

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 302/ MKT 311: CONSUMER BEHAVIOUR

DATE: 10TH APRIL 2026

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.**

1.

QUESTION ONE

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

THE DIGITAL CONSUMER REVOLUTION

TrendX Kenya is a rapidly growing fashion retail brand specializing in urban clothing for young adults aged 18–30. Established in 2018, the company initially relied heavily on traditional marketing—billboards, radio jingles, and in-store promotions—to drive sales. These efforts helped TrendX build brand awareness in major towns like Nairobi, Kisumu, and Mombasa. However, as online shopping gained traction in Kenya, management began noticing a steady decline in foot traffic across its physical stores.

Recent internal research revealed that over 70% of TrendX’s target customers now prefer browsing, comparing, and even purchasing fashion items online. Platforms like Instagram, TikTok, and YouTube have become major sources of fashion inspiration and product discovery. Consumers often rely on influencer reviews, digital adverts, and peer recommendations before making purchase decisions.

The company’s marketing team also discovered an interesting pattern: although online engagement is high, actual online purchases remain lower than expected. Many customers “add to cart” but fail to complete the purchase. A post-purchase survey further indicated that consumers felt TrendX’s website was difficult to navigate, with slow response times and limited payment options. Additionally, customer complaints about delayed deliveries and inconsistent product quality have begun to surface on social media platforms, threatening the brand’s reputation.

TrendX’s management believes that consumer motivation and perception play a key role in the changing purchasing patterns. Today’s digital consumers are motivated by both hedonic values (fashion excitement, self-expression, and social approval) and utilitarian values (convenience, efficiency, and affordability). They are highly perceptive of brand image, user experience, and peer validation. To adapt, TrendX is considering several strategic initiatives. The company plans to introduce a loyalty and rewards program for repeat buyers, collaborate with local fashion influencers, and enhance its online customer experience through website redesign and reliable

delivery services. The marketing team is also exploring ways to integrate corporate social responsibility (CSR), such as promoting eco-friendly fabrics and supporting local designers, to strengthen emotional attachment to the brand.

Required:

- a) Explain how the digital revolution has influenced consumer decision-making using the case of TrendX Kenya. **(7 Marks)**
- b) Using any four consumer behaviour theories, discuss strategies *TrendX Kenya* can use to improve customer satisfaction and retention. **(9 Marks)**
- c) Identify and explain two types of online consumer motivations evident in *TrendX Kenya's* customers. **(4 Marks)**
- d) Evaluate any two marketing research methods that *TrendX Kenya* can use to understand its customers better. **(5 Marks)**

QUESTION TWO

Read the passage below and answer the questions that follow:

“Consumers do not make decisions in isolation. Their families, culture, and reference groups significantly shape what they buy and how they use products. In Kenya, family and peer recommendations influence smartphone choices more than advertisements. Additionally, younger consumers often identify with global cultural trends spread through digital media, while older consumers remain loyal to local brands that reflect their values.”

- a) Explain three major social and cultural factors influencing consumer behaviour as illustrated in the passage. **(8 Marks)**
- b) Discuss how marketers can use this understanding to design more effective campaigns. **(7 Marks)**

QUESTION THREE

- a) Evaluate the role of perception and attitude formation in influencing consumer responses to advertising. **(8 Marks)**

- b) Using examples, evaluate how classical and operant conditioning apply to marketing to consumers. **(7 Marks)**

QUESTION FOUR

- a) Analyze how situational factors affect consumer decision-making. **(6 Marks)**
b) Examine the stages in the consumer decision process with examples. **(9 Marks)**

QUESTION FIVE

- a) Describe how marketers can create and maintain customer loyalty in competitive markets. **(8 Marks)**
b) Discuss ethical considerations in consumer behaviour and marketing. **(7 Marks)**

QUESTION SIX

- a) Evaluate the impact of global consumption trends on local consumer behaviour. **(5 Marks)**
b) Examine the importance of consumer research in developing marketing strategies. **(5 Marks)**
c) Evaluate the role of corporate social responsibility (CSR) in influencing consumer loyalty. **(5 Marks)**