

**TECHNICAL UNIVERSITY OF MOMBASA**

*School of Business*

DEPARTMENT OF BUSINESS ADMINISTRATION

DIPLOMA IN FRONT OFFICE OPERATIONS

**BHT 2244: PSYCHOLOGY OF CUSTOMERS**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**INSTRUCTIONS**

- This paper consists of FIVE questions.
- Answer question ONE (Compulsory) and any other TWO questions

## QUESTION ONE

(a) Define the following terms relating to consumer buying behavior:

- (i) Complex buying behavior (2 marks)
- (ii) Opinion leader (2 marks)
- (iii) Buyer attitude (2 marks)
- (iv) Habitual buying behavior (2 marks)
- (v) Perception (2 marks)

(b) Identify and describe FIVE categories of participants in the consumer purchase decision.

(10 marks)

(c) Explain why it is necessary to conduct consumer research. Distinguish Primary from Secondary methods of consumer research.

(10 marks)

## QUESTION TWO

(a) Distinguish between internal and external information search in buyer decision making process.

(10 marks)

(b) Explain what is meant by a compensatory and non-compensatory buyer decision rules.

(10 marks)

## QUESTION THREE

a) Highlight the various sources of consumer cognitive dissonance. (10 marks)

b) Describe the Stimulus-response model of Consumer buyer behavior. (10 marks)

## QUESTION FOUR

Describe the stages in a typical buyer decision making process, summarizing some of the ways in which marketers can 'help' the consumer at each stage in the decision-making process.

(20 marks)

## **QUESTION FIVE**

a) What is a Sub-culture? Identify FOUR sub-cultures and explain how they influence consumer behavior. (10 marks)

b) Information search is a key step in the consumer buying decision. State two major categorizations of sources of information and list various sources under each category.

(10 Marks)