



ICM

DECEMBER 2016

BUYER BEHAVIOUR & CONSUMERISM

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
1. Explain the influence of culture on consumer buying behaviour and provide examples to support your recommendations. [20]
 2. Describe Maslow's Hierarchy of Human Needs and summarise the importance of the theory to understanding consumer behaviour. [20]
 3. Explain what you understand by the term **perception** and discuss the basic concepts that relate to the perceptual process. [20]
 4. Explain what you understand by the following terms:
 - a) Diffusion process
 - b) Adopter categories
 - c) Reference groups[20]
 5. Compare and contrast Freudian personality theory and Neo-Freudian personality theory and summarise their value to marketing management. [20]
 6. Discuss the basic concepts that derive from the classical conditioning theory and explain their importance to promotional planning. [20]
 7. Write notes on THREE of the following:
 - a) Frustration
 - b) Attitude scales
 - c) Demographic segmentation
 - d) Benefit segmentation[20]
 8. Explain the main factors that can influence the formation of consumer attitudes. [20]