

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

PSYC 483: CONSUMER PSYCHOLOGY

STREAMS:

TIME:2 HOURS

DAY/DATE: THURSDAY 13/04/2023

2.30 P.M. –4.30 P.M.

INSTRUCTIONS

- Answer Question ONE and any other two.
- Do not write anything on the question paper.

QUESTION ONE (30 MARKS)

- a) Show your understanding of the following concepts as applied in costumer psychology. Give an example for each.
- Consumer addiction (3 marks)
 - Compulsive consumption (3 marks)
 - Consumer behaviour (3 marks)
- b) Elaborate any five personal factors which are likely to influence consumption. (5 marks)
- c) Explain any four reasons why understanding consumer behaviour is crucial to an organization. (8 marks)
- d) Highlight any four ways that customer behaviour experts apply/use to appeal to customers (8 marks)

QUESTION TWO

- a) Discuss the stages in the decision making process before a costumer arrives at a satisfactory decision. (15 marks)
- b) Highlight the key ideas posited in the Black Box model of costumer behaviour. (5 marks)

QUESTION THREE

- a) Discuss five customer buying behaviours which are reflective of irrational/dysfunctional decision making. (10 marks)
- b) Customer behaviour can be adversely influenced by different psychological factors. Discuss any five factors in support of this statement. (10 marks)

QUESTION FOUR

- a) Discuss the personality traits relevant to customer behaviour as posited in the trait theory. (10 marks)
- b) Discuss the role of a consumer psychologist in the marketing organization. (10 marks)

QUESTION FIVE

- a) Using appropriate examples. Write notes on the following customer behaviours. (12 marks)
 - i. Complex- buying behaviour
 - ii. Dissonance-reducing buying behaviour
 - iii. Habitual buying behaviour
 - iv. Variety seeking behaviour
 - b) Discuss four methods of research applied by customer professionals to establish the buyer behaviour (8 marks)
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