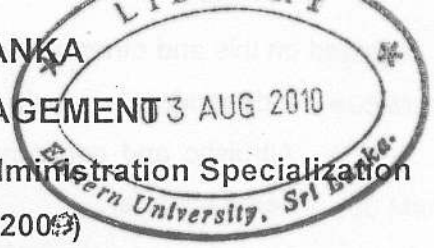


EASTERN UNIVERSITY, SRILANKA  
FACULTY OF COMMERCE & MANAGEMENT



Third Year First Semester Examination in Business Administration Specialization  
in Marketing Management (2008/2009)

**MKT 3233-CONSUMER BEHAVIOUR**

Answer all questions

Time: Three Hours

Q1 Read the case and answer the questions below

**Understanding Teens**

American teens spend well over \$100 billion a year. Many are the primary grocery shoppers for their family. Most influence a wide array of family purchase from pets to cars and computers. Marketers have historically had a difficult time understanding this market in part because it changes so quickly. Firms today are engaging in a variety of activities to keep up with today's teens.

**Teen Link™**

Bates USA, a major advertising agency, recently started a survey called Teen Link™. In this survey, a demographically representative cross section of teens is paid to file a "report" to the firm every other month for a year. A company vice president states: Because we will be following the same group of teens for one year and developing relationships with them, we will not only have a very close-up perspective on the on the trends, issues, hopes and dreams that are important to teens today, but will also gain an understanding of the values and attitudes they will carry into adulthood.

The bi-monthly "reports" involve innovative and involving research approaches. For the first, the teen were given a disposable camera and told to photograph the most important people, places, and things in their lives and to write about why they took each photo. One described his reason for submitting a photo of a kitchen sink, as "This is a picture of my kitchen sink, which I have to clean every weekend, along with all the other sinks and the bathtub".

Another assignment provided the teens with magazines and the requirement to use pictures from the magazines to create collages depicting where they see themselves 15 years into future. To measure clothing trends, it asks them to describe how they would dress the characters on "Dawson's Creek". The image of fast food restaurants was measured by asking them to match a list of restaurants to celebrities likely to eat there. One 17 year old said the spice Girls, Ally McBeal, and Puff Daddy would eat at McDonald's while Martha Stewart and the cast of "Golden Girls" would go to Wendy's.

Based on this and other research, Bates believes that today's teens are:

- Independent minded.
- Altruistic and concerned with issues of world peace, making a positive impact and being a leader.
- More concerned with "How do I feel about myself?" rather than "How do I fit in?"

#### Teenage Research Unlimited is Focus Group

Teenage Research Unlimited is a research firm that specializes in the teenage market. It conducts roughly 1000 focus group discussions per year. Most of these are with "influencers" - teens who respond "I do" to questions such as "who decides what you and your friends do on Saturday night?"

Focus groups loosely structured discussions with small groups led by a trained moderator are difficult to do with teens. They tend to "calm up, cut up, or gang up on the moderator". Teenage Research uses moderators experienced with teens, from a school in each group and has only one teen from a school in each group (so they won't have to worry about what they say being repeated at school).

In addition to general discussion on topics such as retail stores, the focus groups involve other techniques as well. In one session, each girl filled out a page showing a stick figure, a radio and a blank magazine cover. One 16-year-old portrayed herself wearing wide-cuff jeans and a Tori Amos T-shirt, listening to soul coughing and reading *Rolling Stone* and *Sports Illustrated*.

#### Questions:

- Evaluate the Teen Link™ approach and what are its strengths and weaknesses?  
(08 Marks)
- Evaluate the use of focus groups to understand teenagers.  
(06 Marks)
- "Assume the 17-year-old quoted above about the types of celebrities that would eat at McDonald's and Wendy's is typical of teens in general". How these celebrities influence the teens' behavior?  
(08 Marks)
- What strategies the marketer can use to capture the teens' market?  
(06 Marks)

(Total 28 Marks)

- Q2 a) Express the major applications of Consumer Behavior. (05 Marks)
- b) Discuss the impact of Globalization in consumer behavior. (06 Marks)
- c) Describe the Consumer Decision Process with example. (07 Marks)
- (Total 18 Marks)**

- Q3 a) Describe about Green Marketing. (05 Marks)
- b) What do you mean by culture and describe the variations in cultural values? (06 Marks)
- c) Discuss the environmental influences on consumer behavior with suitable examples. (07 Marks)
- (Total 18 Marks)**

- Q4 a) In which ways the Demographic Factors influence the behavior of consumer? (05 Marks)
- b) Describe the environmental influences on consumers' behavior with example. (06 Marks)
- c) Discuss the information sources for purchase decision with example. (07 Marks)
- (Total 18 Marks)**

- Q6 a) Describe the types of consumer buying behavior. (05 Marks)
- b) Explain the relationship between self concept and brand image influences. (06 Marks)
- c) Discuss the nature of information search with examples. (07 Marks)
- (Total 18 Marks)**