



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE
(YR III SEM I)**

UNIT CODE: BMKT 3104

UNIT TITLE: CONSUMER BEHAVIOUR

DATE: WEDNESDAY 21ST DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

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

QUESTION ONE

For growth and development of most markets in Kenya it is important for marketers to understand consumer behaviour. If you were the Chief Executive Officer (CEO) in one of the Kenyan marketing businesses

- Explain in detail why understanding consumer behaviour would be necessary for your business growth and development (10 marks)
- Explain to the marketing team the consumer behaviour concept (4 marks)
- Describe the learning process from sensation through to perception and the creation of meaning (10 marks)
- Explain the term 'market segmentation' and discuss the value of psychographic factors as bases for market segmentation. (6 marks)

QUESTION TWO

- Imani has been appointed a marketing manager in-charge of a marketing team of twelve staff at Ziddy Business Limited. As a newly appointed marketing manager, Imani is mandated to explain in detail the following terms to the staff in his marketing department
 - Diffusion of innovation (2 marks)
 - Reference groups (2 marks)
- Explain and summarize the Howard and Sheth model of buyer behaviour and explain its value to marketing management. (6 marks)
- Discuss the key factors to be considered by the new marketing manager and his marketing team in order to segment consumer markets? (10 marks)

QUESTION THREE

- In order to understand consumer behaviour, illustrate two different learning theories commonly used in consumer behaviour. (4 marks)

- (b) In the early stages of development, consumer behaviour was known as buyer behaviour. What important aspect of the exchange process does this change in name to consumer behaviour reflect? (6marks)
- (c) Discuss Maslow's Hierarchy of Needs and explain the value of the theory to marketing management. (10 Marks)

QUESTION FOUR

- (a) During a consumer marketing research in Nairobi County, one alcoholretailer distributor identified a marketing segment as the "College campus guzzlers." Explain in detail what could be used by the distributor to identify this segment and why. (8 marks)
- (b) As a business manager explain to students undertaking consumer behaviour studies the terms in adoption of innovation concept?
 - i. Adoption process (2 marks)
 - ii. Laggards (2 marks)
- (c) Explain to a group of consumer behavioural students, the stages of the adoption process and outline the factors that can influence the rate of adoption. (8 marks)

QUESTION FIVE

- (a) From a typical Kenyan family, what are the different roles members of an organization or family can play in the decision process? (6 marks)
- (b) Explain why U is important for marketers to understand family roles in consumer behaviour. (2 Marks)
- (c) Consumers consume items that can take many forms. Give examples of three different types of consumers and examples of three different types of items they could consume, including products, services, and ideas. (6marks)
- (d) Different issues for marketers and consumers arise in the consumption process. Identify questions that might be asked from the consumer's perspective and from the marketer's perspective in the pre-purchase and purchase stages of the consumption process (6 marks)