

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SUPPLEMENTARY EXAMINATION JULY 2011**

**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
5. ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B
6. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION
7. 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: DAVID BECKHAM – THE PROFESSIONAL ENDORSER**

**David Beckham may be just the most famous sports personality in the world. Is it because of his performance as a footballer for Manchester United and, since 2003m Real Madrid? Is it because of his celebrity lifestyle? Or is it because every inch of the man is endorsed by big name corporate brands?**

**In reality, it is probably a combination of the three. But the endorsements certainly haven't hurt Beckham's brand recognition. Early in his professional career, Beckham secured a number of lucrative sponsorship deals with Adidas, Vodafone, and Diesel. Since then he has continued to add his endorsement portfolio with such brands as rage Software, Castrol, Brylcreem, Police sunglasses, Gillette razors, and Pepsi. While Beckham has not surpassed Michael Jordan and Tiger Woods in endorsement stakes, he has certainly joined these elite as one who has transcended his sport to make a super brand.**

**So does the brand make the player, or does the player make the brand? While it can be argued that the marketing power of global mega-corporations can launch an athlete's image, the reverse can also be true. Michael Jordan is often credited with establishing Nike as one of the world's most powerful brands. With the most recent contract between David Beckham and Adidas, which includes plans for a personalized line of merchandizing, Adidas executives hope Beckham will do for the German sportswear company what Michael Jordan did for Nike.**

**Beckham may well be on his way to doing just that. Already the Beckham image has sold more than three million pairs of Predator soccer cleats. "We think he can sell anything," said Herbert Hainer, Adidas CEO. Hainer goes on to say that Beckham "has a lot of things coming together. He is a very good footballer; he has passionate, good-looking, very professional, not arrogant, and the fans believe what he says."**

**Some would argue that all money aside, Beckham does not need the image of Adidas or the other brands because the man himself is an icon. Since 1999 he has been married to a former Spice Girl Victoria, and the couple has become a symbol of celebrity lavishness. David Beckham's good looks have carried his influence into the realm of teen fashion and hairstyles. Even allegations of extra-marital affairs in 2004 have not scuffed the image of this superstar.**

**“When you ask people about David Beckham’s credibility, his family values are not the main appeal,” says Stephen Cheliotis of branding consultancy Super brands. “Beckham’s fashion appeal, his foot balling skills, and his good looks are what appeal to people. His family is not the primary function of the Beckham brand.”**

**Obviously, endorsers recognize the power of the Beckham brand. Adidas CEO Hainer has asserted that just as Beckham’s first pair of soccer cleats were Adidas, so will his last pair be. “We can work with him much longer than his playing career but that is up to him.”**

#### **Questions**

- 1. In the content of source effects, discuss why companies such as Adidas would want to be endorsed by David Beckham. (10)**
- 2. Considering how attitudes are formed, what are the potential positive and negative consequences of endorsements for both the company and the celebrity? (15)**

#### **SECTION B**

**ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

#### **QUESTION 2**

- a. For each of these products, identify the best basis for segmenting the market. Explain your choice:**
  - 1. Coffee**
  - 2. Soups**
  - 3. Home exercise equipment**
  - 4. Cellular phones**
  - 5. Non frozen yogurt. (10)**
- b. Discuss five types of reference groups. Indicate the influence they have on consumer behaviour. (10)**
- c. Briefly identify the five criteria that beliefs should meet in order to be considered as values. (5)**

**TOTAL: 25 MARKS**

### **QUESTION 3**

- a. **Discuss five variables that are used to measure social class. In your answer, highlight one major advantage and disadvantage of using each variable. (10)**
- b. **Define opinion leaders. Discuss the methods used to measure opinion leadership. In your answer, highlight one advantage and one disadvantage of each method. (10)**
- c. **Briefly identify five factors that determine the degree to which decisions are made jointly in families, giving a practical example in each case. (5)**

**TOTAL: 25 MARKS**

### **QUESTION 4**

- a. **One of the major concepts of motivation is that consumers are motivated to achieve goals. Failure to achieve the goals often results in frustration. Briefly discuss ten strategies that consumers use to solve such frustration giving an example in each case. (10)**
- b. **Discuss five types of appeals that a marketer can use to persuade consumers to buy products. To illustrate your understanding, give an example of a company that uses each of these appeals. (10)**
- c. **Briefly discuss the concept of self image as it relates to personality. (5)**

**TOTAL: 25 MARKS**

### **QUESTION 5**

- a. **Define an attitude. Outline the four models of attitude. (10)**
- b. **There are three theories of learning. Discuss the Learning is Behaviour (LIB) Theory, giving practical examples where relevant. (10)**
- c. **Briefly discuss the three rules of perception. (5)**

**TOTAL: 25 MARKS**