



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

NHPS309 CONSUMER PSYCHOLOGY

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER 2024

LECTURER: Dr. J. Chingozho

DURATION: 3HRS

GENERAL INSTRUCTIONS TO CANDIDATES

- 1. Do NOT write your name on the answer sheet**
- 2. Answer THREE questions only**
- 3. Begin your answer for each question on a new page**
- 4. Each question is worth 25 marks**

1. Critically evaluate the contributions of Walter Dill Scott in the field of consumer psychology.
2. Analyze how Apple's iPhone marketing strategy leverages consumer psychology principles to drive desires and loyalty.
3. Providing practical examples, compare and contrast the contributions of McClelland and Deci & Ryan theories to the understanding of consumer motivation.
4. You are at a shopping mall and you see a new product that catches your attention. What role do cognitive biases (eg confirmation bias, framing, anchoring bias) play in your decision making process ?
5. Develop a comprehensive marketing strategy for a new product that prioritises ethics and social responsibility