

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES

BACHELOR OF SCIENCE HONOURS DEGREE IN PSYCHOLOGY

MAIN PAPER

PS323: CONSUMER PSYCHOLOGY

INTAKE 23: THIRD YEAR SECOND SEMESTER

DATE: 2020 TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any **two** questions.
2. All questions carry equal marks.

Question 1

Analyse the assertion that, “consumer perception is instrumental to decision making process”.

Question 2

Discuss consumer ethics and defenders to consider when making policies that affect consumers.

Question 3

Using psychological theories, explore how consumers are motivated.

Question 4

Assess the impact of technology in shaping consumer behaviour.

Question 5

‘Marketers want to know how consumers learn so that they can attempt to influence this process.’ Evaluate this statement using the consumer decision making model.

END