

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

**Bachelor of Business Administration (Level II – Semester V) Examination -
July, 2017**

MKT 2301 – Consumer Behaviour

Three (03) Hours

Answer any Five (05) Questions

1. i. Define *consumer learning* in your own words. (02 marks)
- ii. *Stimulus generalisation* is a key concept related to the Classical Conditioning theory of learning.
- a. Explain *Stimulus generalisation* using an example to illustrate your answer. (04 marks)
- b. Identify **two (2)** marketing applications of stimulus generalisation and give a real life example for each of the applications. (08 marks)
- iii. Three of the following concepts can be used to label the three consumption scenarios described below. Match the appropriate concept to each of the scenarios. (Simply put the identification letter of the scenario (e.g. a.) on the answer sheet and write the appropriate concept in front.)
- Concepts: Extinction (Instrumental Conditioning Theory), Observational learning, Positive reinforcement, Negative reinforcement, Punishment
- Scenarios:
- a. Saman has been using an anti-dandruff shampoo that had been very effective in controlling his dandruff for many years. Recently he has noticed that it is not very effective now. He decides to change the brand.

- b. Ajith forgets to pay his credit card bill on time. The company charges a fine for this delay.
- c. Kumari always carries a power bank with her because then she doesn't need to worry about the battery running low in her mobile phone.

(06 marks)

(Total 20 Marks)

2. i. Briefly explain the following *perceptual filters* with an example for each.

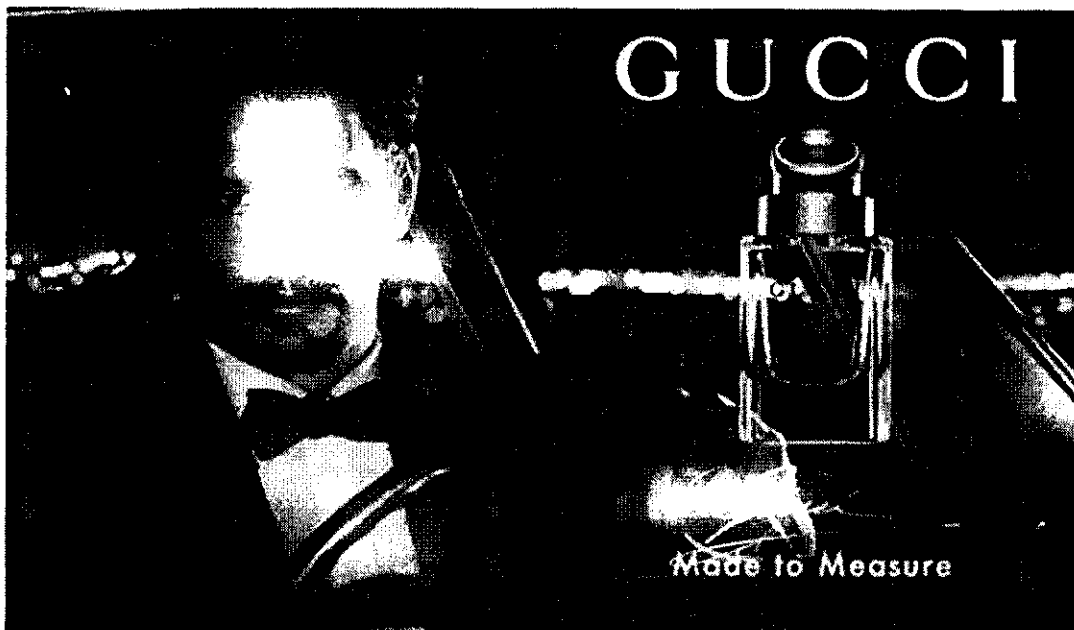
- a. Perceptual vigilance
- b. Perceptual defence
- c. Adaptation/Habituation

(09 marks)

ii. Consumers don't perceive all stimuli they come across; only selected stimuli are perceived. Identify **five (05) stimulus factors** that help to increase their selection.

(03 marks)

iii. The following is an advertisement for a perfume. Briefly describe your perception of the perfume (e.g. its quality, target market, etc.) and explain how the advertisement created that perception in your mind, with reference to *what schemas* were aroused in your mind by *which stimuli* (words, pictures, shapes, etc.) in the advertisement.



(08 marks)

(Total 20 Marks)

3. i. Briefly describe *post-purchase dissonance*.

(03 marks)

ii. Using your own attitude about any product or service brand as an example, describe the *cognitive, affective* and *behavioural* elements of an attitude.

(09 marks)

iii. Read the consumption scenario described below. From the list of concepts provided related to the *Theory of Reasoned Action*, select the most appropriate concept to label the different parts of the scenario. (Simply write the letter of the blank (e.g. a.) on the answer script and write the relevant concept in front.)

Note: One or more concepts may be applicable in more than one place and one or more concepts may not be applicable in any place.

Concepts: Attitude towards the behaviour; Normative belief (Subjective norm); Motivation to comply (Subjective norm); Intention; Belief about outcome of behaviour; Evaluation of outcome

Scenario:

Kamal wants to buy a mobile phone. He is thinking of a high-end brand like an iPhone. He knows that his parents would say it's too expensive (a. _____). On the other hand, his girlfriend would think that he's really cool if he had an iPhone (b. _____). He wants to impress his girlfriend (c. _____). He is now thinking of buying an iPhone (d. _____) by adding some of his savings to the amount his parents would give him.

(08 marks)

(Total 20 Marks)

4. i. Define the term *motivation* in relation to consumer behaviour.

(02 marks)

ii. "Failure to achieve a goal often results in a feeling of frustration"

Elaborate on the above statement with a consumption related example of your own.

(04 marks)

- iii. "Maslow's need hierarchy can easily be adopted for the development of advertising appeals"

Do you agree with the above statement? Support your position with explanation and examples.

(06 marks)

- iv. Briefly define the following types of needs with relevant examples

- a. Hedonic needs
- b. Symbolic needs
- c. Need for cognition
- d. Functional needs

(08 marks)

(Total 20 Marks)

5. i. According to Sigmund Freud's psychoanalytical theory, human personality consists of three interacting systems. Name these three systems.

(03 marks)

- ii. "Trait theory of personality is more helpful in the study of consumer behaviour than Freudian and neo Freudian personality theories."

Briefly explain the *Trait Theory of Personality* and how it has been used in studying consumer personality.

(08 marks)

- iii. Describe your *social self image* and *ideal social self image*, identifying some gaps between the two. Explain how you might be able to bridge the gap between your social self image and ideal social self image by consuming different products and services available in the market.

(09 marks)

(Total 20 Marks)

6. i. Define *normative reference group* and *comparative reference group*.
(03 marks)

ii. *Celebrity appeal* and *reference group appeal* are common appeals marketers use in advertising.
Select a television advertising campaign of your choice and explain how effectively the advertisers have used **one (1)** of the above two appeals in that campaign.
(06 marks)

iii. Describe the relationship between *social class* and *social status*.
(04 marks)

iv. "Culture exists to satisfy the needs of people within a society. Cultural beliefs and values can be innovatively used by brands"
Using appropriate examples, explain how cultural beliefs and values have been used by Sri Lankan brands.
(07 marks)

(Total 20 Marks)

7. i. What is meant by *extensive problem solving* in consumer behaviour?
(03 marks)

ii. The consumer decision making model presented in Schiffman et al. (2015) starts with the *input component*
Name the **two (2)** main types of input presented in this model.
(04 marks)

iii. "Marketers should always attempt to keep their product within the consumer's *evoked set*"
a. Briefly explain the concept of *evoked set* with practical examples.
b. Why it is difficult for some brands to get in to the consumers' *evoked set*?
(07 marks)

- iv. "Most purchases start as trial purchases. Then based on experiences and level of satisfaction consumers engage in repeat purchases. These ultimately become long term purchasing habits of consumers."

Explain the underlined terms using a selected purchase behaviour of your own as an example.

(06 marks)

(Total 20 Marks)
