

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
FINAL EXAMINATION MAY 2009

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. ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B
2. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION
3. 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: PHYLLIS GEORGE

The AIDA concept suggests that effective advertisements are supposed to get Attention, hold Interest, arouse Desire, and obtain Action – ideally the purchase of the product or service. But the average person is exposed to a lot of adverts per day. In this cluttered environment, how does a company promote its products so that it stands out from the rest?

Phyllis George, the former Miss America, TV personality, and First Lady of Kentucky, faced such a formidable task when she introduced her new product – Chicken by George. Chicken by George is a line of fresh chicken breasts marinated in one of eight sauces. The boneless entrees, found in the fresh product case in the super market, were designed for consumers who desired a quality product with ease of preparation.

The market for fresh chicken is dominated by regional and store brands, with a few exceptions such as Perdue and Holly Farms, which are national brands. Frozen prepared chicken is more competitive, with brands like Swanson, Banquet, and Tyson competing with local brands. Both markets, of course, compete against restaurants that prominently feature chicken, such as Kentucky Fried Chicken, Popeye's Chicken, and Church's Chicken.

To stand out against competition, Ms George positioned herself as the First Lady of Chicken. This plan on words could be interpreted not only to mean she is a woman challenging a male dominated market (most companies featuring chicken such as Perdue, Tyson, and KFC were started by men), but also that she is the wife of a former Governor.

The chicken was first introduced in George's home state of Kentucky, but was taken national when Holmel bought the firm in 1992. A \$10 million advertising campaign supported the national roll out. Local exposure during the Super Bowl telecast substantially increased consumer awareness. Phyllis George continued as chair of the company and chief spokesperson. Holmel viewed her involvement with the product's conception as well as her credibility and recognition as tremendous assets as the product moved to markets beyond Kentucky.

Holmel's purchase of Chicken by George is contributing to the company's goal of becoming a consumer-driven, value-added food marketer. While its chilli, Dinty Moore beef stew remains the company's standards, Holmel's line up now includes Top Shelf, Shelf Stable Entrees, and new Traditions Microwave Convenience foods. Also slated for introduction is Kid's Kitchen, a line of microwave entrees for children. If Chicken by George was a success, Holmel hoped to apply the same process to beef, pork, fish, and turkey.

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

Questions

1. Identify the major elements in the communication process and discuss them relative to the advertisement for Chicken by George. (15)
2. Phyllis sold her company to Holmel yet she remained chief spokesperson for Chicken by George. Holmel did this because he believed she would enhance the sales of the product as it moved into national distribution. What factors make a spokesperson credible? Apply these factors to Phyllis George. (10)

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Abraham Maslow sought to explain why people are driven by particular needs at particular times. Which level of Maslow's hierarchy of needs apply to the following? (15)
 1. Purchasing the newest, fastest personal computer.
 2. Purchasing food at lunch time.
 3. Adjusting your clothing choices to reflect the latest trend.
 4. Serving on the UNISWA Foundation fund raising board.
 5. Purchasing a fire extinguisher for your home.
- b. Discuss five issues one should consider in developing the message strategy for persuasive communication. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. **Discuss five characteristics of an opinion leader. Illustrate by using practical examples in each case. (15)**
- b. **Discuss five criticisms that are leveled at the use of social class in the study of consumer behaviour. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Discuss the three aspects of personality. Indicate whether you agree or disagree with each of the aspects of personality. (15)**
- b. **Briefly discuss five reasons why attitudes are not very effective in the understanding of consumer behaviour. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **Briefly discuss the five stages in the perceptual process. (15)**
- b. **Discuss five ways in which marketers can use market segmentation. (10)**

TOTAL: 25 MARKS