



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS/COMMERCE**

UNIT CODE: HBM 2301/HCBO 2316

UNIT TITLE: CONSUMER BEHAVIOUR

DATE: DECEMBER, 2019

TIME:

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Understanding consumer' behaviour is perhaps the core tenets in marketing theory and practice. Discuss the reasons why it is critical to understand consumer behaviour (10 marks)
- (b) Describe the consumer buying decision process (10 marks)
- (c) Using an appropriate diagram, explain the FIVE consumer adopter categories giving characteristics of each category and tis implication to marketers (10 marks)

QUESTION TWO

- (a) With the aid of a diagram discuss the wheel of consumer analysis model and its application (10 marks)
- (b) Describe FIVE social factors that affect consumer behaviour clearly showing their implications in marketing (10 marks)

QUESTION THREE

- (a) What the FOUR personal factors that affect consumer behaviour (8 marks)
- (b) Examine the application of consumer behaviour in crafting a company's promotional strategy (6 marks)
- (c) Describe the THREE classifications of references groups as you give specific examples in each category (6 marks)

QUESTION FOUR

- (a) Using relevant examples, explain the types of buying decision behaviour (8 marks)
- (b) Briefly discuss how a consumer's perception affects their behaviour (4 marks)
- (c) Giving relevant examples, discuss how "online shopping" is influencing consumers buying behaviour today (8 marks)

QUESTION FIVE

Discuss the following in the context of consumer behaviour

- (a) Viral marketing (4 marks)
- (b) Consumer affective system (4 marks)
- (c) Opinion leadership (4 marks)
- (d) Pavlovian learning model (4 marks)
- (e) Consumer adoption process (4 marks)