MASINDE MULIRO UNIVERSITY OF

SCIENCE AND TECHNOLOGY

(MMUST)

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCB 311

COURSE TITLE: CONSUMER BEHAVIOR

DATE: THURSDAY 11TH APRIL 2024 **TIME: 11.30- 1.30 PM**

INSTRUCTIONS TO CANDIDATES

Answer Question One and any other **Two.**

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

QUESTION ONE (COMPULSORY)

Read the passage below to answer questions that follow.

Fuji: Using Knowledge of Consumers to Snap up Sales with New Photographic Equipment

Fuji Photo's development of the Advanced Photo System (APS) is a classic example of how a company makes use of the way their customers behave. As part of the APS Fuji target the advanced amateur when it introduced SmartFilm™. SmartFilm™ is housed in the unique APS cartridge. The APS is designed to make photography easier, more enjoyable and more exciting by allowing the photographer to switch in mid-roll from slide to print film. The SmartFilm™ comes in ISO 100, 200 and 400 speeds.

The APS also allows the photographer to select between three different picture formats at any time; C (Classic with the same proportions as normal 35mm prints; H (HDTV with a wider view); and P (Panorama for extra wide landscapes). The latest extension of SmartFilm™ is Fujichrome 100ix Slide Film. The film produces slides inprinted with data and shooting information, such as frame title, shoot data (aperture and shutter speed), shoot date and time, film ID number, frame number and photofinisher's ID number.

As an extension of its APS, the company introduced to the mass market in late 1996 a digital camera, the DS-7. The DS-7 has a built-in LCD screen and a 2 megabite solid-state floppy disk card. It allows the photographer to store between 30 to 60 images and play them back on the camera's LCD monitor, a TV, or download the images to a PC. The disk card may be erased and reused.

Fuji's Web site (http://www.fujifilm.com), provides information about Fujicolor Smart Film, Smart Cameras, Fujicolor Smart QuickSnaps, Smart Minilabs and Smart Imaging Devices. Also included on the site is a list of answers to the most frequently asked questions? This can also be found in Fuji'sFacebook, tweeter, Instagram and WhatsApp pages. Browsers may link to another page by clicking on a titled building or the Fujifilm blimp.

Required:

a) Interrogate whether the purchase of Fuji's Advanced Photo System a high involvement or low involvement decision? **(5marks)**
b) Explain buyer characteristics that might influence the purchase decision of the Advanced Photo System? **(12 marks)**
c) Explain how Fuji anticipate cognitive dissonance associated with its Advanced Photo System and what should it do to reduce it? **(8 marks)**
d) Explain how the social/mobile marketing is applicable in the above scenario? **(5marks)**

QUESTION TWO

a). Explain Maslow's hierarchy of needs theory and its relevance to consumer behavior **(12 marks)**
b). Explain the Contemporary Issues in Consumer Behaviour (8 **marks)**

QUESTION THREE

a) Explain how family life cycle influences consumer purchase behaviour **(10 marks)**

b) In general, customer perception can be influenced by a lot of factors, Explain **(10 marks)**

QUESTION FOUR

a) "Post purchase behavior of consumer is more important for marketing manager than pre purchase behavior." Explain **(10 marks)**

b) Marketers and advertisers use reference group appeals very effectively to communicate with their customers. Explain **THREE** types of group influence used to develop advertising and personal selling strategies. **(10 marks)**

QUESTION FIVE

a). Analyze the decision process, information sources and evaluation criteria that you can use in arriving at a decision as to which smart phone to purchase and where to find it **(12 marks)**

b). Explain **FOUR** (4) Types of buying behaviour decision **(8 marks)**