**Consumer Behaviour**

**NMIMS Solved Assignments for December 2024**

**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. 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.**

**Answer:**

**Introduction:**

As Tastes 2 Plate (T2P) prepares to expand its intercity food delivery services to Pune and Ahmedabad, understanding buyer behavior is crucial for effective market penetration. Persuading potential customers in these cities to order food from other regions requires a strategic approach that leverages key principles of consumer psychology. By focusing on aspects such as social proof, scarcity, and emotional appeal, T2P can create a compelling narrative around its unique offerings. The company can emphasize the quality and authenticity of the food, highlight customer testimonials, and showcase limited-time promotions to entice residents. Engaging local influencers and utilizing targeted digital marketing will further enhance visibility and foster trust among the new audience, ultimately driving orders from cities known for their culinary delights.

**This is partially solved sample answer**

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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.**

**Answer:**

**Introduction:**

Herd mentality, often referred to as mob or crowd mentality, describes the tendency of individuals to conform to the behaviors, opinions, or actions of a larger group. This psychological phenomenon can profoundly influence consumer behavior, leading individuals to make purchasing decisions based not on personal preferences or critical analysis but rather on the actions and beliefs of others. In an era characterized by social media and instant communication, the effects of herd mentality are magnified, with trends spreading rapidly through platforms, affecting consumers' choices. Understanding this connection is essential for marketers aiming to leverage social influence effectively. For instance, the popularity of certain products, such as the latest smartphone or fashion item, often stems from consumers observing their peers' enthusiasm and subsequent purchases, showcasing the power of herd mentality in shaping consumer trends.

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**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.**

**Answer:**

**Introduction:**

The question highlights the recent launch of “Chywanprash Gummies” by Panchamrit, Dr. Vaidya’s, and Zingavita, which aims to provide a healthy alternative to traditional multivitamin supplements for children. By offering a familiar gummy form, these brands are tapping into a growing trend of appealing to children’s preferences and tastes. This shift in product formulation targets changing consumer attitudes toward health products by making them more attractive and enjoyable for younger audiences.

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**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.**

**Answer:**

**Introduction:**

Celebrity endorsements have become a powerful marketing strategy, significantly influencing consumer behavior and brand perception. When a well-known personality endorses a product, it often enhances the brand's credibility, attracts attention, and builds an emotional connection with consumers. This technique leverages the celebrity's fame and reputation, creating a positive association that can drive purchase decisions and foster brand loyalty, ultimately impacting product positioning in the market.

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