Differentiate the following terms as used in consumer behavior.

1. Internal and external influences as described by consumer value framework. (4mks)
2. Socialization, acculturation, enculturation. (6mks)

b) In consumer behavior it is important for a marketer to consider market segmentation. Describe the variables to be considered in demographic segmentation.

c) Explain the five factors that influence the amount the amount of search performed by consumer in the typyical decision making process. (5mks)

2. Evaluate the different types of groups and what are their roles in consumer behavior? (15mks)

3. Sadera desire to buy a smart phone, explain the major steps that consumers go through when making a purchase.(15mks)

4. Discuss the maslow’s theory of the hierarchy of needs and its relevance to consumer behavior. (15mks)

5. Evaluate the model of high and low involvement of the consumer in the purchasing process. (15mks)

6. Psychology has contributed a lot to the marketers to understand the buyers: Discuss learning as brought out by pavlovian model. (15mks)