



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION

NHPS309: Consumer Psychology

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/DECEMBER 2025

LECTURER: M J GOHWA KAPESA PhD

DURATION: 3 HOURS

INSTRUCTIONS

1. This paper contains **TWO** sections (Section A and Section B).
 2. Section A is **COMPULSORY**.
 3. Answer **ANY TWO (2) questions** from Section B.
 4. Start each question on a new page in your booklet.
 5. Credit will be awarded for logical, systematic and neat presentation
 6. Do not repeat material.
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SECTION A: COMPULSORY

INSTRUCTION: Answer Question 1.

Question 1

- a) Evaluate the process of consumer decision making.
- b) Discuss how consumer psychologists can influence the consumer's decisions at each stage of the process. Illustrate both answers with practical examples

[40 marks]

SECTION B

INSTRUCTION: Answer ANY TWO (2) questions.

Question 2

Discuss the process of changing consumer attitudes using one theory. Illustrate your answer with practical examples.

[30 marks]

Question 3

Examine the application of emotional appeals in the advertisements of consumer goods. Illustrate your answer with practical examples.

[30 marks]

Question 4

Give a critical analysis of Maslow's hierarchy of needs theory and its application in consumer psychology. Illustrate your answer with practical examples.

[30 marks]

Question 5

Evaluate the contribution of cultural factors in shaping consumer behavior. Illustrate your answer with examples.

[30 marks]

END OF PAPER