

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) Explain the following concepts as applied in consumer behavior.
- (i) Consumer post-purchase behavior (3 Marks)
 - (ii) Personality (3 Marks)
 - (iii) Self-concept (3 Marks)
 - (iv) Marketing mix (3 Marks)
 - (v) Consumer involvement (3 marks)
- b) Demonstrate your understanding of the following ways in which marketers utilize consumer perception: product positioning, product re-positioning and perceptual mapping. (9 marks)
- c) “The subject of Consumer psychology is founded on the marketing concept, an important orientation in marketing management”. Explain this statement. (6 marks)

QUESTION TWO

- a) Explain the influence of the following psychological factors to consumer behavior
- i) Perception (5 marks)
 - ii) Learning (5 marks)
- b) Attitudes can be formed but can also be changed. Explain five ways that marketers use to change consumer attitudes in favour of themselves and their products. (10 marks)

QUESTION THREE

- a) What do you understand by the term cognitive dissonance? Briefly explain how marketers can reduce cognitive dissonance. (10 marks)
- b) Define perceptual mechanism and describe its three sub-processes (10 marks)

QUESTION FOUR

State the stages in the family life cycle highlighting one variable in each of the stages that affects a consumer's purchase decision. [20 Marks]

QUESTION FIVE

- a) Although we may differ in perceptual processes, universally speaking, the perceptual process comprises four components: input, perceptual mechanism, output and behaviour. Briefly discuss these components.
- b) Explain your understanding of opinion leader as used in consumer behavior. Identify and describe four types of opinion leaders. (10 marks)