

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

FINAL EXAMINATION MAY 2005

- TITLE OF PAPER** : **CONSUMER BEHAVIOR**
- DEGREE AND YEAR** : **B. COM V - MARKETING** BA 521
- TIME ALLOWED** : **TWO (2) HOURS**
- INSTRUCTIONS** :
1. **TOTAL NUMBER OF QUESTIONS ON THIS PAPER 5**
 2. **ANSWER SECTION A WHICH IS COMPULSORY AND ANSWER ANY TWO (2) QUESTIONS FROM SECTION B.**
 3. **THE MARKS AWARDED FOR A QUESTION/PART OF QUESTION ARE INDICATED ALONG SIDE THE QUESTION / PART OF THE QUESTION.**

NOTE : MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF WORK.

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A: (COMPULSORY)

QUESTION 1: NO PINK PCS, PLEASE!

Selling personal computers (PCs) used to be easy. All marketers had to do was announce the newest technological feature and then wait for corporate purchasing officers to place their orders. Now the market for PCs has exploded. There are multiple shapes and sizes, an intimidating range of choices for individual features such as memory size, processing speed, graphic capabilities, and built-in software, and perhaps now, even customization to the gender of the buyer. PC marketers are full aware that women are well represented in the ranks of management and that they use computers on a daily basis both at work and at home. Yet the question remains - how should PCs be marketed to women?.

In 1986, Qume Corporation of Milpitas, California, figured it could appeal directly to women with pastel colors for the control buttons of its laser printers and the function keys of its computer terminals. Qume engineers even deepened the handles and knobs of its printers to make them easier for women with long finger-nails to use. Sales did not show any improvement after these changes.

Following a similar approach to product development, consultant Marie Norwood tried to market a gender-oriented software program called Women's Ware. It included a checkbook balancer and budget planner, and the package was designed to look like a pair of slack on a hanger. The name was later changed to Women's Ware (For Modern Men Too), but the program did not sell and was quickly taken off the market.

Some companies, such as Zenith Data Systems Corporation and Apple Computer Inc., are trying a more subtle approach to the computer market using ad layouts that feature women alongside their male colleagues in realistic work settings. Toshiba Corporation went even further, using a layout for its print campaign that showed a woman directing an otherwise all-male meeting, with a Toshiba laptop sitting on the conference table.

The problem seems to be for marketers to find a happy medium in their advertising approach that recognizes the presence and influence of women in the workplace, yet does not single them out for special or patronizing treatment. As Bruce Mowery, director of information and communication at Apple Computer Inc. has stated, "There's an opportunity there. But no one has come up with the secret code." Perhaps some wisdom can be gained by listening to those who have been marketing consumer products successfully for a long time. When two audiences buy for the exact same reasons, you don't try and draw distinctions" is the advice from Scott Cook, former marketing executive for Procter & Gamble Corporation, who now sells software.

If gender-based product development and advertising were pursued in the PC industry, one might well expect to see whole offices decorated with pastel computers - pink for girls and blue for boys. The possibilities would be endless. Royal purple might be used for top management and fire engine red for newly recruited MBAs. Then, instead of using a "power tie" or silk bow to indicate one's ascent up the corporate hierarchy, one could rely on an annual change of PC color to transmit the right success messages.

Questions

1. **What types of market segmentation might have more potential than gender-based segmentation for PC marketers?** (15 Marks)
2. **What kind of market segment profiles could you think of for PC users?** (10 Marks)

TOTAL : 25 MARKS

SECTION B

INSTRUCTIONS

ANSWER ANY TWO (2) QUESTION FROM THIS SECTION

QUESTION 2

- a. What are the marketing implications of using usage rate, awareness status and degree of brand loyalty in segmenting the market? (15)
- b. Why would the affective component of attitudes provide the best overall assessment of an attitude object? (10)

TOTAL 25 MARKS

QUESTION 3

- a. How did the neo- Freudian theories of personality differ from Freud's view? (15)
- b. You are the owner of two furnisher stores: one catering to the upper middle class consumers and the other to the lower class consumers. How do social class differences influence each store's product lines and advertising media selection? (10)

TOTAL 25 MARKS

QUESTION 4

- a. What are the six basic consumer relevant groups? Which ones seem to be in the best position to influence consumer behaviour? (15)
- b. What is the difference between the four definitions of a new product? (10)

TOTAL 25 MARKS

QUESTION 5

- a. Which of the four views of consumer decision-making are most useful to marketers. Support your selection. (15)
- b. Compare and contrast limited and extensive problem solving. (10)

TOTAL 25 MARKS