

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)
EXAMINATION: DECEMBER - 2025

SEMESTER - IV

Sub.: Consumer Behaviour (BBA23-414-MKTG)

Date : 30/12/2025

Total Marks : 60

Time: 2.00 pm To 4.30 pm

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Consumer behavior primarily refers to:
 - a) The way firms market their products
 - b) The actions of consumers in purchasing and using products
 - c) Government regulations on marketing
 - d) The study of product pricing
2. Which of the following is the *first* step in the consumer decision-making process?
 - a) Information search
 - b) Problem recognition
 - c) Purchase decision
 - d) Evaluation of alternatives
3. Select the correct pair of psychological influences:
 - a) Culture and lifestyle
 - b) Perception and learning
 - c) Family and reference groups
 - d) Social class and norms
4. "Selective attention" refers to:
 - a) Remembering all information
 - b) Ignoring all marketing messages
 - c) Focusing only on certain stimuli
 - d) Forgetting previously learned information
5. Motivation based on personal growth needs is explained by:
 - a) Herzberg's theory
 - b) Maslow's hierarchy
 - c) Pavlov's classical conditioning
 - d) Freudian psychoanalytic theory

Q. 2. State True / False (05)

1. Consumer behavior studies only the final purchase decision
 - a) True
 - b) False
2. Information search can be both internal and external
 - a) True
 - b) False
3. Perception is the same as reality for all consumers
 - a) True
 - b) False
4. Learning influences future purchasing behavior.
 - a) True
 - b) False
5. Attitudes cannot be changed through marketing efforts
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Consumer Behaviour
2. Consumer Decision-Making Process
3. Perception in Consumer Behaviour
4. Motivation and Maslow's Hierarchy
5. Learning in Consumer Behaviour.

Q. 4. Answer in detail (Any Two) (20)

1. Define consumer behavior and explain its scope in modern marketing.
2. Discuss the importance of studying consumer behavior for marketers.
3. Explain the consumer decision-making process with a neat diagram.
4. Describe the concepts of perception, attention, and interpretation in consumer psychology.

Q. 5. Case study (15)

EcoFresh is an emerging brand in the home-care market offering an eco-friendly detergent made from plant-based ingredients. The company promotes itself as 100% biodegradable and safe for sensitive skin. Its packaging is minimalistic and made of compostable material. The brand targets environmentally conscious consumers and markets heavily on sustainability. Despite strong environmental claims and positive expert reviews, EcoFresh faces slow sales growth. Market studies reveal that many consumers express verbal support for eco-friendly brands but continue buying well-known competitors like BrightWash and UltraClean. Consumers cite reasons such as habitual buying, lack of trust in new brands, the perception that green products are less effective, and limited availability in local stores. To increase familiarity, EcoFresh runs influencer campaigns and offers free trials. While these efforts create awareness, only a small percentage convert into consistent buyers. The company realizes that while people appreciate sustainable products, their actual purchase behavior is influenced by psychological, social, and cultural factors.

Questions:

1. Identify two psychological factors that may be preventing consumers from switching to EcoFresh.
 2. Which stage of the consumer decision-making process seems to be the biggest challenge for EcoFresh? Explain why.
 3. How can EcoFresh use social and cultural influences to increase adoption and brand loyalty?
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