**TECHNICAL UNIVERSITY OF MOMBASA**

***School of Business***

DEPARTMENT OF BUSINESS ADMINISTRATION

**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

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

**QUESTION TWO**

1. Explain the influence of the following psychological factors to consumer behavior  
   i)Perception (5 marks)  
   ii)Learning (5 marks)
2. 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**

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