



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR THIRD YEAR FIRST SEMESTER**

### **SCHOOL OF BUSINESS AND ECONOMICS BACHELOR OF COMMERCE**

**COURSE CODE: BCM 3134:**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**DATE: 1<sup>ST</sup> APRIL, 2022**

**TIME: 1430-1630**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

*turnover.*

*This paper consists of **two** printed pages. Please*

### **QUESTION ONE (25 Marks)**

- a) Briefly discuss the Decision-Making Process in consumer behavior?  
**(8 Marks)**
- b) Define the concept of social class. BRIEFLY explain THREE ways in which social class can affect consumption.  
**(8 Marks)**
- c) Discuss why an understanding of consumer needs is important for marketing strategy. Explain specific ways in which an understanding of needs can be used to influence consumers. Provide an example to illustrate your answers.  
**(9 Marks)**

### **QUESTION TWO (15 Marks)**

- a) Why is the study of consumer behavior important for a marketer?  
**(7 Marks)**
- b) Adoption is the micro process concerned with the stages the consumer goes through in deciding to accept or reject a new product. Examine the 5 Stages in adoption process?  
**(8 Marks)**

### **QUESTION THREE (15 Marks)**

- a) An opinion leader is a special source of social influence and is defined as an individual who acts as an information broker between the mass media and the opinions and behaviours of an individual or group.
- i. Why is an opinion leader a more credible source of product information than an advertisement for the same product?  
**(5 Marks)**
- ii. Are there any circumstances in which information from advertisements is likely to be more influential than word-of-mouth?  
**(5 Marks)**
- b) Explain cognitive dissonance theory. How can marketers reduce dissonance experienced by consumer  
**(5 Marks)**

**QUESTION FOUR (15 Marks)**

- a) Describe the relevance of Maslow hierarchy of needs. **(8 Marks)**
- b) Discuss the marketer's perspectives and the consumer's perspectives when looking at pre-purchase, purchase and post purchase buying behavior. **(7 Marks)**

**QUESTION FIVE (15 Marks)**

- a) Personality reflects a person's consistent response to his or her environment. Examine the personality traits in consumer behavior? **(8 Marks)**
- b) Critically examine the Interpersonal Processes in consumer behavior? **(7 Marks)**

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