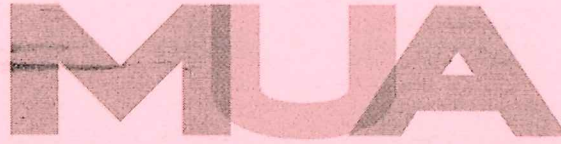


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/BACHELOR OF COMMERCE

MKT 203/MKT 302 / MKT 311: CONSUMER BEHAVIOUR

DATE: 7TH APRIL 2025

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 carefully and answer the questions that follow:

The One Brand Strategy

Since the start of the millennium, soft drink companies found themselves becoming increasingly unpopular with people pointing to them as one of the causes of the rising obesity rates in the world. The rising health concerns among consumers led to a continuous decline in soda consumption in some key global markets. Research indicate that sales volume of soft drinks in the US fell by 0.9% between 2013 and 2014. Under the 'One Brand' strategy, TCCO , a leading producer of soft drinks launched a new global campaign . The aim of the campaign was to put the product at the center of every ad as the brand wanted to gain more customers in the struggling soda category.

The campaign was positioned as a shift from the brand toward the product, as its management had noticed over a period of time that the brand had just been talking about "happiness" and forgetting that it was a drink that tasted good. "We've found over time that the more we position our drink as an icon, the smaller we become. The bigness of the brand resides in the fact that it's a simple pleasure - so the humbler we are, the bigger we are... We're going from 'Open Happiness' to exploring the role the product plays in happiness," The CEO said.

Furthering its 'One Brand' global marketing strategy, in April 2016, TCCO overhauled its packaging and the brand was diluted in store and on shelf with different designs across the portfolio. During the design process, the team saw a Red Disc as the one design element that could unite the trademark visually. They felt that the unified red look would actually help people stay in the brand franchise, resulting in less switching between brands. .

Some analysts felt that the new campaign could succeed in achieving TCCO's objective as it was able to extend the reach of the brand to wider markets without creating different personalities for its variants, which ensured that the company would be able to adapt more quickly to changing consumer needs. According to the company, early data on the campaign showed "green shoots" having led to a growth in retail sales as well a rise in the profile of the brand.

Required:

- a) TCCO's new strategic direction was a clear case of trying to match the current increase in consumer demand. Explain the current global trends in consumer behaviour that has driven the company to do this (10 Marks)
- b) The products in the case are sensitive to consumers' health. Changing direction of advertising in this case to this magnitude is a stimuli which may be perceived negatively. Discuss the stimulus factors in the ads that may influence perception by TCCO consumers. (5 Marks)
- c) Analyze the benefits TCCO will get by global branding of its product (10 Marks)

QUESTION TWO

- a) Evaluate the stages of consumer research process. (5 Marks)
- b) With examples contrast the three main internal factors that influence consumer behavior as individuals (10 Marks)

QUESTION THREE

- a) Evaluate any four reasons why consumers may sometimes not behave consistently with their attitudes towards a brand (4 Marks)
- b) Examine the factors which influence the consumer whilst in their broader social reference group setting. (7 Marks)
- c) Evaluate the reasons why some cultures tend to adopt new products more quickly than others. (4 Marks)

QUESTION FOUR

- a) Illustrate the three learning theories used to explain positive consumer behavior (9 Marks)
- b) With reference to the customer relationship development process, explain why "consumer churn" may occur in the process (6 Marks)

QUESTION FIVE

- a) Evaluate the reasons why you think consumer protection is necessary in the current global business environment. **(5 Marks)**
- b) Organizational consumer tends to be more organized in their buying decisions than the individual consumers. Explain the roles of various members of the decision making unit of an organization. **(10 marks)**

QUESTION SIX

- a) Demonstrate how marketers can take advantage of every stage in the consumer buying process to formulate an effective marketing strategy **(8 Marks)**
- b) The goal of consumer analysis is to determine the attractiveness of a market and to understand its evolving opportunities and threats as they relate to the strengths and weaknesses of the firm. Examine the various factors which must be analyzed. **(7 Marks)**