

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 2015

TITLE OF COURSE: CONSUMER BEHAVIOUR (BA 521)

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

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: 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 Holmes 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. Holmes 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.

Holmes's purchase of Chicken by George is contributing to the company's goal of becoming a consumer-driven, value-added food marketer. While its hot and spicy beef stew remains the company's standards, Holmes'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, Holmes hoped to apply the same process to beef, pork, fish, and turkey.

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 Holmes yet she remained chief spokesperson for Chicken by George. Holmes 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)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Define communication and discuss the factors that influence whether a receiver will respond or not respond to a marketer's communication. (15)
- b. Define consumer behavior. Illustrate your understanding by discussing the key elements of consumer behavior. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the models of attitude as they relate to the study of consumer behavior. (15)
- b. Discuss the reference group appeals that marketers use to influence consumers to purchase products. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Define learning and discuss the classical and instrumental theories of learning. (15)
- b. Define a family and discuss the eight roles played by family members in decision making. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the steps in the perception process. (15)
- b. Discuss the application of social class in the study of consumer behavior. (10)

TOTAL: 25 MARKS