**Consumer Behavior**

**April 2023 Examination**

**1. What is Consumer Ethnocentrism? What could be the key differences between consumers who are Ethnocentric and Non-Ethnocentric? Using the example of automobiles, can you connect which customer segments would exhibit Ethnocentrism and Non-Ethnocentrism (10 Marks)**

**Ans 1.**

**Introduction:**

Ethnocentrism shows one's very own culture. In ethnocentrism, other societies are evaluated by one's own culture. Its impacts are additionally seen throughout acquiring items according to society. It is also seen in exports and imports of products as per country. The technical and globalization era established terms such as ethnic identification to create difficulties and chances for global and domestic online marketers. Ethnic identification drives the value system and features to show the ethnic group based on the virtual drive. The habits overview regulates ethnic identity to design the best interaction with the consumers to sustain the social and mental

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**2. What are Rituals in the context of consumer behavior? How do Rituals create value for both marketers and consumers? Explain with examples five different kinds of rituals common in India and what kind of products / services are purchased during those rituals (10 Marks)**

**Ans 2.**

**Introduction**

The ritual behavior can be found in the specific minds that signify the behaviors of religious figures and priests to assess individuals' traditions to deliver reasonable adjustments. The ritual produces the behaviors, results, and things based on consumer authorization when discussing the consumer's demand. The rituals also come to be the consumers' practice of doing points based upon very reasonable values to the competitive marketers and consumers, unlike the rituals that have the significance of a routine. It is acceptable that both events have to develop values for

**3. Answer the following**

**a. What are Culture and Subculture? Identify any 4 distinct types of Subcultures that exist in India and determine which product/service purchases they influence. (5 Marks)**

**Ans 3a.**

**Introduction**

Culture and Subculture are two various points yet related to each various other. Culture is our primary culture, whereas Subculture becomes part of the culture. Subculture will provide particular demands for continuing our culture or social needs. It will affect our consumer behavior. This area will figure out the different products and services that affect the Subculture

**b. What is the Family Life Cycle? Take the following five different stages of the Family Cycle, viz. Bachelor I, Young Couple, Full Nest I, Full Nest II & Older Couple – explain what each of these stages is in the Family Life Cycle and list down at least 3 different product categories which families at each stage would prefer to buy. [Please note you have identified 3 product categories for each stage of the Family Life Cycle]. (5 Marks)**

**Ans 3b.**

**Introduction**

The domesticity cycle will make marketing experts' demands high. It helps to understand just how to purchase the products for selling through the family member's needs. The domesticity cycle and its importance will be critically described to drive the most effective evaluation of this question. Furthermore, this concern will