

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
FINAL EXAMINATION MAY 2008

TITLE OF COURSE: CONSUMER BEHAVIOUR (BA 521)

**DEGREE AND YEAR: BACHELOR OF COMMERCE YEAR 5/
IDE BACHELOR OF COMMERCE YEAR 6**

TIME ALLOWED: THREE (3) HOURS

- INSTRUCTIONS:**
- 1. TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 5**
 - 2. ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B**
 - 3. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION**
 - 4. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF YOUR WORK**

SPECIAL REQUIREMENTS: NONE

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

INSTRUCTIONS

ANSWER SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B.

SECTION A:(COMPULSORY)

QUESTION 1: BEDA BISWALO

Beda Biswalo played tennis. He had played the game since high school and now he was 50 years old. He still thought he was 25, but after three vigorous sets, he felt like 75. So 50 just about summed, or averaged it all up. His eyes were slower in focusing and seemed not to pick up the character of opponents' shots as rapidly as they used to. He often probed for volleys, and his ground strokes were not as accurate and as powerful as they once were. And he could not cover the court as quickly as he had a mere five years ago.

Beda had all but resigned himself to his fate when he became aware of a new type of racket – an oversized, clumsy looking instrument. He observed a few older players and inept young players using it on courts. At first he viewed the object with disdain; then he saw some professional players on television using the racket. Next Beda played a tournament match against a fellow he thought he could dispatch with ease and lost, much to his chagrin. The opponent had used an oversized racket.

After pondering these circumstances, Beda decided to investigate the oversized tennis racket to see what it might offer. He had heard of the first large racket, the Prince, but he knew there were other brands and styles. Beda looked through all the tennis magazines for adverts or articles about the rackets; he visited a sporting goods store and examined several different styles and brands of oversized rackets; he talked with tennis instructors and people he saw playing with the racket.

At this point Beda began to identify various characteristics of each racket style and brand and decided which was most important to him. Some obvious characteristics were size, weight, and price. These he had noted or speculated about from the very first time he saw an oversized racket. After investigating, he knew that other factors were equally or more important: balance, power, control, and ease of handling. Beda concluded that he ought to try some rackets that met most of his minimum requirements and he borrowed five from a sporting goods store.

He had decided that to be acceptable, a racket should have a certain minimum level of power, control, and ease of handling. After playing with each racket, Beda narrowed his choice to two. He had a slight preference for racket A, but it had a price of \$235 and he had only \$200 to spend. Racket B was not quite as desirable but could be purchased for \$99. Beda decided to buy racket B.

As he stood in the sporting goods store making a decision to buy, one of his friends passed by and said: "Well, old boy, are you going to buy one of these old man's rackets? I didn't know you were that old." "Just looking, curious about these things you know," Beda replied. "That sounds fine. Please give me a ride home and we will talk about it." Beda walked out with his friend without buying the racket.

Beda spent the rest of the day and evening ruminating on the purchase of the racket. He could visualize the guffaws and scoffing that he would have to bear when he showed up with the giant racket. Finally, he decided that the racket would improve his game more than enough to compensate for any jocularly it might generate. The next day he bought the oversized racket.

Source: Kotler, Phillip., and Armstrong, Gary. (1990) Marketing. 2nd Edition. Prentice Hall. New Jersey

Questions:

1. Discuss the stages in the buying decision process evident in this case. (5)
2. Comment on the sources of information that Beda used. (5)
3. Briefly discuss how he evaluated his alternatives. (5)
4. Friends may influence our decision making. Discuss. (5)
5. Why did Beda postpone the purchase of the racket? (5)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Briefly discuss the five different types of groups that exist in society. (15)
- b. Attitudes have three components. What are the implications of these components in terms of the ABC model of attitudes? (10)

TOTAL: 25 MARKS

QUESTION 3

- a. People are not born with attitudes – they learn them. Discuss five various ways in which people learn attitudes. (15)
- b. One of the stages of the perceptual process is attention. Explain the role of the three elements of attention. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Suppose you are faced with a situation whilst pursuing your degree that you have to buy a new computer. Trace the steps in the decision making process for purchasing your computer. (15)**
- b. Discuss the importance of store loyalty to marketing management. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. A customer progresses through various stages before becoming brand loyal. Discuss these stages, giving examples in each case. (15)**
- b. Assume you have joined a social club whose members typically wear leather jackets. You have never bought or worn a leather jacket before. Describe five factors that could influence your level of involvement in the purchase of the leather jacket. (10)**

TOTAL: 25 MARKS