**Consumer Behaviour**

**December 2022 Examination**

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## Q1. How can marketeers use technology to target customers to exercise more. Taking Yoga as an example of holistic exercise how will you use technology to target different categories of customers to improve their health by doing yoga regularly. (10 Marks)

## Ans 1.

## Introduction:

Two seemingly incompatible pathways have progressed as the world has transformed. Others seek heavy expertise and internal experience, while others advance through scientific research and modern technology.

Numerous individuals are desperately attempting to stabilize the peacefulness of a life centered on mindfulness, recognition, and the fast-paced innovation environment.

Numerous new devices on the marketplace for yoga specialists aim to boost the practice through technology. In addition to software programs, marketing professionals, and websites It is only half solved

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**Q2. What is the Trio of Needs from consumer behaviour perspective? Take Smart Watch as a product. If you have to use this same product, how can you talk to three different customers and make the 3 different customers think of buying the same Smart Watch from a Trio of Needs perspective. Please use one Trio of Need per customer to illustrate the same. (10 Marks)**

**Ans 2.**

**Introduction:**

The marketing concept is developed around needs. The term "research study of motivation" describes all the mechanisms that cause someone to recognize a need and choose specific actions to address it.

What are the Requirements? Requirements are wants that have to be satisfied by each individual. Food, garments, and sanctuary are crucial requirements; society, society, and

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## Q3. Answer the following

## a. What is Just Noticeable Difference [JND] and Weber’s Law? (5 Marks)

## Ans 3a.

## Introduction:

The just perceptible distinction is believed to be a continuous percentage of the initial stimulation, according to Weber's Law, also referred to as the Weber-Fechner Law. The JND is currently understood to be a variable rather than a consistent.

According to Weber's law, the just-noticeable differential (or JND) between 2 compounds is

## Q3b. Take a product like a low-cost pressure cooker [priced at Rs. 1800.00 for a 3 Litre, Rs.2400.00 for a 5 Litre, Rs. 3200.00 for a 6.5 Litre pressure cooker] which is targeted to the lower income group whose annual income is in the range of Rs. 1.2 to 1.8 lakhs per annum [Rs. 10,000 – Rs. 15,000 per month]. Using the principle of JND suggest a discount for families earning 10,000 per month and families earning Rs. 15000.00, that would make them get up and notice the discount & propel them to buy the pressure cooker. Please justify the discount for the same. (5 Marks)

## Ans 3b.

## Introduction:

The term "simply significantly difference" (JND) is frequently used in physiology, perception psychology, consumer behavior, and advertising and marketing research. JND is a commonly used method to modify products in addition to cost, advertising, packing, and other