



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY
SCHOOL OF AGRICULTURE AND FOOD SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN FOOD SECURITY
3RD YEAR 1ST SEMESTER 2013/2014 ACADEMIC YEAR
MAIN**

COURSE CODE: AFB 3311

COURSE TITLE: CONSUMER BEHAVIOUR I

EXAM VENUE:LR 9

STREAM: (BSc.Food Security)

DATE: 11/8/14

EXAM SESSION: 9.00 – 11.00AM

TIME: 2 HOURS

Instructions:

- 1. Answer ALL questions in Section A and any other 2 questions in Section B .**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

SECTION A [30 MARKS]

Answer ALL questions in this Section.

1. Consumer Behavior is the interplay of forces that take place during a consumption process, within a consumers' self and the environment.
 - a) As a food security student, how can you apply the knowledge you have acquired from the study in Consumer Behavior [5marks]
 - b) Explain the behavioral dimensions of a market segment. [5marks]

2. With consumers being different and unique to each other, it is important that the marketers understand the various needs, and provide relevant product and service offerings that blend with their wants.
 - a) With relevant examples, differentiate between a need and want within the context of consumer behaviour. [4marks]
 - b) A hungry person is faced with a choice between boiled cassava and "githeri". Explain with a justification the type of intra individual or goal-need conflict that the consumer has to undergo before making a choice. [4marks]
 - c) Explain the following terms:
 - i. Cognitive Dissonance [1 marks]
 - ii. Levels of Consumer Decision making [1 marks]

3. A kindergarten girl goes to school and sees her friend eating an apple. She comes home and demands that she is bought the same.
 - a) Analyze the buying roles involved in the scenario. [5marks]
 - b) As the promoter of the apple, which role is most important and why? [2marks]
 - c) Explain the importance of consumer involvement to a promoter of a food product. [3marks]

SECTION B [40 MARKS]

Answer any TWO QUESTIONS in this Section.

4. A consumer has a neutral attitude and is indifferent towards the various brands of ugali flour that are available in the market. She believes that brands like Soko, Jogoo, Jembe, and Pembe are all the same.
- a) As a promoter of Jogoo, how would you change the consumer's attitude towards Jogoo? [6marks]
 - b) What type of promotional and communication strategies would you use? [4marks]
 - c) Using the Learn-Do-Feel Hierarchy model, how would you categorize Jogoo and why? [2marks]
 - d) Explain the four categories of consumers under the Product-Brand Involvement Model. [8marks]
5. Write Short notes on the following:
- a) Consumer behavior is dynamic and interactive in nature. This has impact on the consumption patterns and behaviour of consumers. Discuss the factors affecting consumer behaviour. [10 marks]
 - b) Tri-component attitude model [5marks]
 - c) Scope of consumer behaviour [5marks]
6. The family as a social unit is of tremendous importance for a marketer.
- a) Briefly explain the relevance of a family to you as a promoter of food products. [6marks]
 - b) Most purchase decisions are jointly made by the spouses together or with their children involved. While making purchase decisions and brand choices, the family may very often find itself in disagreement with one another. Explain some of the conflict-reducing strategies that can be used to resolve consumer conflicts in a family. [6marks]
 - c) Discuss the stages of family life cycle stating clearly the importance of each stage to a marketer of food products. [8marks]