

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 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
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: LINE – HAUL JEANS

Mike Ianari is a Line Haul (long distance) truck driver for Richard's Express, based in North Bergen, New Jersey. Ianari recently saw an advertisement in Overdrive Magazine about a new type of blue jeans called "Line Haul".

"Line Hauls" are made of stretch denim, cut wider in the seat and thighs. They also have oversized back pockets. The advertisement indicated that, unlike tight fitting designer jeans, Line Hauls at \$59.95, were loose fitting, had plenty of stretch, and felt comfortable the first time worn. At 1.6m and 245 pounds, Ianari reasoned that these pre-washed, pre-shrunk jeans would be ideal.

Ianari, remembering the advertisement, was determined to buy a pair of these jeans on his next trip through Southern California. This is the state in which STOP 55 Truck passes, where the jeans are sold exclusively.

Ianari was even more determined to buy a pair of these jeans after he began noticing that the Line Haul label was acquiring quite following among his fellow truck drivers. Many truck drivers are now wearing "Line Haul" caps, T-shirts, vests, and belt buckles.

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

Questions:

- 1. Which element(s) of the marketing mix is (are) identified in this case? (5)**
- 2. Which reference group would most likely influence Ianari to purchase the "Line Haul" jeans? (5)**
- 3. Which need, according to Maslow's theory of motivation would be satisfied by Ianari's purchase of the jeans? (5)**
- 4. Which selective perceptual process was evident when Ianari remembered the information which supported his attitude about "Line Haul" jeans? (5)**
- 5. After his experience of buying and wearing a pair of "Line Haul" jeans, Ianari has found them to be the most comfortable jeans he has ever worn and refuses to wear any other type of jeans while traveling. Which factor most likely account for his change in behaviour?**

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. **Identify five stages of the buyer decision process giving a brief description of each stage. Illustrate with a practical example. (15)**
- b. **Discuss five reasons why the traditional family life cycle concept is criticized by a lot of people who say that it is no longer effective in the study of consumer behaviour. (10)**

TOTAL: 25 MARKS

QUESTION 3

- a. **Which social class variable is appropriate for the following: (15)**
 - 1. **Vacations.**
 - 2. **Fat free foods.**
 - 3. **Personal computers.**
 - 4. **Pocket sized cell phones.**
 - 5. **Health clubs.**
- b. **Discuss five characteristics of culture as it relates to the study of consumer behaviour. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Discuss the five marketing variables that help a marketer to enhance persuasive communication. (15)**
- b. **Discuss five reasons why opinion leaders are effective in influencing people to buy products and services. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **Briefly discuss the family life cycle, indicating the lifestyle of members in each stage and their purchasing needs. (15)**
- b. **Discuss the five dimensions of attitudes. (10)**

TOTAL: 25 MARKS