

MKT 731. Consumer Behavior final term paper. 03-08-2014- 02.pm

Q. 1

In your opinion how some new media do enables, obtaining better advertising feedback than traditional media? Provide at least five arguments.

In my opinion some new media enables by the use of internet it is called social media. Obtaining better feedback is easy and low cost as compare to traditional media. In traditional media only some chances of correct feedback so it is not confirm about the correct feedback from the media. New media as like social media is better because in this media consumer has choice to put his problem directly to the company. Company get feedback directly from customer with short period of time and make policies according to the behavior of consumers.

Face book, twitter, company website and blog are the example of new media.

Argument

- 1 www.ppsc.gop.pk is the website of Punjab public service commission in Pakistan and it is an easy way to apply any vacancy by online and no hard copy is required.
2. By applying through PPSC website it take short time. So it is time saving.
3. It is less expensive as compare to apply by post.
4. Confirmation about applying is received by mail so it is 100% surety.
5. Option of editing is available so no chance of mistakes.

Q.2

It is observed that if the person wants to buy a car and he is living in joint family, it become difficult for him to take an independent decision. The family members try to influence his opinion regarding different cars. In your opinion can a company make an ad to persuade the whole family? Give two arguments along with one practical example.

In my opinion a company can make an ad to persuade the whole family.

Company persuade the whole family by giving information in ad in which whole family can sit and less expensive as compare to other competitor and create less pollution.

In this condition the individual person thinks about his daily routine and the whole family want weekend trip together so company must know the situation and make ad for informing the both parties solution.

Practical example

Mr. Ahmad want to purchase a car but his children told him that purchase a SUV in which they and their friend with support luggage easily going at weekend trip. Mr. Ahmad working 30 Mile away from home he thinks about daily consumption of oil and He is a teacher of environment health in school so he wants to save the environment from pollution. In this situation he saw an ad of SUV. He knew about the SUV that it is less expensive for fuel and its effect on environment minimum and children with friends and luggage use easily on weekend. So he purchased SUV.

Q,3

In Pakistan the social mobility has become difficult. In your opinion is this situation favorable for companies operating in Pakistan? Provide at least two reasons.

In Pakistan social mobility has become difficult. So in my opinion this situation is favorable for companies' operation in Pakistan. Because with the social mobility companies pay extra effort to maintain his customer because by the change of status the people thinking about product changed and this condition is not in the favor of companies.

1. When the people class or status is changed then their behavior must be changed according to the financial position of customers so it is costly for companies to make new strategies. In Pakistan social mobility is difficult and companies not face any problem in this regard.

2. Companies in Pakistan maintain its customer easily because they are living in same social class in their life.

Q.4

The basic belief structure of a country plays an important role in shaping the consumer behavior. The multinational companies operating in Saudi Arabia and Iran go through extensive customization of products before launch. Does the same situation applicable in Pakistan? Give two arguments to support your answer.

The basic belief structure of a country plays an important role in shaping the consumer behavior. The multinational companies operating in Saudi Arabia and Iran go through extensive customization of products before launch.

Yes I think same situation is applicable in Pakistan because by the advent of internet now the world is a global village. People all of the world behave in some situations similarly but it is only depending on the nature of the product. As like Safeguard, Pantene and other brands use same strategies in the same region but only small amendments according to the culture of Pakistan.

Three countries religion is same so it is good point for the multinational companies.

1. Globalization is taking place and now the culture of the world is converging so people in some conditions behave in same.

2. The religion of the Pakistan is also same as other countries so no barrier in this regard.

Q.5

In these days the marketers believe that the culture of world is converging and now they behave more or like in same fashion. Few have different opinion and they believe people still follow their own social and religious values and difference exists. What is your point of view in this case?

After the advent of internet now the world is like a global village and now the culture of world is converging and now they behave more or like in same fashion. As like people of Pakistan wear jeans with kurta instead of short top. It is the result of converging the culture of the world.

On the other hand few have different opinion and they believe people still follow their own social and religious values and difference exists. They are also right because in the world all countries have their own culture and people follow their culture. For example it is culture who tells us why to eat what to eat and at what time what eat. In SWAT people eat rice at dinner daily. But on the other areas of Pakistan people eat other things in dinner so it is culture.

Both parties are right in their views because now the globalization takes place but on the other hand people must follow their own customs and culture.

Q.6

In Japan, laptop and mobiles have very short life cycle as compared to Pakistan. The leading companies of laptop and mobiles designed entirely different strategies for both markets while managing product life cycle. How would you explain this difference of product life cycle in Japan and Pakistan?

This difference of product life cycle in Japan and Pakistan is because the technology and economy is different in both countries. In Japan literacy rate is 100% on the other side in Pakistan only 56% people read and write. In technology Japan is no 1 in the world and a big competition among the companies of the world to maintain their customer in Japan because majority of population use laptop and latest mobiles on the other hand in Pakistan a small amount of people can afford laptop and latest mobiles. So it is the main reason Japan is big market regarding laptop and mobiles and Pakistan is at initial stage and most of people buy second hand laptop and mobiles instead of new. There are many reasons that why people of Pakistan buy used laptop and mobiles. Laptop market in Japan on the stage of majority and in Pakistan it is on initial stage. So Leading companies of laptop and mobiles designed different strategies for both market according to the condition of market depth,

Q.7

Few decades back in Pakistan only upper middle class was enjoying the variety of TV channels through dish antenna. Today we observe cable in every corner of country irrespective of income group. In our opinion how these cable TV trends diffuse in Pakistan?

In my opinion the cable TV trend diffuse in Pakistan because now the world is changed and globalization take place so as a result people get awareness and the main reason of cable TV diffusion in Pakistan is a long period more than 20 years. In its start it is diffused only in big cities and it faces many barriers in its diffusion process for example religious school of thoughts against it. So by the passage of time it is diffused from big cities to small cities and now it is diffused to every corner of country because it provides entertainment to customers with low fee and this is the edge point in cable TV diffusing process. In start period of diffusion it is consider a status symbol and people use it as luxury for life. Now it is the part of our culture and it is consider as necessity of life.

Q.8

In your opinion for how long a consumer should search for information before buying a good/service? Also discuss the impact of cost of information searching and alternatives available in the market.

In my opinion a consumer should search information before buying a good or services but it is depend according to the product or service. Consumer must search about the price of the product by different sources but the information about the quality of product is difficult and mostly it is searched by personal experience. When consumer want a day use good or service they got information by his personal experience and when he want to buy a durable good as like TV or fridge then he must search information from friends, relative and others who have experience of that product.

The impact of cost of information searching is depending on the cost of goods or services. Consumer can bear the cost of information searching when the benefit of information is greater than the cost of information searching. At the point where the cost of information searching is greater than the benefit of information then he stop to get information searching. When consumer want to choose school for his children then he search information about the system of school and other required information from different sources as possible to satisfy himself for taking decision. He purchase prospectus of the school and get information from old students and their parents regarding the school.

Consumer can bear the cost of information searching when the benefit of information is greater than the cost of information searching. At the point where the cost of information searching is greater than the benefit of information then he stop to get information searching. Different alternatives are available in the market regarding the searching of information as like.

Friends

Relatives

Company website

Internet

Company customers

Shop keepers etc

Q.9

As you know there is large population of Muslims residing in India who eat meat whereas in non-Muslims like Hindus do not eat meat especially Beef as they consider cow as a scared animal. It is a big challenge for fast food restaurant to design such menu that does not hurt any religious group. In your opinion how this challenge can be addressed. Give one solution.

According to my opinion this challenged can be addressed in different ways as like restaurant make different design of menu according to the majority area of population. In India Muslims and Hindu are not residing in the same area. So restaurant make a policy in which mentioned that in the Muslims majority areas they provide menu with beef and in area of Hindu majority they not provide beef in their menu.