# Consumer Behaviour

**December 2021 Examination**

**Question. 1 Ms. Schauna Chauhan the CEO of Parle Agro, plans to start off with a new range of products for Health Drinks. Chalk out consumer research techniques and tactics that can be used to understand consumer’s behaviour for this new upcoming product. (10 Marks)**

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# Ans 1.

# Introduction

The behavior of consumers investigates how character purchasers, groups, or corporations pick out, acquire, use and provide ideas, commodities, and services to reply to their wants and goals. It issues consumer conduct in the marketplace and the motivations behind them. Salespersons count on that they can determine using knowing what drives clients to buy certain goods and services — what gadgets are required, which are old-fashioned on the market, and how nice it to offer the commodities to clients. Two essential varieties of purchaser studies are available Its Half solved only

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# Question 2. Mr. Ahuja decides to purchase a house for his family. His family consist of 4 people (namely his wife n he and his mother aged 65 and his 4 year old son). What are the various factors he will have to consider for his decision making process? (10 Marks)

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# Ans 2.

# Introduction

A decision-making process is a person's sequence of steps to choose the excellent approach or route of motion to meet his requirements. The management at a company adopts some methods to decide the direction of the enterprise and launch particular moves. Ideally, business selections are primarily based on goal and objective evaluation supported via BIs and analytical gear.

# Question .3 In today’s situation of Covid -19 Pandemic when the offline world is affected severely.Kindly throw light over the online system of consumer behaviour with respect to the given questions:

# a. Consumer behaviour with respect to online shopping of grocery items. (5 Marks)

# b. Consumer behaviour with respect to online education. (5 Marks)

# Ans 3

# Introduction

Online customer behavior is the method thru which clients decide to buy eCommerce items. The behaviors and trouble identification or buying selections are primarily based on ever-changing expectancies and needs.

The behaviors involved in online food shopping include contact with statistics; get the right of entry to budget, and transactions. The contact facts " happens while people contact information