**Consumer Behaviour**

**April 2024 Examination**

**Q1. The Mumbai Metro currently has 3 Metro Routes that are fully operational while another 5 are in various stages of construction. These 5 lines will be gradually opened to citizens of Mumbai by 2024 and they will be fully operational by early 2025. The Mumbai Metro wants to run campaign in Mumbai to encourage people to switch from private transport to Metro and also shift from auto rickshaws and cabs to Metro as this is faster, safer, quicker and environmentally safe. What can Mumbai Metro do to change commuters’ attitudes towards public transport? (10 Marks)**

**Ans 1.**

**Introduction**

The expansion of Mumbai Metro marks an exciting development in public transportation within one of the world's busiest metropolises. With three operational routes already up and running and five more planned in the near future, this expansion presents a tremendous opportunity to improve urban transit habits. Mumbai faces an immense challenge when it comes to improving infrastructure, but also in changing their minds about relying on private vehicles, auto rickshaws and taxis as primary modes of transport. At the core of this campaign lies its aim: shifting commuter attitudes by emphasizing all of the benefits that the Metro provides, such as its speed, safety, reliability, and environmental sustainability. Effective public adoption requires It is only half solved

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**Q2. Akshaya Tritiya is a significant festival in India, often associated with buying gold and other valuable items. How does the tradition of buying gold on Akshaya Tritiya impact consumer behaviour in India, and what are the psychological factors that drive this behaviour? (10 Marks)**

**Ans 2.**

**Introduction**

Akshaya Tritiya, revered as an auspicious festival in India, holds a profound influence on consumer behavior, particularly in the realm of purchasing gold and other valuable commodities. This tradition, deeply rooted in Indian culture, is not just a reflection of religious beliefs but also a testimony to the intricate relationship between cultural practices and consumer patterns. The practice of buying gold on Akshaya Tritiya is more than a mere transaction; it symbolizes prosperity, good fortune, and the unshakable belief in the auspiciousness of the day. This ritualistic purchase is driven by a complex interplay of psychological, social, and

**Q3. Answer the following**

**a. Analyse the current trends in the Indian market that are making marketers and advertising agencies shift from broadcasting to narrow casting. (5 Marks)**

**Ans 3a.**

**Introduction**

The Indian market is witnessing a transformative shift from broadcasting to narrowcasting in marketing and advertising strategies. This change is driven by evolving market trends and consumer behaviors. Broadcasting, the traditional approach of reaching a wide audience with a general message, is giving way to narrowcasting, which focuses on delivering more personalized and targeted content to specific segments of the audience. This shift is a response to the increasing demand for personalized experiences by consumers and the advancement of technology that enables more precise targeting. The Indian market, with its diverse and rapidly

**b. Take a product category like Fashion Accessories – analyse how consumer behaviour differs for Fashion Accessories in the Online and Offline shopping modes (5 Marks)**

**Ans 3b.**

**Introduction**

The fashion accessories market, a dynamic and rapidly evolving sector, presents a clear distinction in consumer behavior between online and offline shopping modes. This difference is shaped by the unique characteristics and experiences each mode offers. While offline shopping provides a tactile and immediate experience, online shopping offers convenience and a wider selection. Understanding these behavioral nuances is crucial for marketers and retailers in the fashion accessories