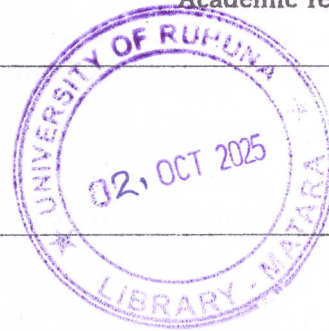
	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 04 Total Marks : 70
		BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE
3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP. 2025		Three Hours
MKT 31503: Consumer Behavior		Academic Year 2024/2025
Instructions <ul style="list-style-type: none"> ➔ This paper contains four (04) questions. ➔ Answer all questions. 		



Question 01

“TripGo” is a Sri Lankan travel app designed for young adults who want to plan and book local and international trips. The app provides customizable travel plans, AI-based recommendations, and special offers about hotels, tour guides and transport providers. They position themselves as “Your journey, your way,” highlighting the personalization and unique travel experience they offer. App users can select preferences such as budget, cultural interests, and adventure level, etc. first, and then the app generates customized travel plans. Around 70% of users agree that this travel app makes trip planning easier, while some others believe booking through the app can be risky due to hidden costs and scams. Some users feel that using the app is exciting as it provides all the information they need and makes searching fun.

This app consists of a feature that shows them unique and less popular places to visit and things to do. Also, the app provides detailed comparisons of hotel ratings, transport costs, and destination reviews to help you make an informed decision. The app is also popular for its colorful and diverse photographs of destinations and hotels, as well as short video clips. Many first-time downloaders of the app come from recommendations by friends who have used the app and through travel vlogs. Users also hear about “TripGo” through Facebook travel groups and online communities where members share travel experiences and screenshots of their customized plans generated by the app. Frequent travelers appreciate the app and use it regularly for their travel planning, while some still prefer traditional travel agencies.

1. Identify and briefly explain three components of the tri-component attitude model present in the case study. (06 marks)
2. Discuss three (03) personality traits discussed in the case study. (06 marks)
3. Explain how reference groups influence the use of the app using examples from the case study. (05 marks)

4. Recommend appropriate marketing strategies to "TripGo" to improve the following;

- a) Changing negative attitudes about the app.
- b) Improve the personality traits mentioned.
- c) Increase the influence of reference groups.

(08 marks)

(Total 25 marks)

Question 02

1. "Motivation is a driving force produced by a state of tension, which exists as the result of an unfulfilled need". Explain the motivation process using a real-world example. (07 marks)

2. While watching a teledrama, you notice a person drinking a Coca-Cola. Identify the perceptual organization principle used at this scenario and discuss how it can be applied/exploited by marketers. (08 marks)

(Total 15 marks)

Question 03

1. Discuss the differences between traditional media and new media channels. (07 marks)

2. Explain how a brand can strategically apply repetition and stimulus discrimination to strengthen brand associations. (08 marks)

(Total 15 marks)

Question 04

1. "Consumer socialization plays a vital role in shaping children's ability to become responsible consumers in the future." Explain the concept of consumer socialization using examples. (07 marks)

2. "Children serve as influencers, primary market and future consumers." Discuss the validity of this statement. (08 marks)

(Total 15 marks)
