



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
MASTER OF BUSINESS ADMINISTRATION
BMK 5201: CONSUMER BEHAVIOUR
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 3 HOURS

DATE: 8 May 2025

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

Case Study: The Rise of Sustainable Consumerism (40 Marks)

Case Overview:

A multinational company, **EcoNest**, has launched a new line of eco-friendly household products, including biodegradable detergents and packaging-free shampoo bars. The company has positioned itself as a sustainability-focused brand, leveraging social media influencers and environmental campaigns to reach millennials and Gen Z consumers. However, despite significant interest and high online engagement, sales have not met expectations in certain markets.

- a) Analyze the consumer decision-making process for purchasing eco-friendly products and discuss potential barriers preventing conversions from interest to purchase. (20 Marks)
- b) Suggest two key changes to EcoNest's marketing strategy based on consumer behavior theories to increase actual purchases. Justify your recommendations. (20 Marks)

Question TWO

- a) Describe how perception influence consumer behaviuor. (10 marks)
- b) How do social class and income levels impact consumer purchase decisions? (10 marks)

Question THREE

- a) Discuss the role of personality in consumer buying decisions. (10 marks)
- b) Explain the role of psychological factors in influencing consumer behavior. (10 marks)

Question Four

- a) Demographic factors influence consumer behavior. Discuss. (10 marks)
- b) Analyze how beliefs and values impact consumer choices. (10 marks)

Question Five

- a) Elaborate on how culture influences consumer behavior. (10 marks)
- b) “Abraham Maslow's Hierarchy of Needs can be used to explain how motivation influences consumer decision-making.” Discuss this statement. (10 marks)