

THE OPEN UNIVERSITY OF SRI LANKA
 FACULTY OF MANAGEMENT STUDIES
 BMSHONS IN MARKETING MANAGEMENT
 MMU4401 CONSUMER BEHAVIOUR
 FINAL EXAMINATION – 2025 / 2026
 DURATION – THREE (03) HOURS



DATE: 05th JULY 2026

TIME: 09.30 am – 12.30 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

Question 01

Lanka Online Marketplace (LOM) – Redefining the Digital Shopping Experience
in Sri Lanka

Lanka Online Marketplace (LOM) is a rapidly growing Sri Lankan e-commerce platform that has transformed the way consumers shop for products ranging from electronics and fashion to groceries and handmade crafts. Established as a homegrown alternative to global e-commerce giants, LOM has captured a significant and loyal consumer base by combining the convenience of digital retail with a deep understanding of local consumer needs and values.

LOM's platform is designed to be accessible across different socioeconomic groups. Its mobile-first interface is optimized for low-bandwidth connectivity, addressing the digital divide that exists among Sri Lankan consumers. The platform supports multiple payment methods including cash-on-delivery, which remains the preferred option for consumers who are hesitant to share financial information online. By catering to these varying comfort levels with digital transactions, LOM has successfully lowered barriers to entry for first-time online shoppers.

A key element of LOM's success has been its approach to building consumer trust and satisfaction. The platform prominently displays customer reviews, product ratings, and verified seller badges. A transparent return policy and responsive customer service team have significantly reduced post-purchase dissonance among buyers. Regular buyers are rewarded through a tiered loyalty programme called "LOM Rewards", which grants exclusive discounts, early access to flash sales, and free delivery credits, reinforcing positive purchasing behaviour.

LOM's marketing strategy strongly reflects cultural awareness. Promotional campaigns are crafted in Sinhala, Tamil, and English to reach diverse consumer segments. During major national events such as the Sinhala and Tamil New Year, Christmas, and Vesak, LOM launches themed campaigns and exclusive product bundles that resonate emotionally with consumers. Local influencers and community figures are frequently used in digital campaigns, strengthening social proof and peer influence.

The platform has also responded proactively to shifts in consumer behaviour triggered by economic pressures. During periods of inflation and currency fluctuation in Sri Lanka, LOM introduced a "Smart Buy" feature that compares product prices across sellers and highlights the most cost-effective options. This feature reflects a direct response to price-conscious consumer decision-making. Additionally, LOM has integrated a "Sustainable Choices" section, featuring eco-friendly and locally sourced products, appealing to the growing segment of environmentally conscious consumers.

Social media integration is another pillar of LOM's consumer engagement strategy. The platform allows users to share wish lists, post product reviews on social networks, and participate in community challenges with product-related prizes. These features leverage social influence, online community belonging, and consumer-generated content to amplify brand reach and deepen engagement.

LOM continues to invest in data analytics and artificial intelligence to personalize the shopping experience, recommending products based on browsing history, purchase patterns, and regional preferences. As LOM evolves, it presents a rich context through which consumer behaviour theories relating to decision-making, digital engagement, cultural influences, and ethical consumption can be explored and applied.

- i. Identify and discuss three (03) factors that influence the online purchasing behaviour of Sri Lankan consumers on a platform such as LOM. Illustrate your answer with examples from the case.
(20 Marks)
- ii. Discuss how LOM's strategies influence consumers at each stage of the consumer decision-making process using appropriate examples.
(15 Marks)
- iii. Based on how LOM's strategies influence consumers at each stage of the consumer decision-making process, recommend two strategies that LOM could adopt to further strengthen customer loyalty.
(05 marks)

(Total 40 Marks)

PART 2: Answer Any Three (3) Questions**Question 02**

Consumer decision-making is a complex process influenced by both internal psychological states and external social environments. Understanding how and why consumers make purchasing decisions is fundamental to effective marketing strategy.

- i. Explain the influence of 'consumer level of involvement' on the consumer decision making process. Provide examples to illustrate your answer.

(10 Marks)

- ii. Discuss how reference groups and social influence are used by the marketers in their campaigns to shape consumer purchasing behavior, using appropriate examples from the Sri Lankan market.

(10 Marks)

(Total 20 Marks)

Question 03

Attitudes and self-concept are personal factors that shape how consumers engage with brands, products, and services.

- i. Discuss how marketers can use attitude formation and change strategies to influence consumer preferences, with reference to the Elaboration Likelihood Model (ELM).

(10 Marks)

- ii. Explain the self-concept in consumer behaviour and its application in fashion marketing using suitable examples.

(10 Marks)

(Total 20 Marks)

Question 04

Digital technology and social media have fundamentally altered the landscape of consumer behaviour, creating new opportunities and challenges for marketers.

- i. Discuss the impact of social media and online communities on consumer attitudes, preferences, and purchase decisions?

(10 marks)

- ii. Explain the importance of adopter categories in the diffusion of innovations and their role in the successful launch of new products in Sri Lanka.

(10 marks)

(Total 20 Marks)

Question 05

Ethical consumption, green behaviour, and corporate social responsibility are increasingly shaping consumer choices. Consumers today are not only buyers of products but also stakeholders in the social and environmental impact of their consumption decisions.

Explain two (02) motivating factors and two (02) hindering factors for consumers in Sri Lanka from adopting environmentally friendly consumption behaviours.

(Total 20 Marks)

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