

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018
EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS
UNIT CODE: HCOB 2314/HBM 2301
UNIT TITLE: CONSUMER BEHAVIOUR

DATE: 21ST DECEMBER, 2018

TIME: 9.00 AM – 11.00 A.M

INSTRUCTIONS:

QUESTION ONE

- a) Briefly outline the characteristics of the following adopter groups;
- i. Innovators (2 Marks)
 - ii. Early adopters (2 Marks)
 - iii. Early majority (2 Marks)
 - iv. Late majority (2 Marks)
 - v. Laggards (2 Marks) (10 marks)
- b) Citing relevant examples, Explain any five emerging issues in consumer behavior. (10 Marks)
- c) Explain ways that advertising may influence consumer decision making process (10 Marks)

QUESTION TWO

- a) Describe the consumer purchase decision process (10 Marks)
- b) Describe the factors in the learning process as per the Pavlovian Learning Model (10 Marks)

QUESTION THREE

- a) Mr. Aringo a marketing manager at a cosmetic shop intends to conduct a marketing research on psychological factors influencing his consumers. Highlight these factors (10 Marks)
- b) Explain how family decision-making will influences buying behavior. (10 Marks)

QUESTION FOUR

- (a) Define the concept of social class. Briefly explain FIVE ways in which social class can affect consumption. (10 Marks)
- (b) Explain specific ways in which an understanding of needs can be used to influence consumers. Provide an example to illustrate your answers. (10 Marks)

QUESTION FIVE

- (a) Explain cognitive dissonance theory. Discuss how marketers can reduce dissonance experienced by consumer (10 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. Explain the reasons why an opinion leader is a more credible source of product information than an advertisement for the same product? (5 Marks)
 - ii. Explain whether there are any circumstances in which information from advertisements is likely to be more influential than word-of-mouth (5 Marks)