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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 7th August, 2024
Time: 11.30am – 1.30pm

KBA 2317 CONSUMER BEHAVIOUR

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

ENDORSEMENT BY CELEBRITIES

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product, service or even raise awareness. Kenya has a vibrant showbiz scene, with many talented and famous celebrities. However, not all of them are equally respected and admired by the public. Some are known for their drama and scandals, while others manage to keep their personal lives private and focus on their brand. Consumer behavior helps in understanding how employees view things in an organization. For the celebrities to be used, consumer research is important. The actual behavior of individuals and organizations must be well analyzed to make it easier for the management to diffuse new innovations in the organization. The management are suffering losses due to demotivated workers and poor time management which has led to low productivity. This should be done through understanding values and consumer behavior. Therefore, the endorsement of celebrity should be taken as a serious activity by the management.

- Reasons for studying consumer behavior are vital. Identify some of the main reasons for studying consumer behavior. (5 marks)
- Reference groups and celebrities influence consumer behavior. Discuss factors of influence as far as organization is concerned. (6 Marks)
- Celebrities are taken to be excellent in persuasion techniques. Evaluate persuasion techniques as an advertising strategy in consumer behavior. (6 Marks)
- Identify the elements of diffusion in consumer behavior as far as endorsement of celebrity is concerned. (5 Marks)
- Determine the elements of consumer motivation as demonstrated by celebrities in organization. (4 Marks)
- Explain the values of consumer behavior in organization in relation to celebrity. (4 Marks)

QUESTION TWO (20 MARKS)

- a) Personality refers to the enduring characteristics and behavior that comprise a person's unique adjustment to life. Explain the Influence of personality on consumer behavior. (6 Marks)
- b) Evaluate the differences between consumer buying and organizational buying. (7 Marks)
- c) Consumer motives are affected by both External and internal factors. Analyze the external factors influencing consumer motives. (7 Marks)

QUESTION THREE (20 MARKS)

- a) Technology is of great importance in consumer behavior. Explain the role of technology in shaping consumer experiences. (7 Marks)
- b) Consumer motives are affected by both External and internal factors. Discuss Internal factors influencing consumer motives. (7 Marks)
- c) There are many evolving trends in consumer behavior. Identify some of the Trends in Consumer Behavior in the 21st century. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Marketing research is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. Outline the consumer research process. (7 Marks)
- b) Ethical considerations are paramount in consumer behavior. Identify ethical considerations in consumer choices. (6 Marks)
- c) Personality theories study how an individual develops their personality and can be utilized in studying personality disorders. Evaluate how theories of personality can apply in consumer behavior. (7 Marks)

QUESTION FIVE(20 MARKS)

- a) Consumer behavior complies of Features of culture and its measurement. Analyze some of these features. (5 Marks)
- b) Motivation is one of the major parameters in any organization for productivity. Evaluate Positive and negative motivation in consumer behavior. (8 marks)
- c) Diffusion process refers to the spread of information, ideas, and behaviors among individuals or groups within a population. Discuss the Product features that influence diffusion. (7 Marks)