**Consumer Behaviour**

**December 2024 Examination**

**Q1. The latest kid in the e-commerce space is tastes 2 plate [t2pis the app name] and their website is** [**https://tastes2plate.com/home.**](https://tastes2plate.com/home) **This site is doing intercity food delivery and is currently available in Kolkata, Patna, Lucknow, Delhi, Gurgaon, Noida, Jaipur, Amritsar, Mumbai, Hyderabad, Bangalore, Kochi and Goa. It wants to launch its services in Pune and Ahmedabad in the next months. Explain how can they persuade citizens of Pune and Ahmedabad to order food from other cities using the principles of “Persuading Customers” under Buyer Behaviour. (10 Marks)**

**Ans 1.**

**Introduction**  
Tastes2Plate (T2P) is a new entrant in the growing e-commerce market, specifically focused on intercity food delivery, catering to cities such as Kolkata, Patna, Lucknow, and more. As it expands its services to Pune and Ahmedabad, the challenge lies in convincing citizens of these cities to order food from other cities. Consumer behavior principles, particularly those relating to persuasion, become crucial in this scenario. In an era of convenience and localized preferences, customers may initially resist the idea of ordering food from distant cities. However, with the right persuasive strategies rooted in buyer behavior theory, T2P can effectively attract and retain customers

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**Q2. Herd mentality, also known as mob mentality or crowd mentality, is a psychological phenomenon that significantly impacts human behavior. Analyze how are herd or mob mentality connected to consumer behaviour. Support this with an example of your choice. (10 Marks)**

**Ans 2.**

**Introduction**  
Herd mentality, also referred to as mob mentality or crowd behavior, is a psychological phenomenon where individuals tend to follow the actions, opinions, and decisions of the majority, often without independent analysis or judgment. This behavior can strongly influence consumer decisions, especially in today's interconnected world, where social media, reviews, and trends shape purchasing patterns. Herd mentality leads individuals to conform to what others are doing, believing, or purchasing, even when their personal preferences or logical reasoning might suggest otherwise. This phenomenon is prevalent in consumer behavior, where trends and popular choices influence individual decisions. Companies often capitalize on this by creating a sense of mass appeal or by positioning their products as popular choices. Understanding the

**Q3. Answer the following**

**a) Panchamrit, Dr. Vaidya’s and Zingavita have recently introduced “Chywanprash Gummies” similar to the Gummy Vitamins introduced a long time back for Multivitamins. These are targeted to children. Explain which principle of changing consumer attitude has been used in the creation of Chywanprash Gummies. (5 Marks)**

**Ans 3a.**

**Introduction**  
Chyawanprash is a traditional Indian Ayurvedic formulation known for boosting immunity and improving health. However, its taste and texture are often disliked by children, making it challenging for parents to include it in their diet. To address this, brands like Panchamrit, Dr. Vaidya’s, and Zingavita have introduced “Chyawanprash Gummies,” a modern, convenient, and palatable form of the traditional product. This innovation uses the principles of changing consumer attitudes by making the product more appealing to children, combining health benefits with an enjoyable format similar

**b) How do celebrities add value to product positioning? Explain in detail by taking an example of any product whose purchase and use by you or your family was influenced by celebrity endorsement. (5 Marks)**

**Ans 3b.**

**Introduction**  
Celebrity endorsements have long been a powerful marketing tool, helping to create an emotional connection between a product and its potential consumers. Celebrities bring their personal brand, trustworthiness, and appeal, which can influence consumer perceptions and decision-making. The use of celebrities in product positioning can elevate a brand’s image, convey luxury, and create aspirational