| Program/Sem: | M.Com Part I – Sem - I | Course: | Consumer Behavior |
| Program Code: | 2120161 | Course Code: | 59131 |

| Duration: 2 Hours | 0 8 NOV 2025 | Max. Marks: 50 |

Instructions:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams or provide relevant examples wherever necessary.

Q. 1 **Case Study** [10]

Nike has built a strong brand image in India through sports endorsements, lifestyle marketing, and product innovation. Over the years, it has cultivated a base of loyal customers who associate the brand with quality, performance, and status.

Situation

Aarav, a 25-year-old marketing executive and fitness enthusiast, has been wearing Nike shoes since college.

- His first pair lasted over 3 years.
- He associates Nike with *comfort, quality,* and *style*.
- Every time he plans to buy new running shoes, he goes straight to the Nike store or app without checking alternatives.

Last month, when a friend suggested trying Puma for a similar pair at a lower price, Aarav still chose Nike.
His explanation:

"I trust Nike. It has never disappointed me. I don't want to experiment when it comes to my runs."

Even when a discount sale was going on for Puma, Aarav paid more for Nike, believing it offered better long-term value.

Discuss the following questions in details:

1. What type of brand loyalty does Aarav display — behavioural or attitudinal?
2. Why did price not influence Aarav's decision-making?
3. How does emotional connection with a brand affect consumer behaviour?
4. What strategies can Puma use to convert such loyal customers?

Q. 2 **Attempt the following (Any One).** [10]

A. Explain the consumer learning theories in detail with the help of examples.

OR

B.   What is the meaning of consumer behavior? Highlight the four main types of consumers buying behaviors.

Q. 3   **Attempt the following (Any One).**   [10]

A.   Describe the 4Ps of marketing and elaborate the consumer buying decision process.

                                 OR

B.   State the factors influencing buyer's behavior.

Q. 4   **Attempt the following (Any One).**   [10]

A.   Define brand equity and enlighten the various factors influencing brand equity.

                                 OR

B.   What is the meaning of consumer learning? State the elements of consumer learning.

Q. 5   **Attempt the following (Any One).**   [10]

A.   Describe the use of internet and its impact on consumer behavior, highlighting the types, advantages and disadvantages to consumers.

                                 OR

B.   Explain the term consumerism along with its features. Provide the reasons behind the rise of consumer movement in India.

                              - - X - - X - -