



*"Investing in Africa's Future"*

**FACULTY OF HUMANITIES AND SOCIAL SCIENCES**

**HPS 309 CONSUMER PSYCHOLOGY**

**END OF FIRST SEMESTER EXAMINATIONS**

**NOVEMBER/DECEMBER 2016**

**LECTURER: MR L MAUNGANIDZE**

**DURATION: 3 HRS**

---

***INSTRUCTIONS***

1. Do not write your name on the answer sheet.

---

2. Use answer sheets provided.

---

3. Question 1 is compulsory.

---

4. Answer 2 questions from Section B.

---

5. Credit will be given for illustrations and examples.

---

## **SECTION A**

### **QUESTION 1**

- (a) Outline the relevance of consumer psychology in today's world. (4 marks)
- (b) Establish how JB Watson contributed to the development of Consumer Psychology? (4 marks)
- (c) Highlight four things successful advertising should accomplish? (4 marks)
- (d) Explain consumer behaviour using the Psychoanalytic theory. (4 marks)
- (e) Identify any four psychological characteristics of consumers. (4 marks)

## **SECTION B**

### **QUESTION 2**

With the aid of appropriate examples demonstrate that culture has an influence on consumer behavior. (20 marks)

### **QUESTION 3**

Explain in detail the ways in which a consumer interacts with a product. (20 marks)

### **QUESTION 4**

Discuss the environmental factors which may influence the consumers' buying behaviour. (20 marks)

### **QUESTION 5**

Use Maslow's theory of hierarchy of needs to explain consumers' buying behaviour. (20 marks)