

Q. 3. Write notes on. (Any Two)

(10)

1. Consumer Loyalty
2. Customer Delight
3. Age as a factor influencing purchase of certain products

SECTION – II

Q. 4. Case Study

(15)

Sarah is a college student who frequently shops online for clothing. She usually prefers to buy from a few selected online stores. Recently, she noticed that despite liking the designs, she hesitates to purchase from a new online fashion brand. Sarah tends to trust the reviews and ratings provided by other customers on the websites she frequents. However, the new brand has limited reviews and ratings.

Questions:

1. Identify and explain the factors influencing Sarah's hesitation to purchase from the new online fashion brand.
2. How do reviews and ratings influence consumer behavior in online shopping? Discuss their significance and impact.
3. What strategies could the new online fashion brand employ to overcome Sarah's hesitancy and encourage her to make a purchase?

Q. 5. Answer the following:

(10)

- a) Discuss various Psychological factors influencing consumer behavior.

OR

- b) Discuss various political and legal factors influencing consumer behavior.
