

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF
DEGREE OF BACHELOR OF PSYCHOLOGY**

PSYC 483: CONSUMER PSYCHOLOGY

STREAMS: B. PSYCHOLOGY

TIME: 2 HOURS

DAY/DATE : WEDNESDAY 22 /09/ 2021

8 .30 AM – 10.30 AM

INSTRUCTIONS TO CANDIDATES:

- Answer Question One and any other Two Questions.
- DO NOT WRITE ANYTHING on the question paper.

QUESTION ONE

- a) Explain the meaning of ‘consumer behaviour’. [2 Marks]
- b) State five reasons as to why organizations need the knowledge of ‘consumer behaviour’ [10 Marks]
- c) Briefly discuss the following models of consumer behavior:
- (i) Black box model
- (ii) Personal variable model [10 Marks]
- (d) Highlight the main ideas in the following theories of consumer behavior;
- (i) Theory of Reasoned Action
- (ii) Motivation – Need theory [8 Marks]

QUESTION TWO

- a) Discuss the psychological factors that affect consumer behavior. [10 Marks]
- b) Identify Five personal factors that affect consumer behavior. [10 Marks]

QUESTION THREE

Discuss the following two theories of consumer behavior.

- (i) Traditional theories of consumer behavior. [10 Marks]
- (ii) Social psychological theories explaining consumer behavior. [10 Marks]

QUESTION FOUR

Explain the following methods/ ways of studying consumer behavior

- (i) Focus groups [10 Marks]
- (ii) Survey [10 Marks]

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