**Consumer behavior**

**June 2022 Examination**

# Q1. Celebrities, particularly movie stars, TV personalities, popular entertainers, and sports icons, are a symbolic reference group because they are liked, admired, and often have a high degree of perceived credibility. Therefore, many marketers use them to promote their products and services. Please state what parameters would a marketer consider for determining which celebrity should be used for a particular brand. Analyse the role of celebrity star Amitabh Bachchan in influencing consumer behaviour as a brand ambassador for Gujarat Tourism (10 Marks)

# Answer 1.

## Introduction

Domestic traveler arrivals in Gujarat have virtually expanded drastically, with an about 70 percent increase from within the country, a 50 percent increase from other areas of India and non-resident Indians, and an about 100 percent increase from international visitors. Gujarat Tourism has engaged in the "Khushboo Gujarat Ki" campaign with renowned Hindi film big name Amitabh Bachchan as the logo ambassador during the last three years. It sponsored a case study on Gujarat's branding attempt and its impact on vacationer arrivals. The initiative has

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**Q2. Culture is the fundamental determinant of a person’s wants and behavior. The growing child acquires a set of values, perceptions, preferences, and behaviors through his or her family and other key institutions.**

**a. Explain culture, sub-culture**

**b. Analyse any 3 typical values that Indian children are exposed to from their childhood which are part of our culture and how they impact their purchase choices when they grow (10 Marks)**

# Answer 2a.

## Introduction

Way of life can be described as the manner of life of people in a specific culture. Human beings are mastering the applicable and anticipated norms of morality. For example, while a toddler is born, it isn't the simplest straightforward; however, it also recognizes a way to react. This

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# Answer 2b.

## Introduction

The eye of advertisers and media liaisons to child customers has multiplied dramatically in the latest years. The idea of advertising for small customers isn't new, but the methods to put kids inside the marketplace location are like this. sales include no longer the most effective product,

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# Q3. Answer the following

# a. What is Customer Involvement – Explain the 4 types of customer involvement in product purchases (5 Marks)

# b. Classify the following purchase decisions in terms of the above i. Buying a gift for your parent’s 25th wedding anniversary

# ii. Laptop

# iii. Groceries for daily use at home

# iv. Ordering-in food at home on a Sunday evening through Swiggy / Zomato (5 Marks)

# Answer 3a.

## Introduction

Some customers are more interested in gadgets and buying than others. A consumer passionate about a product will want to examine the whole thing to recognize approximately it earlier than making a buy. As a result, he drastically reads brochures, evaluates brands and models presented at various places, asks open-ended questions, and seeks recommendations. Consequently, client

**Answer 3b.**

**Introduction**

The type of objects a customer needs to shop for affects their decision to buy. When shopping for espresso, the patron's conduct is very one of a kind from that of the patron when shopping for an automobile. The extra complicated transactions and the more high-priced digging need to be