



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

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BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP. 2023

Three Hours

MKT 31503 - Consumer Behavior

Academic Year 2022/2023

Instructions

➔ Answer all questions.

01. Read the following case study and answer the questions.

Sun Lanka Pvt. Ltd. is a food production company which recently introduced "Refresh" to the market as an ice tea concentrate cordial. At present, "Refresh" consists of only three main flavors: strawberry, peach, and lemon. The product is marketed as a quick, convenient, and delicious option for making ice tea or ice tea cocktails. One of the key selling points of "Refresh" is that it's made from 100% Ceylon tea, retaining the natural taste and properties of tea. Additionally, it says it is a low-calorie beverage. However, despite these, sales of the "Refresh" brand have not met expectations. The company has identified a couple of issues: first, consumers are not aware of how to use the product and second, there is a misconception among consumers that the cordials contain higher levels of sugar. To address these challenges, Sun Lanka Pvt. Ltd. is considering a marketing strategy involving micro-influencers and celebrities. The goal is to change consumers' attitudes towards the product and show its benefits. By using the popularity and credibility of these influencers and celebrities, the company hopes to create a positive attitude about "Refresh", educate consumers about its usage, and avoid any misconceptions.

- a) Discuss how the "Refresh" brand manager may alter consumer attitudes towards their brand by,
- i) Changing product beliefs
 - ii) Changing the brand image

(10 Marks)

- b) "Consumers view influencers and celebrities as credible sources of information". Describe how Sun Lanka may market their brand using celebrities and micro influencers.

(10 Marks)

c) Explain how Sun Lanka can use stimulus generalization to market their product.

(10 Marks)

(Total 30 Marks)

02.

a) Assume you purchased an expensive watch, but it is now malfunctioning, and you are frustrated. How would you manage this frustrating situation?

(04 Marks)

b) "Personality differs from one another; it is not identical. However, marketers utilize personality to identify market segments." Discuss the validity of this statement.

(06 Marks)

(Total 10 Marks)

03.

a) "A product orientation often leads to marketing myopia". Explain the concept of marketing myopia.

(04 Marks)

b) The ABC company is planning to use television advertising to sell its new perfume. Explain the use of "figure and ground" technique in the above context.

(06 Marks)

(Total 10 Marks)

04.

a) Briefly explain Impression Based Targeting.

(04 Marks)

b) "The concepts of "evoked set" and "inept set" are terms used in consumer behavior to describe different categories of brands". Explain why some brands are in the evoked set while others are in the inept set.

(06 Marks)

(Total 10 Marks)

05.

a) Compare the difference between Normative Influence and Comparative Influence.

(04 Marks)

b) "Consumer socialization is defined as the process by which children acquire the skills, knowledge, attitudes, and experiences necessary to function as consumers". How does the family impact children's socialization as consumers?

(06 Marks)

(Total 10 Marks)