

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	<u>April 2020</u>
Programme	:	<u>Diploma In Business (DIB) Diploma In Marketing (DMKT)</u>
Course	:	<u>MKT2105: Consumer Behaviour</u>
Date of Examination	:	
Time Start	:	<u>August 8, 2020 (Saturday) @ 10.00am</u>
Time End	:	<u>August 9, 2020 (Sunday) @ 10.00am</u>
Duration	:	<u>24 Hours</u>
Special Instructions	:	
		<u>Answer ALL questions.</u>
Materials permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u>Nurhidayah Binti Khalid, Muhammad Rajaie, Shoba A/P Gunarasa and Kathleen Elaine Bagah</u>
Chief Moderator	:	<u>Lee Koon Yong</u>

This paper consists of 5 printed pages, including the cover page

**DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MARKETING PROGRAMME (DMKT)
MKT2105: CONSUMER BEHAVIOUR
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION
ALTERNATIVE ASSESSMENT – 40%
24 HOURS**

Instructions: This assignment is situation based questions. Students are required to answer all questions.

Situation 1

Hershey's Kisses

What comes to mind when you hear the brand name "Hershey's Kisses"? The trademark shape? The foil wrapper? The paper flag? Since 2005, Hershey's has been doing its best to steal some of M&M's' tricks for its Kisses brand. When it extended its well-known brand name to Kissables, a miniature candy-coated version of its flagship candy, Hershey's launched a direct assault on the nearly \$1 billion M&M franchise.

Kissables are shaped like the familiar Hershey's Kisses. However, the big departure from the core Kisses brand is that they are bite-size and coated in red, blue, yellow, green, and orange hues with similarly colorful bags. What's more, the company expects to develop a variety of extensions for the new product. Don't be surprised to see Kissables in versions that might include minis, megas, and peanut or almond centers among others. Hershey's strategy is to move Kisses beyond home candy dishes into take-along snacks with a variety of sizes and package types that people will munch on at different occasions. Hershey's has slowly been increasing its efforts to build the Kisses brand with limited edition flavors and varieties.

Read the above situation and answer the following questions. All answers must be supported with relevant data, information and statistics that are relevant.

Questions

1. Discuss the impact of Hershey's advertisement on consumer if they have been conditioned to the advertisement.

(15 marks)
2. Explain the best strategy to grab the customer personal attention using their sensory stimuli for Hershey's Kisses.

(10 marks)

(Total: 25 marks)

Situation 2

Nintendo Wii's Success

Nintendo Wii was launched in late 2006. The Wii home video game console that primarily competes with Microsoft's Xbox 360 and Sony's PlayStation 3. The unique selling point for this new video game console is its wireless controller, which can be used as a handheld pointing device and detect movement in three dimensions and have managed to widen its target customers because of its friendliness. Since its successful launch, Nintendo continues to innovate the Wii's peripheral products, like Wii sports and Wii fit. It have been reported that the worldwide shipments of Wii has reached 50 million since 2009.

What makes Nintendo Wii an outright success in the market? The president of Nintendo America, suggested that it is simply because of Nintendo's customer-driven marketing strategy – to drive the company business through the eyes of their customers. Wii's country of origin – Japan – is well known as a health –conscious nation in which people live longer. This collective nature of its culture makes its members highly value family and social bonds. However, nowadays people have very busy work lives and have less time for exercise and family gatherings. The Nintendo Wii enables users to solve these dilemmas through exercise by playing the Wii games with their family members and friends at home after work or on the weekends.

Read the above situation and answer the following questions. All answers must be supported with relevant data, information and statistics that are relevant.

Questions

3. Discuss the strategy to enhance the customers learning on Nintendo Wii using cognitive learning theory.

(10 marks)
4. Using the Need theory by McClelland, explain how consumer needs drive the success of Nintendo Wii.

(15 marks)

(Total: 25 marks)

Situation 3**Portable global positioning system (GPS)**

TomTom, manufacturers of various portable global positioning system (GPS) car navigation systems that the navigation devices enable users to arrive at their destinations on time, relaxed, and safely. The company offers various models for instance, the TomTom Go 720. It offers various option for personalized use (such as a choice of voice, screen colors, and whether security warnings are required), a wider screen, and five hours of battery life, as well as a highly sensitive GPS receiver, which some believe sets it apart from similar devices.

The devices ensure that the users do not type in a word that is spelled incorrectly. Compared to most other GPS devices, the TomTom Go 720 has a thinner mounting bracket by which it is attached to the windshield, making it easier to operate. Its screen width has been increased and its body made slimmer so that it easily fits into one pocket and its carrier case.

The device has all the usual TomTom applications. At TomTom home, users can check whether they have the latest maps and points of interest. The devices unique patented shared technology further ensures that users can report map errors and share them with one another. The 'Help me' functions direct users to the nearest emergency service or provided their exact location to enable an emergency service to find them. It can also use as a hands free device for certain phones. Although some may regard these devices as off road status symbols, they may be perceived as necessities in countries with poor conditions.

Read the above situation and answer the following questions. All answers must be supported with relevant data, information and statistics that are relevant.

Questions

5. Discuss consumer decision on whether or not to purchase a TomTom Go 720 using Decision Making Process. (15 marks)

6. Using Theory of Reasoned Action to support your answer, explain consumer positive attitude formation towards TomTom Go 720.

(10 marks)

(Total: 25 marks)

Situation 4

Forever 21 Files Bankruptcy

NEW YORK, 2019: Forever 21 Inc. filed for bankruptcy protection, the latest big fashion merchant who couldn't cope with high rents and heavy competition as the shift to e-commerce cut a swathe through traditional retailers. Once popular among teenagers in the 2000s for its affordable but eye-catching designs, Forever 21's signature bright-yellow shopping bags have become a rarer sight as Generation Z consumers (those born from 1998 onwards) shifted rapidly over to e-commerce and streetwear brands in recent years. The bankruptcy filing could help Forever 21 get rid of unprofitable stores and raise fresh funds, allowing the private, family-held company to restructure its flailing business for a new generation.

Read the above situation and answer the following questions. All answers must be supported with relevant data, information and statistics that are relevant.

Questions

7. Imagine that you are developing a new clothing brand for the Generation Z consumers. By using the theories of self-concept, examine how the Generation Z's self-concept can influence the success of your clothing brand. Provide relevant examples to support your answer.

(25 marks)

≈ **The End** ≈

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