

Consumer behavior essay sample

[Economics](#), [Consumer](#)



1. You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market ?
2. Gillette, an established market leader in shaving products, is planning a foray into skin care products for men. How can the company use stimulus generalisation to market these products ? Can instrumental conditioning also be applied in this marketing situation ? How ?
3. You have been asked to advise a mens wear apparel manufacturer, to help them suitably segment their market and identify the most appropriate target segment. The company manufactures both formal and casual wear, and has a stylish, upmarket range. You want or to apply the VALSII typology to help them identify the target segments. Explain how would you utilise this approach and which segments would be the most appropriate for this manufacturer ?
4. Discuss the components of an attitude. Taking the example of a consumer enable purchase decision, explain what functions do attitudes play in consumer decision making.
5. How as a marketer of home appliances, would you use the knowledge of post purchase evaluation by consumer, to ensure that your consumers do not experience any dissonance ? Describe the response strategies you will follow
6. “ Consumers are always right, but not always” – Agree (or) Disagree, Support your arguments with and examples

Case Study : (20 Marks) Attracting Campbell 80's. The standard a heavier clear broth the Youth segment. soup Company geared lines soup introduced to young and very its line of Chunky soups people who were found that for something the years with in Asia in late to avoid tasted the more product was were looking well over like a meal. This heartier version had done of the soup containing more vegetables or meat in teens, particularly the young males in the U. S market, where it was the leading ready to serve food in super market. However, foods both for youth in Asia has been found and to turn very often from soups variable product. like food to other and lunch and snacks, because of a high degree of prevalence of street food contemporary. Cultural barriers for the preferences also creating youth In addition, with the faster faces increasing soups either on traditional taste are college both penetration challenges' of microwave ovens and the pizzas and popcorn cooked in them by the as alternative and snacks, Chunky competitive from alternatives. In addition local providers ready-to- serve going from international are gaining prominence, the youth resulting the plank of being an internationally the Asian palate.

Campbell known name or supplying to reach local flavours to suit and college market. in several has resolved It conducted specialized research on the college market, interesting findings. First, only about 1/3 students use college food facilities for lunch and only about one in four eats there for dinner. With 70% of students having access to a heater or oven, the potential exists for heating up soup. In addition, this group likes soup and therefore is willing to consume chicken noodle soup or a variant of the com soup rather than having a heavy, full plate lunch. The trends of consumption

are also changing. Six out of 10 college students in the metropolitan cities are more involved in buying prepared food than in the past. The students are usually short of time, especially during semesters. Thus, these patterns would indicate that heating . up soup for a snack or a quick meal could be perceived as being fast and easy and would be an attractive food choice for these students. College youth are an attractive market segment for several reasons. First, they are a sizeable population in a lot of the Asian countries, especially the South Asian countries. Second, compared to the others in their age group students typically have a larger discretionary income.