



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

Select department

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN FRONT OFFICE OPERATIONS
BHT 2244: PSYCHOLOGY OF CUSTOMERS
END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

Question ONE

- a) Read the scenario below and answer the question that follows:

Chris is on his 30-minute lunch break from his job as a cashier at a convenience store. He started his shift at 7:00 AM this morning and it is now 11:00 AM and he is hungry. He has to be back at his post by 11:30 AM. He checks his wallet and has \$5.34 to spend on lunch. He could use his employee discount and purchase lunch from the store, but he knows if he stays at the store the person who is monitoring the cash register while he is gone will continue to ask him questions which will cut into his break time. There is a Taco Bell and Burger King within walking distance of his store. He remembers seeing a television advertisement for 69-cent tacos at Taco Bell and \$1.00 hamburgers at Burger King. Both of these options seem like good choices to him as his stomach continues to rumble. He chooses Taco Bell because it is on the right hand side of the road so he will not have to waste valuable time crossing the busy intersection to get across the

street to Burger King. He also remembers his co-worker raving about the new fire-roasted hot sauce Taco Bell is now offering and he decides he wants to try it. Chris purchases two tacos and a drink from Taco Bell and eats his lunch. He is satisfied with his choice and thinks he might come back tomorrow to try the \$99 cent bean burritos. When he is finished, he throws away the trash in the Taco Bell receptacle and returns to his job.

Required:

Describe Chris's consumer buying decision process. (12 marks)

b) Define the following terms as they relate to consumer buying behavior:

- (i) market segmentation (3 marks)
- (ii) Opinion leader (3 marks)
- (iii) Buyer attitude (3 marks)
- (iv) Low- involvement buying behavior (3 marks)

c) Explain the following ways in which marketers utilize consumer perception:

- (i) Product positioning (3 marks)
- (ii) Perceptual mapping. (3 marks)

Question TWO

- (a) Describe the Stimulus-response model of Consumer buyer behavior. (10 marks)
- (b) Explain how a consumer's self-image multiple-selves influence consumer purchase decisions. (10 marks)

Question THREE

- (a) According to Carl G. Jung's theory of psychological types [Jung, 1971], people can be characterized by their preference general attitude represented as dichotomies. Describe the four areas of preferences introduced by Jung's *dichotomies*. (10 marks)

(b) Define the following elements of consumer perception:

- (i) Sensation (2 marks)
- (ii) The absolute threshold (4 marks)
- (iii) Subliminal perception (4 marks)

Question FOUR

a) Sigmund Freud saw the human psyche as being tripartite (influenced by the id, ego and super-ego). Explain how the three parts interact to determine a consumer's behavior. (10 marks)

b) Explain the following elements of consumer learning:

- (i) Consumer motivation (3 marks)
- (ii) Cues (2 marks)
- (iii) Response (2 marks)
- (iv) Reinforcement (3 marks)

Question FIVE

a) Describe the tri- component model of attitude that marketers use to explain or predict the behavior of customers. (10 marks)

b) What is meant by customer perceived risk? Identify and define four such risks.(10 marks)