

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

CONSUMER BEHAVIOUR – CBU 2106

FINAL EXAMINATION – FEBRUARY 2010

TIME ALLOWED: 3 HOURS 15 MINUTES

INSTRUCTIONS TO CANDIDATES

Answer question **One** and any other **Three** questions from section B.

INFORMATION TO CANDIDATES

- (i) All questions in **SECTION B** carry **20** marks each
- (ii) Questions may be answered in any order
- (iii) As much as possible, use relevant examples
- (iv) This paper contains **Seven** questions.

SECTION A

QUESTION I – COMPULSORY

Case Study

Gillette's Shaving System for the Female Market

“The best a man can get each morning is a clean, close shave with a razor, shaving cream and some brand toiletries. But is it a wet shave with a razor the best a European woman can get too? That is the question facing Gillette and other companies as they pitch their new generation of designed – for – women shaving systems in Europe, hoping to entice women to wet shave. Currently, the world's biggest markets are the United States, India and Russia. In Eastern Europe, razor blades were in short supply during the communist era. Today, sales of premium shaving systems are exploding in countries such as Russia and Poland.

The market potential in Western Europe is huge, only 30 percent of Europe women wet shave, compared to 75 percent in the United States. What is more, there is still a large number of European women who do not remove hair from their underarms and

legs at all. If the percentage of women wet shaving in Europe were to reach American levels, the total sales of blades would increase by 500 million annually.

Unlike in the United States, where women have been removing hair for decades, attitudes differ in Europe, and are often deeply rooted in cultural traditions, economic conditions and varying perceptions of beauty. Many of these behaviours are learned from the family or from female role models, and changing culturally linked behaviour is difficult. In France and the UK, for example, most women share behaviours of their American counterparts and wet shave. Spanish women also remove body hair, a habit which can be traced back to the Moorish influence – but they usually go to waiting salons, or they wait at home. In Germany, shaving has more of a generational influence, with wet shaving being more common among younger women who have been influenced by the media, cinema, foreign travel and supermodels with sleek legs and underarms.

Due to complex market structures, shaving companies confront two challenges: one is to convince women who wet shave (but usually grab a simple disposable razor for use in the shower) to switch to new shaving systems which include ergonomically designed razors, pastel colours, built in lubricants and special blade design elements to avoid nicks and cuts. The other goal is to introduce women to hair removal – and wet shaving as the preferred method.

Source:- **Consumer behaviour a European perspective Micheal Solomon, Gary Bamossy, 2002.**

QUESTION 1

- (a) Using classical conditioning, show how Gillette can entice women to wet shave. **[15 Marks]**
- (b) Recommend an instrumental conditioning strategy that can be used to lure women to try wet shaving. **[15 Marks]**
- (c) Explain the level of involvement that non users of wet shave would go through before making the decision to adopt the product. **[5 Marks]**
- (d) Discuss the power of family and role models in changing culturally linked behaviour. **[5 Marks]**

SECTION B

QUESTION 2

Explain the reasons why consumer behaviour is said to be an interdisciplinary science. **[20 Marks]**

QUESTION 3

Discuss three of the most basic principles of Gestalt Psychology. In your answer show how marketers use these principles in marketing goods and services. **[20 Marks]**

QUESTION 4

Discuss the characteristics of culture. Include in your discussion an explanation of how culture is learned. **[20 Marks]**

QUESTION 5

Critically analyse any definition of consumer behaviour and elaborate on the events that contributed to the evolution of consumer behaviour. **[20 Marks]**

QUESTION 6

Explain how marketing effort uses innate and acquired needs in the development of promotional strategies. **[20 Marks]**

QUESTION 7

Briefly explain the importance of the following terms:

- (a) Reference groups **[4 Marks]**
- (b) Social marketing **[4 Marks]**
- (c) The Freudian theory **[4 Marks]**
- (d) Stages of the decision making process **[4 Marks]**
- (e) Consumerism and social responsibility. **[4 Marks]**

END OF EXAMINATION