Exhibit 2 gives an idea of the Smoothix "on-the-go" container. It is interesting to note from the survey (details not provided in the exhibits) that the respondents had reflected an intent to stay healthy (as indicated by the downloading of fitness apps among all respondents and a significant proportion had indicated their gymnasium membership and

yoga interests). Also, from the data provided by the company, there was high awareness about Smoothix among the respondents of the survey both at Bangalore and New Delhi.

The case addresses a number of issues that are related to the behavioral aspects of the brand Smoothix's strategy. How would consumers react to the taste of the offering? Would they form the habit leading to loyalty to the brand? Would they carry and use the shaker on the go? Would consumers perceive the value associated with the price point? How would they react to the ads of the brand? These are suggestive questions that require an in-depth analysis with appropriate concepts beyond simplistic answers. Ankur and his team along with Prashanth were getting prepared for a brain storming session based on the results of the survey:

Exhibit 2

Smoothix

Exhibit 1

Smoothix – Attitudinal Disposition

A 5-point scale was used for capturing the data – higher the weightage, more is the agreement (strongly agree meant that the respondent had provided a score of 5 on a scale of 5)

S.N	Cognitive factor	Respondents	
		Strongly Agree	Agree
1	I believe in having healthy food/beverages	57%	39%
2	I believe in having healthy snacks	45%	52%
3	I believe in having packaged snacks of Western snacks (nachos)	30%	17%
4	I believe in having Indian packaged snacks (mixtures, chips, etc.)	20%	24%
5	I believe in snacking daily	15%	20%
6	I believe in snacking on sweets	31%	15%
7	I believe in snacking on biscuits	15%	20%
8	My snacking habit is strongly entrenched from my younger days	21%	16%
9	I experiment with snacks that are packaged	19%	8%
10	I frequently have healthy snacks like fruits or sprouts or anything that is of natural origin	43%	19%
11	I always try out any packaged healthy snack that are new to the market (if the ad of the brand says it is healthy)	21%	37%
12	I will try a new healthy drink made out of ethnic grains	17%	19%
13	I will pay a higher price than a price for a soft drink (as a kind of reference)	15%	4%
14	For the sake of a healthy habit, I will carry a shaker to make the drink as this may also add to the taste	23%	35%
15	I generally have the same snack everyday	26%	24%
16	I have a strong preference for a snack when I am with friends	24%	12%
17	I believe in stocking natural fruit juice brands at home	27%	16%
18	I frequently buy cookies or biscuits or fruits as snacks	27%	43%
19	I do not mind buying a new healthy drink a few times to know its impact on my health	21%	12%
20	I have the conviction to stick only to heathy snacks once I make up my mind	37%	27%
21	When trying out a new healthy packaged drink, I look for a well-known brand	20%	38%
22	I would confidently try a new brand of healthy ethnic drink if I am convinced about the contents	23%	39%

accenture

How will COVID-19 change the retail consumer?

Data-driven insights into consumer behavior

MAY 2020

New and everlasting consumer behavior

The COVID-19 pandemic has fundamentally change[d] world as we know it. People are living differently, b[ut] differently and, in many ways, thinking differently.

Long-term trends have been accelerated. Change[s] anticipated over the next few years have occurred [in] space of mere weeks. The impact is profound. Ret[ail] reshaping their businesses in real-time, to permane[ntly]

Our new consumer research indicates that habits f[ormed] will endure beyond this crisis, permanently changi[ng] value, how and where we shop, and how we live an[d]

Even as this crisis continues to evolve, by explorin[g] changes that are happening now, we can consider [what] businesses should do today to outmaneuver uncer[tainty and] emerge stronger to be ready for what's next.

Consumers are changing the way they shop, work and live

The COVID-19 global pandemic is having a profound impact on the lives of consumers. In our new research, we monitor the changing attitudes, behaviors and habits of consumers worldwide, as they adapt to a new reality.

We explore what consumers are buying and how they are shopping, and which of these new habits are likely to remain in the longer term.

- **The adjusting consumer** With changes in income and leisure time, many consumers are facing new personal situations, which are influencing attitudes and behaviors.

- **What and how we buy** Consumers are shopping more consciously and efficiently, with a greater awareness of the environment, health and cost. The use of ecommerce and omnichannel services has surged, and is likely to continue post-pandemic.

- **How we live and work** Consumers are finding creative ways to fill their time at home, by engaging in new or renewed activities, such as cooking or DIY. Families are welcoming the opportunity to spend time together, and employees are embracing home working.

In response to the crisis, retailers have moved quickly to protect the safety of employees and customers, adopt new business models and launch new services.

With this accelerated pace of change, we explore the implications of our research findings and how global retailers can reset their businesses to emerge stronger.

Source: Accenture COVID-19 Consumer Research, conducted 20-27 April 2020 and 5-11 May 2020

3

The adjusting consumer

4

Consumers are adapting to new personal circumstances

With changes in discretionary income and leisure time, many consumers are facing new personal situations, which are influencing their attitudes and behaviors.

In markets where the pandemic is stabilizing, fears about health are gradually subsiding, although economic concerns remain high and are denting consumer confidence.

Consumers remain uncomfortable about visiting public places within the next one to two months, although they are relatively more comfortable with familiar places such as grocery and pharmacy stores. Concerns around hygiene in public places can be lessened by implementing visible signs of sanitation.

5

In stabilizing markets, health fears are lower, yet economic concerns persist

	Advancing	Stabilizing
I am fearful for the health of others	80%	69%
I am worried about the impact on the economy	86%	85%

Source: Accenture COVID-19 Consumer Research, conducted 5-11 May 2020. Countries grouped based on the stage of they are at in the outbreak at time of fielding, measured by the time since the first 100 cases were diagnosed in each country, and the weekly increase of new cases.

6

Many consumers are experiencing changes to free time and disposable income

Financially-Squeezed
33%
Less disposable income compared to before the outbreak

"Life is very stressful right now. I don't have a job and with coronavirus to be there for some time, things are not looking good."

- **Four-times more likely** to have been placed on temporary leave or made redundant than others
- **Most likely** to expect financial support from government
- **Seventy-one percent** are shopping more cost consciously

Time-Pressed
9%
Free time decreased from previous level

"My hands are full these days. I have less personal time than before, and at times get the feeling of being overwhelmed."

- **Most likely** to have decreased time spent on leisure activities vs. others
- **Most likely** to have decreased time spent watching TV
- **Fifty-nine percent** are doing fewer shopping trips

Minimal Change
32%
Disposable income and free time similar to before outbreak

"Things are not too bad. We don't expect things to change much."

- **Lowest level** of overall concern over the outbreak
- **Least likely** to comply with government advice regarding COVID-19
- **Least likely** to have adjusted shopping and personal habits due to the outbreak

Resource-Rich
26%
More disposable income time than prior to ou

"My life will be about part time job and spe time in the garden, k and meditating."

- **Most likely** to be tryi or cooking methods
- **Most likely** to be taki and learning new ski
- **Most likely** to be usir channels

Source: Accenture COVID-19 Consumer Research, conducted 5-11 May 2020

Despite phased reopening, consumers remain uncomfortable about visiting public places

Advancing Markets ▪ **Stabil** ▪

Level of comfort going to public places in the next 1-2 months*

	Bar or club	Sporting event or concert	Public transport	Coffee shop	Café or restaurant	Non-essential retailer	Shopping center	Doctor's surgery	Grocer or pharmacy	Friend or relative's house
%COMFORTABLE	19% 16%	19% 18%	20% 20%	25% 29%	26% 26%	30% 27%	29% 30%	37% 26%	43% 35%	42% 40%
%UNCOMFORTABLE	59% 53%	58% 53%	56%	34% 45%	46% 35%	37% 27%	44% 32%	33% 37%	26% 20%	32% 23%

Source: Accenture COVID-19 Consumer Research, conducted 5-11 May 2020. *Provided that they were open and it was allowed.

Hygiene practices are vital, with visible evidence most important

Initiatives to help consumers feel more comfortable going to public places
Proportion of consumers that rank initiative as top 1 or top 5 to make them feel more comfortable

■ Top 1 ▨ Top 5

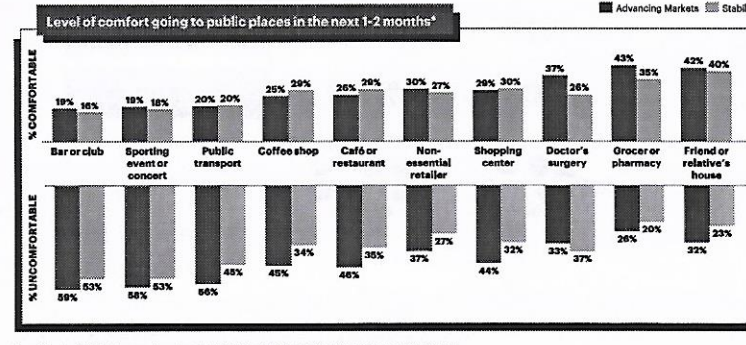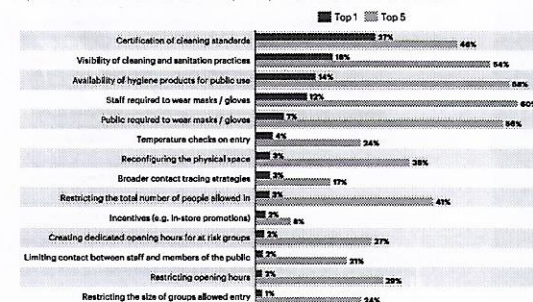| Initiative	Top 1	Top 5
Certification of cleaning standards	37%	46%
Visibility of cleaning and sanitation practices	16%	54%
Availability of hygiene products for public use	14%	58%
Staff required to wear masks / gloves	12%	60%
Public required to wear masks / gloves	7%	58%
Temperature checks on entry	4%	24%
Reconfiguring the physical space	3%	38%
Broader contact tracing strategies	3%	17%
Restricting the total number of people allowed in	3%	41%
Incentives (e.g. in-store promotions)	3%	8%
Creating dedicated opening hours for at risk groups	2%	27%
Limiting contact between staff and members of the public	2%	21%
Restricting opening hours	2%	29%
Restricting the size of groups allowed entry	1%	24%

Source: Accenture COVID-19 Consumer Research, conducted 5-11 May 2020

Retailers can ass
consumer fears
hygiene by intro
visible signs of s
certification of c
standards, mask
gloves for staff a
customers, and h
products for pub

The adjusting consumer
Implications for retailers

→ **The consumer you thought you knew is no longer.** Prior consumer segmentations—and the insights they're built on—will need to be redefined as consumers adjust to new personal circumstances.

→ The almost ubiquitous **lack of consumer confidence** will pose an enormous challenge when it is time to restart the economy.

→ Retail and on-trade outlets need to **plan for a new era**, putting in place changes that help consumers feel more comfortable in stores, and encouraging them to return.

→ Retailers also need to prioritize investment in digital experiences and services, and tap into new social occasions **in the home.**

What and how we buy

Consumers are shopping mindfully—and digitally

Consumers are embracing conscious consumerism and it's a mindset that is likely to continue. They are striving to limit food waste, buy more sustainable options, and shop more cost consciously. Demand for local goods is growing, as consumers seek out products they feel they can trust.

Consumers are also turning to digital and omni-channel services. The adoption of ecommerce from previously uninitiated users has accelerated, and consumers have increased their use of services such as contactless payment and curb-side pick up, and plan to maintain this behavior into the future.

Why and where consumers buy has changed, accelerating adoption of anticipated trends

Conscious Consumption	Health & Safety Priorities	The Love of Local	Shopping Efficient...
I'm learning that I can do with a whole lot less than I thought I could. I'm learning to check in all the corners in cabinets to see what food items I have. I'm checking freezers. I'm better organized.	We still consider price and selection, but **now it's really about safety.**	For a while I will only dine at small local establishments until I feel confident. **These are the places that are safest and need us most when this is over.**	When I forget something at the... I have just decid... live without it. T... why a lot more planning is invol... before I do go. T... spontaneous trip... the store don't e... anymore.
Anita T, 46, Fairview, MI	Jennifer V, 47, Maiden, NC	Jill F, 53, Kenton, MI	Valentin E, 28, New Yo...

13

Changing circumstances, for better or for worse, drives a greater degree of behavioral change
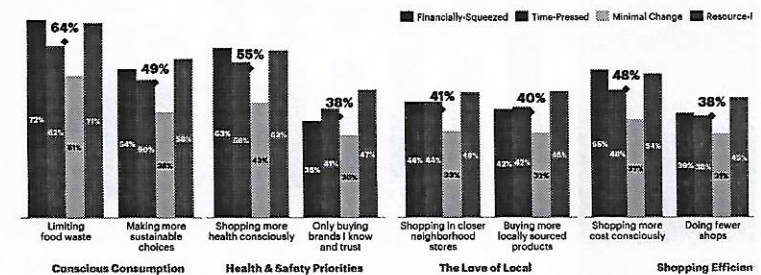
Proportion that are likely to permanently change their shopping habits
Proportion that agree or significantly agree with statement and are likely to sustain this post outbreak, by consumer type
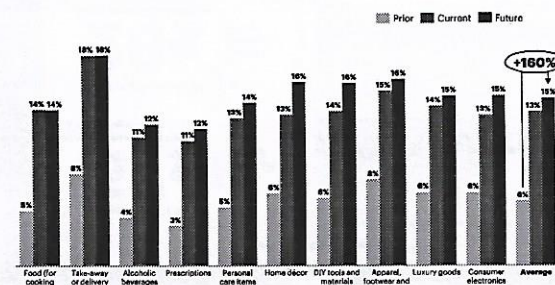
Legend: Financially-Squeezed, Time-Pressed, Minimal Change, Resource-I...

Conscious Consumption
- Limiting food waste: 64% (72%, 62%, 51%, 77%)
- Making more sustainable choices: 49% (54%, 50%, 36%, 58%)

Health & Safety Priorities
- Shopping more health consciously: 55% (63%, 56%, 43%, 62%)
- Only buying brands I know and trust: 38% (35%, 41%, 30%, 47%)

The Love of Local
- Shopping in closer neighborhood stores: 41% (44%, 44%, 35%, 49%)
- Buying more locally sourced products: 40% (42%, 42%, 33%, 46%)

Shopping Efficien...
- Shopping more cost consciously: 48% (55%, 48%, 37%, 54%)
- Doing fewer shops: 38% (39%, 36%, 26%, 45%)

14

New users are turning to ecommerce, with long-lasting implications

Proportion of purchases made online by infrequent ecommerce users
Frequency of online purchases for consumers who used online channels for less than 25% of purchases prior to the outbreak
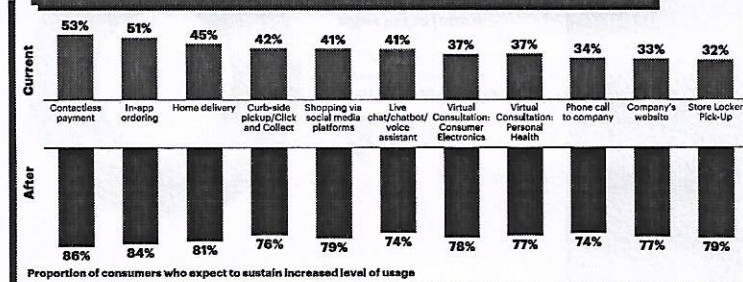
Legend: Prior, Current, Future

- Food (for cooking at home)
- Take-away or delivery
- Alcoholic beverages
- Prescriptions
- Personal care items
- Home décor
- DIY tools and materials
- Apparel, footwear and accessories
- Luxury goods
- Consumer electronics
- Average: +160%

15

The huge sh... to ecommer... likely to con...

160

is the expected increase in ecc... purchases from... low frequency...

Consumers using omnichannel services are likely to continue doing so

Proportion of consumers who have increased usage of digitally-enabled services during the COVID-19 outbreak
Consumers who have increased or significantly increased usage of those that use the service

	Current	After
Contactless payment	53%	86%
In-app ordering	51%	84%
Home delivery	45%	81%
Curb-side pickup/Click and Collect	42%	76%
Shopping via social media platforms	41%	79%
Live chat/chatbot/ voice assistant	41%	74%
Virtual Consultation: Consumer Electronics	37%	78%
Virtual Consultation: Personal Health	37%	77%
Phone call to company	34%	74%
Company's website	33%	77%
Store Locker Pick-Up	32%	79%

Proportion of consumers who expect to sustain increased level of usage

16

What and how we buy
Implications for retailers

→ The increased focus on **conscious consumption** requires that retailers make it a key feature of their offer.

→ **Health** will most likely remain a strategic differentiator for the foreseeable future (e.g. supporting healthy lifestyles for consumers, shoppers and employees).

→ Retailers should tap into the **demand for local** by highlighting local provenance, and redefining relationships with the communities they serve.

→ Experiences that **improve the efficiency** with which consumers can shop—both online and offline—will likely improve the customer experience.

→ Retailers should substantially increase investment in **digital and omnichannel capabilities**, to connect with consumers in new ways and respond to rapidly shifting needs as we move through the phases of the pandemic.

17

How we live and work

18

Consumers are finding creative ways to fill their time at home

Consumers are engaged in new or renewed activities during their spare time. Many are trying new recipes, engaging in DIY and home improvements, or embarking on new skills or online education.

Families are welcoming the opportunity to spend more time together, and new ways of socializing are gaining in popularity as people connect virtually.
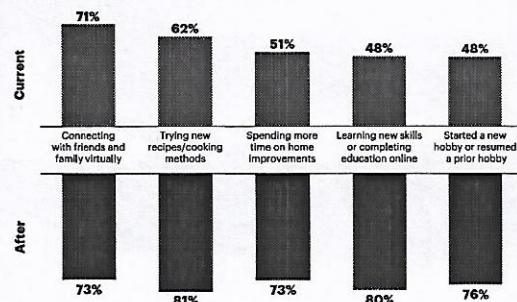
With the switch in many cases to working from home, employees have embraced their new environments and many expect to continue or increase their time spent home working in the future.

Consumers are finding creative ways to spend their leisure time

Proportion of consumers who have changed their leisure activities
Consumers who have increased or significantly increased usage

	Connecting with friends and family virtually	Trying new recipes/cooking methods	Spending more time on home improvements	Learning new skills or completing education online	Started a new hobby or resumed a prior hobby
Current	71%	62%	51%	48%	48%
After	73%	81%	73%	80%	76%

Proportion of consumers who expect to sustain increased level of usage

Source: Accenture COVID-19 Consumer Research, conducted 5-11 May 2020

By exploring how where consumers spending their lei time, retailers ca opportunities to e them through new occasions or cha

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Different forms of exercise have seen a boost as consumers prioritize keeping fit and healthy
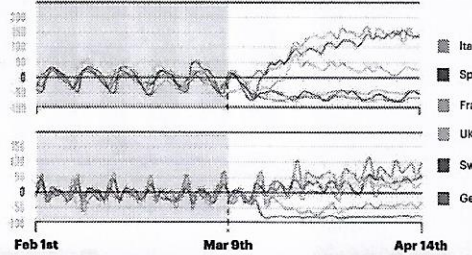
Exercising indoors

57%
of consumers have started exercising more at home*

Exercising outdoors

28%
have started exercising more outdoors*

Garmin smartwatch activity**

Indoor running % change

Outdoor running % change

Ital
Sp:
Fra
UK
Sw
Ge

Feb 1st   Mar 9th   Apr 14th

Source: *Accenture COVID-19 Consumer Research, conducted 5-11 May 2020. **Garmin Blog

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Thirty-five percent of people plan to increase home working in the future

Change in work-from-home frequency from pre- to post-outbreak

Less 14%
Same 51%
More 35%
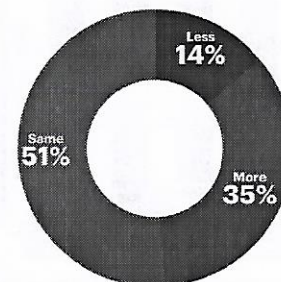
48%
of people who never worked from home previously now plan to work from home more often in the future.

Source: Accenture COVID-19 Consumer Research, conducted 5-11 May 2020 N = 3,648 respondents working from home.

Life at home has beco fulfilling since I have b working from home. I more time with my fai

Female, 32-39, UK

I enjoy working from feel as though my job can be done at home could only work from for a few days. I know workplace will never and it makes me sad

Female, 18-24, Canada

Source: Accenture COVID-19 Consume conducted 5-11 May 2020

How we live and work
Implications for retailers

→ Increase focus on opportunities for **self-care, personal health and hygiene** within your assortment.

→ Explore how and where your consumers are spending their time—on new leisure activities or devices. Identify the **new occasions and channels** through which you can engage them.

→ Consider supporting **local communities and institutions in authentic ways,** to generate awareness and loyalty, and engage with customers to create **meaningful moments,** whether in person or virtually.

→ Create a **virtual working strategy** that will differentiate your employee value proposition and reflects new employee preferences, and explore **new pools of talent** that are unconstrained by location.

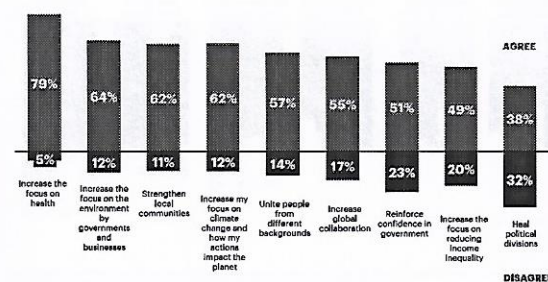→ Fully leverage **virtual collaboration tools,** which have clearly demonstrated success.

The majority of people see potential positive outcomes from the crisis

Proportion of consumers who think COVID-19 will have a lasting societal impact
% who agree vs. % who disagree

AGREE

Increase the focus on health	Increase the focus on the environment by governments and businesses	Strengthen local communities	Increase my focus on climate change and how my actions impact the planet	Unite people from different backgrounds	Increase global collaboration	Reinforce confidence in government	Increase the focus on reducing income inequality	Heal political divisions
79%	64%	62%	62%	57%	55%	51%	49%	38%
5%	12%	11%	12%	14%	17%	23%	20%	32%

DISAGREE

Source: Accenture COVID-19 Consumer Research, conducted 5-11 May 2020

Lasting perso
and societal i

The global pandemic is f changing the way we live giving us an opportunity our values and priorities, the behaviors and habits retain into the future.

The majority of people ac crisis could potentially h and positive impact on so increased focus on health environment and local co are some of the areas tha benefit as a result of this

Retailers to build consumer confidence with responsibility and resilience

Retail has experienced major disruptions in the past, but consumer preferences and shopping patterns have never shifted so quickly.

As well as changing how they shop, the reasons why consumers shop have also changed. Retailers need to leverage data-driven insights to continue to inform and develop their relationships with consumers.

Responsibility to employees and consumers has taken on a new significance. When it comes to restarting the economy, the near-ubiquitous lack of consumer confidence will pose an enormous challenge. Retailers need to build trust with consumers, such as implementing visible safety and hygiene measures for staff and customers in stores.

With the rise of the conscious consumer, and the inten[t to] make environmental and ethical purchasing decisions, retailers need to build sustainability into the core of th[eir] businesses, and look for new ways to grow.

Retailers need to improve shopping efficiency, both on[line] and offline, and be ready to respond to rapidly shifting needs as the pandemic evolves. The increased use of c[...] requires retailers to substantially increase their investm[ent] in omnichannel capabilities.

Retailers have an opportunity to reset and rebuild the[ir] businesses. How they help consumers to get through [the] now and next of the pandemic will influence their suc[cess] in the years ahead.
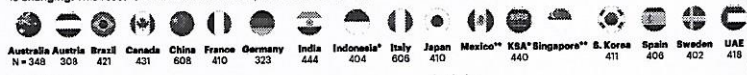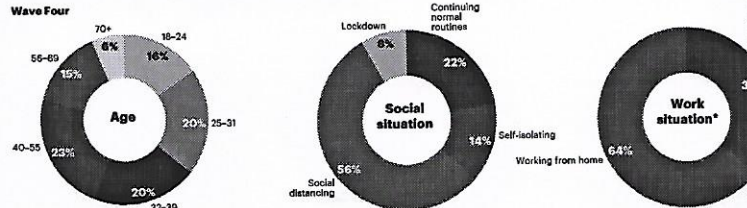
Methodology

The COVID-19 Consumer Research

Accenture's COVID-19 Consumer Research is monitoring the changing attitudes, behaviors and habits of consumers worldwide as they ad[just to the new] reality during the COVID-19 outbreak. It also explores which of these changes are likely to have a lasting impact once the crisis is over.

The fourth wave of this survey was conducted from **5–11 May 2020** and includes 7,872 consumers in 18 markets around the globe. This has be[en] complemented by two digital ethnographic studies: one of 30 consumers in the US completed 3-8 April 2020, exploring the ways their appro[ach is] changing, and the other of 15 consumers in China, Mexico, Spain, and the US, exploring how their approach to shopping for consumer goods is changing. This research will continue to be updated to track changes as this situation evolves.

Australia	Austria	Brazil	Canada	China	France	Germany	India	Indonesia*	Italy	Japan	Mexico**	KSA*Singapore**	S. Korea	Spain	Sweden	UAE
N = 348	308	421	431	608	410	323	444	404	606	410	440		411	406	402	418

Wave Four

Age
- 18–24: 16%
- 25–31: 20%
- 32–39: 20%
- 40–55: 23%
- 56–69: 15%
- 70+: 6%

Social situation
- Continuing normal routines: 22%
- Self-isolating: 14%
- Working from home
- Social distancing: 56%
- Lockdown: 8%

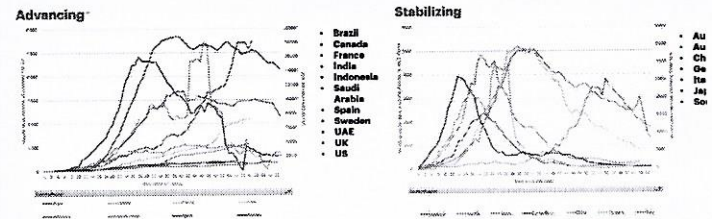**Work situation***
- 64%

* Of those employed

Source: Accenture COVID-19 Consumer Research, conducted 5-11 May 2020. *Added in Wave 4. **Excluded in Wave 4.

The 18 markets were split into two types based on the stage of outbreak at time of fielding

Markets were grouped into two stages of the COVID-19 outbreak. The classification took into account the time since first 100 cases were diagnose[d in] each country, the weekly increase of new cases and the lifting of government restrictions.

Advancing

- Brazil
- Canada
- France
- India
- Indonesia
- Saudi Arabia
- Spain
- Sweden
- UAE
- UK
- US

Stabilizing

- Au[stralia]
- Au[stria]
- Ch[ina]
- Ge[rmany]
- Ita[ly]
- Jap[an]
- So[uth Korea]

Source: Accenture Research analysis of data from Johns Hopkins University, Center for Systems Science and Engineering Coronavirus Resource Center