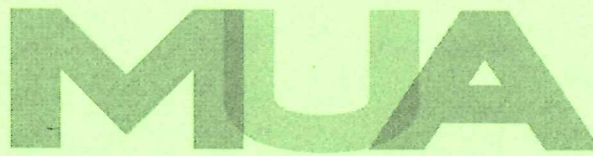


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND

LEADERSHIP/BACHELOR OF COMMERCE

MKT 203/MKT 311/MKT 302: CONSUMER BEHAVIOUR

DATE: 12TH AUGUST 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case below and carefully answer the questions that follow:

NEUROMARKETING AT CAMPBELL

Campbell Soup Company (Campbell) was a maker and seller of food products. The company had its head office at Camden, New Jersey, USA. As of November 2011, it was the largest soup manufacturer globally. Between 2008 and the first half of 2010, Campbell employed neuromarketing techniques, underlined by the methodology of triangulation, to comprehend the impact that product promotions and displays had on a customer's nervous system and physiological alterations, and, thereby, influenced his/ her perception about the product. This advanced method, for which Campbell availed the services of Innerscope Research, Inc. Innerscope gauged aspects like variations in body humidity, heart palpitations, and other biometric details...

Campbell made some alterations to its containers to create a positive feeling among prospective customers when they viewed it. The changes included deleting the spoon from the picture, incorporating an image of steam rising from the soup, and a bowl with updated contours. According to experts, the picture of steam signaled the feeling of warmth which, they said, connected with consumers at an emotional level. Also, the research revealed that the legendary red coloured streak at the top of Campbell's soup containers made it difficult for shoppers to pick out their preferred flavour.

In the first quarter of 2011, Campbell's US soup sales went down by 5% when compared to the corresponding quarter of the previous year. In case of its US condensed soups, sales fell by 1%. The company's top management conceded that the decline was mainly due to the absence of new products in its soup portfolio which could attract consumers. The sales of its soups, sauces, and beverages, outside the US market too registered a reduction of 1% over the corresponding quarter of the previous year. In the second quarter of 2011, the company's US soup sales dropped by 4%.

In November 2010, Campbell's top management announced its intention to work on launching new products. Experts also saw this move as partly an attempt on Campbell's part to regain consumers who had shifted to categories like frozen foods.

The company conceded as much when, in a news release, it stated, "...the company's advertising had become too focused on the iconic can and few top selling varieties, rather than celebrating the quality ingredients, variety, and great taste of its soups."...

Required:

- a) Discuss the approaches Campbell could use to change consumer attitudes after the survey **(10 Marks)**
- b) Evaluate the nature of today's consumers as revealed by the Campbell case? **(5 Marks)**
- c) With examples, determine how Campbell can use the following: Type of media; product attributes; and who buys to develop a marketing strategy for food items **(5 Marks)**
- d) Evaluate how the nature of Campbell consumers changed as they adopted the new product launched in the market **(5 marks)**

QUESTION TWO

- a) Discuss how in-depth interviews are used and its advantages in conducting consumer surveys **(10 Marks)**
- b) Examine the main variables to be considered by marketing managers in segmenting consumer markets **(5 Marks)**

QUESTION THREE

- a) Interpersonal influence can assume three forms in determining the consumer behaviour. Discuss. **(7 Marks)**
- b) Explain what you understand by the term '**Consumer frustration**' and describe its main characteristics **(8 Marks)**

QUESTION FOUR

- a) Evaluate how technology has impacted on consumer behavior today
(8 Marks)
- b) Explain personality theories and highlight how Psychodynamic theories are applied in consumer behaviour studies
(7 Marks)

QUESTION FIVE

- a. Explain how someone's personality differs from his or her self-concept and how the person's ideal self-concept can help in marketing decisions.
(9 Marks)
- b. Evaluate how the principle of classical conditioning can be applied to the development of marketing campaigns
(6 Marks)

QUESTION SIX

- a) Analyze the benefits of global branding to consumers
(10 Marks)
- b) Discuss the reasons why sometimes Consumers do not behave consistently with their attitudes.
(5 Marks)