**Consumer Behaviour**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for 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.**

**Answer:**

**Introduction:**

The Tri-component model of attitudes, which includes cognitive, affective, and conative components, helps explain consumer behavior when making purchasing decisions. This model can be applied to compare the purchase of a home theatre system with buying a shampoo, highlighting differences in consumer decision-making. The Tri-component model highlights that purchasing a home theatre system involves more in-depth cognitive evaluation, emotional investment, and deliberate action compared to purchasing shampoo, which is typically based on simpler cognitive assessments, less emotional involvement, and routine actions.

**1. Cognitive Component (Beliefs and Knowledge)**

**Home Theatre System (e.g., Sony HT-A7000):**

**This is partially solved sample answer**

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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.**

**Answer:**

**Introduction:**

The term “Brainrot” has gained popularity as a descriptor for the low-quality online content that people consume mindlessly over extended periods, often through social media platforms. This behavior, which involves binge-watching or endlessly scrolling through viral topics and trending content, has significant implications for consumer buying behavior. Here’s an analysis of how this phenomenon influences consumer decision-making:

**1. Impressionable Content Consumption and Brand Engagement**

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**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.**

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

**Answer:**

**Introduction:**

When applied to brand management and the appointment of brand ambassadors, JND suggests that a change in the brand’s communication (such as the introduction of a new brand ambassador) should be noticeable enough to influence consumer perception, but not so drastic as to alienate existing customers or create confusion.

For Asian Paints and Kansai Nerolac Paints, the appointment of a brand ambassador should consider the following factors based on JND:

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**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.**

**Answer:**

**Introduction:**

Both the appointment of brand ambassadors and promotion strategies should align with the principle of JND, ensuring that the changes are noticeable enough to capture consumer attention without confusing the brand’s core message. For Asian Paints and Kansai Nerolac, Amitabh Bachchan and Ranveer Singh are the right choices, while Nestlé’s KitKat should mirror the Perk promotion with a similar 33.33% value increase to maintain competitiveness.

**This is partially solved sample answer**

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