**Consumer Behaviour**

**September 2022 Examination**

**Q1. Explain the influence of social class and culture on consumer behaviour pattern of a Mr. Ajit Shetty who is raised in a typical religious Brahmin Hindu household in the city of Udupi in the state of Karnataka in India.**

**Ans 1.**

**Introduction:**

The environment has a major impact on the behavior of consumers. A variety of factors affect the process of making decisions, such as social class, culture, personal influences like family, religion as well as location and present situation. Researchers have a variety of opinions about what is considered a social class. But, the social class of a person is a major aspect of consumer behavior.

The way we define classes can affect the way people conduct themselves as consumers. These factors will impact the number of classes available in a country that has an extensive diversity of languages, cultures, religions, and practices. Researchers have classified the USA into 210

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**Q2. Explain the influence of advertising on the psychology of the consumer with respect to the Maggi advertisements which were aired as follows:**

**a) We miss you Maggi**

**b) A mother’s version of the health benefits and nutritional value of Maggi.**

**c) Maggi is back with exciting flavours.**

**(Kindly Note: These ads were aired post the withdrawal of Maggi from the market due to a case of high Lead content found in Maggi Noodles.)**

**Ans 2.**

**Introduction:**

Maggi the largest revenue earner, was banned for six months from June 2015 all across **India** because of claims that it contained chemicals that were above the limits of safety. The company was required to eliminate 38,000 tonnes worth of Maggi noodles that were sold in stores all over the world. The ban was lifted in November of 2015.

Maggi was able to lose sales of more than the amount of. Maggi lost more than Rs. 1,000 crore, and also suffered serious negative impact on its image because of the scandal. This was the most significant problem faced by Nestle's listed Indian subsidiary, the one which produces the

**Q 3a. Explain the Freud Model of consumer behaviour.**

**Ans 3a.**

**Introduction:**

Freudian motivation theory states that subconscious psychological influences can affect the purchasing habits of an individual and influence his behavior. The hidden motives and desires are part of the personality of the individual.

Freudian motivation theory is applied to a variety of disciplines to comprehend the motivations

**Q3b. Explain the concept of Brand Loyalty with respect to the alternatives for canned fruit juices in the market. (Canned fruit juices brands: Tropicana, Minute Maid, B Natural, Real, Paper boat)**

**Ans 3b.**

**Introduction:**

Brand loyalty is the customer's loyalty to a specific product. It can be seen in the customers' frequent purchases of a specific product even when there are many alternatives that are available. Brand loyalty, or more precisely it is when a person buys a product repeatedly from one brand and then does not purchase from