

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

PSYC 485: GROUP DYNAMICS AND CULTURE IN CONSUMER BEHAVIOUR

STREAMS: B.PSYC

TIME: 2 HOURS

DAY/DATE: THURSDAY 23/09/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO.**
- **Do not write in the question paper.**

- Q1. (a) Demonstrate your understanding of the concepts below:
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|--------------------------------|-----------|
| (i) Group dynamics | (2 marks) |
| (ii) Culture | (2 marks) |
| (iii) Consumer reference group | (2 marks) |
| (iv) Social class | (2 marks) |
| (v) Market analysis | (2 marks) |
- (b) Describe three components of culture that are relevant to the understanding of consumer behaviour. Use relevant examples. (6 marks)
- (c) Outline two uses of reference group appeals when marketing products. (4 marks)
- (d) Discuss the effects of social class on consumer behaviour in a Kenyan setting. (10 marks)
- Q2. (a) Describe four types of reference groups. (8 marks)
- (b) Discuss with relevant examples any four cultural aspects that are important for a market analysis of consumer behaviour. (12 marks)
- Q3. (a) Distinguish between primary and secondary groups. (5 marks)

- (b) Examine the characteristics of any five consumer relevant groups that are common in Kenya. (15 marks)
- Q4. (a) Describe any four ways that consumer behaviour experts apply to appeal to consumers using reference groups. (8 marks)
- (b) Examine four factors that influence the impact of reference groups among Kenyan consumers. (12 marks)
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