



"Investing in Africa's Future"

**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES AND
EDUCATION**

HPS 309 CONSUMER PSYCHOLOGY

END OF SEMESTER EXAMINATION

NOVEMBER 2019

LECTURER: MRS. C. MADZIWA

DURATION: 3 HRS

INSTRUCTIONS

1. Do NOT write your name on the answer sheet
2. Use the answer sheet provided
3. Question 1 Section A is compulsory
4. Answer two questions in Section B
5. Each question is worth 20 marks.
6. Credit is given for neat, well-written and lucid work.

SECTION A

Question 1

- i) Define consumer psychology (2 marks)
- ii) Briefly explain brand loyalty (3 marks)
- iii) How is fear used in advertising? Illustrate with an example (3 marks)
- iv) Briefly explain the history of consumer psychology (4 marks)
- v) Describe five steps consumers make before purchasing a product (5 marks)
- vi) Explain how do children influence consumption patterns in families (3 marks)

SECTION B

Question 2

Discuss in detail the four major classifications of products. Give real examples in each category.

Question 3

Examine approaches used by companies to advertise that influence buying behavior. Illustrate your answer with two local and two international advertisements.

Question 4

Examine as many factors as possible that influence buying behavior among consumers.

Question 5

Explain how different personality (big 5) affect buying behavior. Illustrate your answer using consumable and non- consumable products.
