

THE OPEN UNIVERSITY OF SRI LANKA
 FACULTY OF MANAGEMENT STUDIES
 BMSHONS IN MARKETING MANAGEMENT
 MMU4401 CONSUMER BEHAVIOUR
 FINAL EXAMINATION – 2024 / 2025
 DURATION – THREE (03) HOURS



DATE: 29th JUNE 2025

TIME: 01.30 pm – 04.30 pm

INSTRUCTIONS:

- PART 1 consists of a Compulsory case study carrying 40 marks.
- PART 2 consists of 4 questions. Each question carries 20 marks. You are required to answer Any Three (3) questions (60 marks in total).
- Marks have been mentioned at the end of each question.
- Start each answer on a new page.

PART 1: Compulsory Case Study (40 Marks)

Question 01. Case Study

PickMe – Transforming Urban Transport in Sri Lanka

In recent years, PickMe has emerged as a leading technology-driven mobility service provider in Sri Lanka. Launched as a local alternative to global ride-hailing apps, PickMe quickly gained popularity by offering a platform that connects consumers with taxi services, tuk-tuks, and delivery options through a mobile application. Its success lies not only in the convenience it offers but also in its deep understanding of the unique behavioural patterns and preferences of Sri Lankan consumers.

Unlike global competitors, PickMe has tailored its operations to fit the local context. It emphasizes safety, trust, and affordability, three major psychological drivers among urban consumers. The app includes real-time GPS tracking, driver identity verification, and contactless payments, all of which appeal to consumers' desire for control and security. Additionally, PickMe has introduced loyalty programs and seasonal promotions that reward frequent users, reinforcing positive behaviour and building long-term brand loyalty.

Cultural relevance has played a significant role in PickMe's brand positioning. Its marketing campaigns often incorporate Sinhala and Tamil language messaging, local festivals, and Sri Lankan humour. For example, during Avurudu and Vesak, PickMe launched culturally themed discounts and advertisements featuring traditional characters and scenarios, connecting with consumers on an emotional level.

During the COVID-19 pandemic, PickMe quickly adapted its business model. Recognizing a shift in consumer needs, it expanded into food and grocery delivery by partnering with restaurants and supermarket chains. This shift addressed consumers' growing concerns about safety and convenience, showcasing PickMe's responsiveness to external environmental factors influencing behaviour.

To remain competitive, PickMe invests in data analytics to study ride patterns, peak demand hours, consumer preferences, and satisfaction levels. The insights gained help shape marketing strategies that reflect consumer motivations, learning processes, and brand perceptions. PickMe's evolution illustrates the application of multiple consumer behaviour theories, from Maslow's Hierarchy of Needs to classical and operant conditioning, making it a relevant case for understanding the Sri Lankan consumer.

- i. Identify and explain five (05) individual and socio-cultural factors that may influence consumer behaviour toward PickMe services.
(10 marks)
- ii. Discuss how PickMe might have applied the concept of consumer learning and memory to enhance brand loyalty.
(10 marks)
- iii. Using Maslow's Hierarchy of Needs, explain how PickMe satisfies different levels of consumer needs through its services.
(10 marks)
- iv. What is the role of perception in PickMe's success? Illustrate with examples from the case.
(10 marks)

(Total 40 Marks)

PART 2: Answer Any Three (3) Questions (20 Marks Each)

Question 02

Motivation and personality are internal psychological forces that drive consumer behaviour. Understanding these elements helps marketers identify why consumers behave in certain ways and how to influence their choices.

- i. Explain the process of motivation in consumer behaviour with a personal example.
(10 marks)
- ii. How do personality traits influence purchasing decisions? Support your answer with examples from the Sri Lankan context.
(10 marks)

(Total 20 Marks)

Question 03

Perception and attitude are crucial in determining how consumers interpret marketing stimuli and develop preferences or resistance toward products and brands. These constructs shape consumer responses and loyalty.

- i. Explain the concept of differential threshold and its implications for pricing strategies.
(07 marks)
- ii. Discuss the tri-component model of attitude with relevant examples from Sri Lanka.
(08 marks)
- iii. How can marketers alter consumer attitudes? Provide two real-world strategies.
(05 marks)

(Total 20 Marks)

Question 04

Consumer learning is the process through which individuals acquire purchase-related knowledge and experience. Memory plays a role in information retention and brand recall, which are vital for shaping consumer behaviour.

- i. Compare classical and operant conditioning and explain how marketers use each.
(10 marks)
- ii. What is stimulus generalization and discrimination? Explain their application in branding.
(10 marks)

(Total 20 Marks)

Question 05

Neuromarketing integrates neuroscience with marketing to understand how brain responses influence consumer decision-making. It explores non-conscious reactions and helps improve marketing effectiveness.

- i. Define neuromarketing and explain how it helps in understanding consumer behaviour.
(06 marks)
- ii. Discuss the ethical concerns associated with neuromarketing.
(06 marks)
- iii. How can businesses in Sri Lanka apply neuromarketing techniques to gain a competitive advantage? Explain.
(08 marks)

(Total 20 Marks)

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