

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 2010

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: SELLING WITH FEAR

An advert in a recent issue of Ladies Home magazine depicted a placid scene of a young mother tucking her child into bed, but underneath the peaceful picture was one that was less peaceful: photos of hand guns made by Swazi Gun Manufacturing Company headlined, "Self protection is more than your right, it is your responsibility." The advert assured readers, "You always have a right to protect yourself in your home. Even more important, you have a responsibility to be there for those who depend on you."

The controversial advertisement was the first one from a firearms manufacturer ever to run in the vulnerable women magazine. Not to be outdone, competitor Smith and Wesson also runs advertisements aimed at women. One of the adverts shows a young woman practicing target-shooting with a Smith and Wesson, the "Lady Smith" handgun. "What would mom think now?" asks the advert, which goes on to say, "The world is different today than when you grew up. Personal security is a very real issue especially if the gun fits your lifestyle as well as your hand."

More and more gun manufacturers are targeting the female market. To change the negative attitudes many women hold towards guns, companies try to appeal to their safety needs. "Women are more concerned about their safety and companies are taking advantage of this fact quite a bit," says Ed Conyers, Advertising Manager of the National Association of Licensed Firearms dealers.

Sony Jones, editor of Women and Guns magazine, agrees that "The gun market is definitely coming to include women, and the No.1 compelling reason for that is that it is for self defence." Not coincidentally, the circulation of Women and Guns magazine has doubled each year since it was first introduced in 1991.

The firearm industry insists that female adverts are not a valid attempt to address to address women's. "The fear is already there. We are not the ones creating fear," says Kitty "Open up any newspaper, and that will show there is fear... I do not think the firearms industry preys on women but gives them a solution about how to be self sufficient with self protection." Chris Donovan, Public Relations Manager for Smith and Wesson, feels the firm's Lady Smith gun and advertising campaigns are comparable to standard marketing practices used by any sporting goods company." There are brand extensions in a lot of different product categories. We identified a market need and developed a product to meet that need" he adds.

Critics counter that gun makers are not just meeting a need, they are exploring it. Traditionally, most gun purchasers were men who bought them for recreational use. Sales have been relatively flat in recent years, however, and expanding the market to include women also means expanding sales. "Gun companies have saturated the male market, and now they are seeking to get into the female market," says Jeff Muchnik, Legislation Director for the Swaziland Coalition to Stop Gun Violence. "They are selling fear and they are selling the idea that guns will keep you safe, and that simply is not true."

Questions:

1. What needs are the Smith and Wesson and Swazi Gun Manufacturing advertisements trying to arouse? Relate these needs to Maslow's Hierarchy of Needs. (15)
2. Do you feel that these advertising campaigns are ethical? Explain your answer. (10)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss five types of consumer relevant groups. Indicate how it is important for marketers to understand how these groups operate. Give a practical example of a product or service that is sold with these groups in mind. (15)
- b. Describe the following social sciences, and evaluate the role they play in helping a person to understand consumer behaviour. (10)
 1. Economics
 2. Sociology
 3. Social psychology
 4. Anthropology
 5. Psychology

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the factors that are important when developing a message strategy for persuasive communication. (15)
- b. Discuss the five factors that make marketers reluctant to use social class in the study of consumer behaviour. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. **Compare and contrast the following: (15)**
 - 1. **The Id, Ego, and Superego**
 - 2. **The Child Ego State, Parent Ego State, and Adult Ego State**
- b. **Discuss the five ways in which one can learn a culture, giving a practical example in each case. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **Discuss the three major theories of learning. In each case, indicate the major concepts of the theory. (15)**
- b. **Discuss five risks that the buyer is likely to encounter in the process of deciding to buy a product, giving a practical example in each case. (10)**

TOTAL: 25 MARKS