**Consumer Behaviour**

**April 2025 Examination**

**Q1. Critically evaluate how buying a home theatre system would be different from buying a shampoo of your choice using the Tri-component model. Use any existing brand of the above-mentioned product categories to explain the same. (10 Marks)**

**Ans 1.**

**Introduction**

Consumer behavior varies significantly across product categories due to differences in decision-making processes, emotional involvement, and perceived risks. Purchasing a high-involvement product like a home theatre system involves a more complex decision-making process than buying a low-involvement product like shampoo. The tri-component model of attitude, comprising cognitive, affective, and behavioral components, provides a framework for understanding these differences. In the case of a home theatre system, factors such as brand reputation, technical specifications, and price heavily influence the purchase decision. Conversely, buying shampoo often depends on habitual behavior, personal preferences, or

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**Q2. Following a public vote in which more than 37,000 people had their say, “Brainrot” has been declared that the Oxford Word of the Year for 2024. Brainrot is a term is used for low- quality online content that people binge-watch or scroll through for long periods and how this influences their product and brand choices. It is linked to social media trends, viral topics and trending topics. Please analyse how this phenomenon influences consumer buying behaviour. (10 Marks)**

**Ans 2.**

**Introduction**

The term “Brainrot,” Oxford’s Word of the Year 2024, reflects the increasing influence of low-quality online content on consumer behavior. This phenomenon describes the overconsumption of repetitive, often trivial, digital media, primarily on social platforms. The ease of scrolling through viral content, trending challenges, and influencers’ recommendations has drastically changed how consumers discover, evaluate, and choose products and brands. With billions of people worldwide consuming such content, its impact on consumer psychology and buying behavior cannot be understated.

This essay explores the influence of "Brainrot" on consumer behavior, emphasizing its effects

**Q3. Apply the concept of Just Noticeable Difference [JND] to the following**

**a. Appointing brand ambassadors - Asian Paints and Kansai Nerolac Paints are planning to appoint a brand ambassador. Do you recommend that both paint companies should have a brand ambassador on the basis of JND. If yes please suggest two names of brand ambassadors – one for Asian Paints and the other for Kansai Nerolac with reasons thereof. (5 Marks)**

**Q3(a): Appointing Brand Ambassadors for Asian Paints and Kansai Nerolac Paints**

**Ans 3a.**

**Introduction**

The concept of Just Noticeable Difference (JND) refers to the minimal change in a stimulus that a consumer can detect. For paint companies like Asian Paints and Kansai Nerolac, appointing brand ambassadors requires careful consideration to ensure that the difference is noticeable to consumers while creating a competitive edge. A well-chosen ambassador can influence brand recall, trust, and emotional connection with the target audience. This section

**b. Cadbury’s Perk and Nestle’s Kitkat are 2 competing chocolates. Both want to run a promotion for Perk and Kitkat. Perk has announced a promotion on their 30 numbers x 13.8 gms bar pack size – get 10 bars more at the same price [price of 30 Bars of Perk at Rs. 150, after promotion they are giving 40 Bars at Rs. 150]. Nestle has a pack of 10 Kitkat’s of 13.8 gms each. What promotion would you recommend for Nestle’s Kitkat. Please justify the same based on JND (5 Marks)**

**Ans 3b.**

**Introduction**

The Just Noticeable Difference (JND) concept helps marketers design promotions that are perceptible to consumers while remaining cost-effective. With Cadbury Perk offering a 33% increase in quantity for the same price, Nestle KitKat must ensure its promotion is compelling enough to grab attention. This section evaluates a suitable promotion for KitKat using JND principles to maintain competitive parity.

**Concept and Application**

**JND and Its Application in Promotions**