

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF  
DEGREE OF BACHELOR OF COMMERCE**

**BCOM 325: CONSUMER BEHAVIOUR**

**STREAMS: Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 6 /07/ 2021**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO Questions.
- Do not write on the question paper

**QUESTION ONE**

To compete effectively in global markets or even deal effectively with international firms in the home markets, companies must ensure their marketers understand their customers culture and prevailing economic conditions that influence their purchase and consumption behavior.

**Required:**

- (a) Discuss the influence of culture on consumer purchase behavior. [7 Marks]
- (b) Briefly explain the major economic variables that influence consumption of goods and services. [8 Marks]
- (c) Explain the significance of the study of consumer behavior to marketing executives. [7 Marks]
- (d) Discuss some of the current trends influencing purchase decision. [8 Marks]

**QUESTION TWO**

County Government XYZ wishes to purchase ten trucks for garbage collection and five ambulances for their hospitals. The procurement officer has sought your advice on how he can make a transparent purchase decision process. What would be the content of your discussion.

[20 Marks]

**QUESTION THREE**

- (a) Discuss the stimulus response model pointing out its significance in understanding consumer behavior. [10 Marks]
- (b) Explain the buying decision process that a buyer of a household cloth washing machine and a refrigerator would undertake. [10 Marks]

**QUESTION FOUR**

The consumer decision making process does not occur in a vacuum, on the contrary psychological factors influence the process and have an influence on consumer behavior from the time a consumer perceives a stimulus through to post purchase behavior.

**Required:**

- (a) Discuss any three psychological factors citing their effect on CB. [12 Marks]
  - (b) Briefly discuss the types of buying decision behavior. [8 Marks]
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