

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	January 2021
Programme	:	Diploma in Business (DIB) Diploma in Marketing (DMKT)
Course	:	MKT2105 : CONSUMER BEHAVIOUR
Date of Examination	:	
Time Start	:	March 6, 2020 (Saturday) @ 10am
Time End	:	March 7, 2020 (Sunday) @ 10am
Duration	:	24 Hours
Special Instructions	:	This assignment consists of FOUR (4) case studies. Read the case studies and answer ALL questions.
Material permitted	:	Nil
Material provided	:	Nil
Examiner(s)	:	Muhammad Rajaie Mustafar, Nurhidayah Khalid
Chief Moderator	:	Leong Mie Shin

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 ASSESSMENTS: JANUARY 2021 SESSION
24 HOURS TAKE HOME ASSIGNMENT

Instruction: This assignment consists of **FOUR (4)** case studies. Read the case studies and answer **ALL** questions. Relevant examples must be given in relation to the given case studies.

Case Study 1

Effectiveness of Subway Advertising

Subway advertising is an example of captive out-of-home settings that consumers are kept in the space for some time. They are often exposed to advertising message involuntarily. Subway advertising enjoys the benefits of huge audience size, diversified advertising formats, quality display at closer proximity to passengers, a captive environment, and a regular passenger base.

A large variety of the messages, product categories and brands were advertising in the subway medium. Advertising messages are competing with each other over the clustered environment for passengers' attention. Several studies found that advertising execution cues such as size, colour, location of billboards, and images used in the billboards affect the viewers' attention, brand attitudes, memory of the brand information. Some subway posters were more successful than others in terms of the ad recall and brand recognition. However, there is a need to investigate how subway advertisements can increase passengers' awareness and attention.

Source: Chan, K. and Fung, M., 2013. Effectiveness of Subway Advertising in Hong Kong. *Journalism and Mass Communication*, 3(12), pp.757-767

Question 1

- a) Explain any **FOUR (4)** factors that can lead to sensory adaptation in subway advertisement. Provide relevant examples to support your answer. (16 marks)
- b) Based on *stimulus selection factor*, suggest any **THREE (3)** ways advertisers can do to avoid potential wear out of subway ads. Provide relevant examples to support your answer. (9 marks)

Case Study 2

Factors Influencing Online Shopping Behaviour

Online shopping is a phenomena that is growing rapidly nowadays. The convenience of online shopping rendering it an emerging trend among consumers. Internet has emerged as a useful marketing tool to serve as a platform for domestic and international transaction. According to A.T. Kearney (2015), retail e-commerce has grown nearly to USD840 billion in 2014 surpassing the sales of USD695 billion in 2013 and estimated to increase to USD1506 billion in 2018. The operation and success of powerhouses such as Amazon, Alibaba, Lazada and Shopee have set as an example for companies to shift their business model from brick-and-mortar to brick-and-click.

However, a study by Rakuten (2010) found that 71 percent of Malaysian online shoppers tend to regret their online purchases, 48 percent were dissatisfied due to mismatched expectations, 29 percent were disappointed with the poor product quality and 30 percent of Malaysians failed to complete their online purchases.

Source: Lim, Y., Osman, A., Salahuddin, S., Romle, A. and Abdullah, S., 2016. Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, 35, pp.401-410.

Question 2

- a) Discuss any **FOUR (4)** consumer perceived risks that might occur in online shopping environment in Malaysia. Provide relevant examples to support your answer. (16 marks)

- b) E-commerce platforms such as Lazada and Shopee are very popular in Malaysia. Explain any **THREE (3)** strategies that can be applied by these e-commerce platforms to increase consumer involvement in online shopping. Provide relevant examples to support your answer. (9 marks)

Case Study 3**Social Influence and Smoking Habit in Adolescent**

Smoking is one of the most common addictive consumptions among teenagers. According to a study by the Centre for Disease Control and Prevention (CDC) in the U.S.A. the percentage of smoking habit among youth is estimated at 7.9% for junior high school students and 23.2% for high school students.

The social influence emerges as the key factor of smoking habit among adolescents. The contribution of social influence may be indirect, which means that the teenager waiting for others to define their behaviour, or direct, through observation of the behaviour of others and the impact that has on their health and their social visibility. Friends have a significant influence on teenagers' intention to start smoking. This is because teenagers try to be dear, accepted and often eccentric to the eyes of their friends and in their social environment.

Source: Vasilopoulos, A., Gourgoulianis, K., Hatzoglou, C. and Roupa, Z., 2015. Social Influence and Smoking Habit in Adolescent. *Health Science Journal*, 9(25).

Question 3

- a) Based on the principle of *social conformity*, explain any **FOUR (4)** factors that can influence addictive consumption such as smoking. Provide relevant examples to support your answer. (16 marks)
- b) If you are conducting a campaign to educate teenagers to stop smoking, discuss any **THREE (3)** advantages of using word-of-mouth (WOM) communication to spread your message. Provide relevant examples to support your answer. (9 marks)

Case Study 4

YouTube Effect on Attitudes among Generation Z Consumers

YouTube is the largest online video channel with more than 2 billion users. Over a billion hours of YouTube videos are viewed every day, particularly among young consumers. YouTube has become a massive marketing communication tool to target the lucrative Generation Z cohort (first born in the late 1990s), and influence the generation's unpredictable purchase decision. YouTube was formerly created as an entertainment and information platform, but has subsequently grown into a huge marketing communication tool, which includes channels, celebrity endorsers, influencers, YouTubers, promotions, advertising, product placement, and testimonials.

Despite many organisations have large advertising budgets, which are based on YouTube metrics, there is a lack of important information about young consumers' attitude response towards YouTube videos. Also, there is little empirical research to show how attitudes towards purchase intention were formed when consumers watch YouTube videos.

Source: Duffett, R., 2020. The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers. *Journal of Sustainability*, 12(5075), pp.1-25.

Question 4

- a) Using the *Functional Theory of Attitude*, explain the **FOUR (4)** ways YouTube advertisers can do to influence young consumers' attitude towards purchase intention. Provide relevant examples to support your answer. (16 marks)
- b) Marketers can change consumers' attitude through persuasion. Describe any **THREE (3)** approaches of persuasion in YouTube advertisements. Provide relevant examples to support your answer. (9 marks)

~THE END~

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