

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE (MARKETING)**

**HBM 2301: CONSUMER BEHAVIOUR**

**DATE: OCTOBER, 2018 TIME: 2 HOURS**

INSTRUCTIONS:

**QUESTION ONE: 30 MARKS**

a. Explain the term consumer behavior. (2 marks)

b. Explain the types of consumer entities. (2 marks)

c. Explain the social factors that influence consumer behavior. (6 marks)

d. Explain four factors that influence faster diffusion of innovation.

(8 marks)

e. Explain the importance of consumer behavior skills to a marketer. (4 marks)

f. Discuss two theories of consumer behavior. (4 marks)

g. Highlight four broad factors that influence consumer behavior. (4 marks)

**QUESTION TWO: 20 MARKS**

a. Explain the five categories of adopters as examined by Everett. M. Rogers. (10 marks)

b. Discuss sources of power relevant in the context of consumer behavior. (10 marks)

**QUESTION THREE: 20 MARKS**

a. Discuss the buyer-decision process experienced by consumers. (10 marks)

b. Explain the psychological factors that influence buyer behavior.(10 marks)

**QUESTION FOUR: 20 MARKS**

a. Discuss three cultural and three personal factors that influence consumer behavior. (12 marks)

b. Discuss the stages in the adoption process. (8 marks)

**QUESTION FIVE: 20 MARKS**

a. Discuss the importance of promotion in consumer behavour citing the advantages of the far elements of promotion. (10 marks)

b. Explain the meaning of the following consumer goods:-

i. Convenience goods. (2 marks)

ii. Shopping goods. (2 marks)

iii. Impulse goods. (2 marks)

iv. Unsought foods. (2 marks)

v. Specialty goods. (2 marks)