

MBA-I / SEM-II / MARKETING MANAGEMENT (2021-22)**COMPREHENSIVE CONCURRENT EVALUATION****Faculty Name: Prof. Sameer Patil****Subject: Consumer Behaviour****Subject Code: 206MKT**

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Situation Analysis	50	16 th July 2022
2	Internal Exam	50	
3	Quiz / MCQ Test	50	

Situation Analysis**Instructions:**

1. The last date of Submission is _____. The assignment won't be accepted after the date.
2. Read below given guidelines carefully.
3. The primary data collected should be compiled in a sheet with the contact details of the respondents & should be attached to the report in annexure.

Topic for Study: Impact of Covid-19 Pandemic outbreak on Consumer Buying Behaviour in the post-pandemic scenario.

Brief about Study: This is an Environmental Analysis for **Social, Behavioral & Communication** change occurred in the given circumstance. It involves a systematic collection of data, findings of various studies & other contextual information in order to identify & understand the issue to be addressed. The information is to be gathered on five areas:

- (i) ***The problem, its severity & its causes*** – A sudden change in the consumer behaviour as a result of the outbreak of Covid-19, its severity & reasons behind this change.
- (ii) ***The people affected by the problem (Potential audience)*** - How Consumers across various demographic segments & socio-economic classes got affected?
- (iii) ***The broad context of the problem*** – Changed Influence of individual & environmental determinants on the Consumer buying Behaviour & its impact on the business & economy.
- (iv) ***Factors inhibiting or facilitating*** the consumer behaviour change while making purchase decisions.

- (v) ***Changed / Altered buying habits and patterns acquired during pandemic*** – Have these changed buying habits and patterns remained same in the post-pandemic scenario or have it been restored back to the one in pre-pandemic times?

Method of Data Collection:

- (i) ***Literature Review:*** Published reports, statistical data, studies conducted on the given topic and opinions voiced in interviews or articles by stakeholders like opinion leaders, service providers from various sectors, policy makers or potential beneficiaries (Consumers).
- (ii) ***Primary Data:*** Prepare a questionnaire for the consumers & get the responses of not less than 50 consumers across different demographic segments & socio-economic classes, those who worked from their homes (workplace cities or native places) during pandemic.
Tip: The questionnaire should be prepared to address the following areas / parameters of changed consumer behaviour during the period of Covid-19 outbreak and whether that behavioural pattern has lasted in the post-pandemic times or restored back to the previous normal:
- Influence of consumer's personality & perception towards the situation during pandemic by way of his/her reaction or response to deal with it.
 - Influence of his/her past experiences, memories related to similar incidences & his/her level of involvement in purchase process during the pandemic phase.
 - His / Her attitude towards the situation or any change in it (if occurred)
 - Influence of consumer's need identification, prioritization, motive arousal, level of motivation on purchase decisions in the pandemic situation.
 - Influence of cultural, sub-cultural values on his / her buying behaviour in the pandemic situation.
 - Influence of social class, social groups, Reference groups, social media, shared opinions, information & views on buying behaviour in present situation.
 - Influence of family members, family structure on buying behaviour during the pandemic situation.
 - The longevity of the changed / altered buying habits and patterns acquired during pandemic (whether those changed habits / patterns are retained in the post-pandemic times or restored back to the previous normal?)

Prepare a detailed report which should cover following chapters:

1. Identification of the issue & development of a problem statement
2. Literature Review
3. Research Methodology
4. Data Analysis & Interpretation
5. Findings
6. Conclusion
7. References

8. Annexure (Questionnaire, Respondent's data sheet)

Internal Exam**Subject: Consumer Behaviour****Subject Code: 206MKT****Timing: 2 ½ Hrs.****Maximum Marks: 50**

Instructions:

1. All Questions are compulsory
 2. All Questions carry equal marks
 3. Draw diagrams & make assumptions wherever necessary
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The schedule of exam will be communicated to you.

MCQ Test

The date, schedule and link of the Quiz / Test will be communicated.

