62227

Reg. No. | | | | | | | | |

III Semester M.B.A. (Day & Eve.) Degree Examination, March/April - 2022

MANAGEMENT

Consumer Behaviour and Neuro Marketing

(CBCS Scheme 2019 onwards)

Paper : 3.3.3

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **five** questions from the following each questions carries **5** marks.**(5×5=25)**

1. What is the significance of consumer behaviour?
2. How can the study of consumer behaviour assist marketers in segmenting markets and positioning products?
3. Explain the four basic elements of diffusion process.
4. Distinguish between Howard - Sheth model and Engel - Model of consumer behaviour.
5. What are the factors influencing the post purchase behaviour of consumers?
6. What are advantages and limitations of Neuro Marketing?
7. Explain the ethical concerns in Neuro Marketing.

SECTION - B

Answer any **three** questions from the following each question carries **10** marks.**(3×10=30)**

8. Discuss in detail about the impact of technology on consumer behavior.
9. Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior.
10. Discuss the role of socio - cultural dimensions in consumer behavior.
11. Describe how neuroscientific insights into decision - making are applied to the 4P's of marketing.

[P.T.O.

SECTION - C

12. Compulsory (case study): **(1×15=15)**

In 2009, Frito - Lay launched baked versions of all their snacks - Lays, Doritos, Cheetos; Smartfood, and many more healthy options to appeal to their female audience. The company noted that despite women snacking twice as much as men, most of its customers were men. Women snacked on salted products, only 14% of the time and this PepsiCo owned division wanted to know why. To Understand how to rebrand their product, they turned to Neuro - based marketing. Frito - Lay's appointed advertising firm Juniper Park lead by Jill Nykoliation, started using MRI/brain scans to understand the response of their consumer's brains. Her research showed that women's brains had more developed communication centres, which implied they could break down complex advertising messages with more ease. They had more significant activity in their hippocampus associated with memory and emotion. Despite launching products with words like "guilt - free" snacking women were avoiding these products because of an unconscious negative association with the word guilt. The company drew its target customer's attention to the positive aspects of their product - these advertisements aimed at removing the word "guilt" from their marketing. They wanted women to believe that the snacks were healthy. Their product now had images of spices and healthy ingredients. Their product line was entirely consistent with baked snacks. Consistent with their marketing campaign, they created an image of Healthy Snacking = Frito - Lay. Neuro marketing was also used to check aspects like the packaging. Instead of shiny packets now the packets had a matte finish, the colours such as beige, fresh greens, light blues were chosen to draw the attention of female customers. The studies showed consumers had a more positive response to seeing matte packets and bright colours. Frito - Lay's research - backed marketing helped it transform its emotional messaging and connection with the women consumers. The campaign was so successful, in 6 months, the PR program gained over 195 million positive impressions double of the expected goal. Women's snack trips down the aisles increased by 1.8% with record breaking sales from SmartFood.

Discuss the implications of neuromarketing in the above case study.
