

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**MASTER OF SCIENCE IN MARKETING**  
**CONSUMER BUYER BEHAVIOUR CBU 5104**  
**SUPPLEMENTARY EXAMINATION – AUGUST 2011**  
**TIME ALLOWED 3 HOURS 15 MINUTES**

**INSTRUCTIONS TO CANDIDATES**

- i) Question **One** is compulsory.
- ii) Answer **any one** question from section **B** and **any two** questions from section **C**.

**INFORMATION TO CANDIDATES**

- i) Credit will be given for the use of appropriate examples.
- ii) This paper consists of four printed pages.

**SECTION A**

**CASE STUDY**

**MEAT ALTERNATIVES**

Eating habits have changed at a remarkable speed over the last couple of years for many parts of the world. This is especially evident among young people, where the trend has been away from meat based diets and towards different vegetarian alternatives. A number of different reasons are usually posed for avoidance of meat. On the one hand there is increased health awareness among consumers that: avoiding meat in ones' diet is sometimes portrayed as having beneficial influences on health. Red meat especially was posed as having negative effects on health, whereas poultry and fish have been put in better position. On the other hand there are consumers whose avoidance of meat is motivated by concern for the well being of the animals. This last stance has been fuelled lately by reports of the poor circumstances under which many animals are kept. It is quite common for consumers to combine these two positions in different ways, staying away from meat consumption both for health and for animal rights reasons.

Another trend among consumers is towards convenience, that is, sales of ready made meals and semi-manufactured products are souring. Even though there is an increased focus on convenience above all and many new products launches, there are very few vegetarian

alternatives on the market. This is peculiar in light of more consumers turning towards vegetarianism and vegetarians' frequent laments over the trouble of preparing convenient vegetarian solutions that fulfill the necessary nutritional requirements.

Back in the 1960s, many nutritionists predicted that the population of the world would increase at such a speed that there would be a shortage of food rich in proteins. Various research projects were therefore initiated to discover new ways of growing food with high protein content. In 1987, a number of British researches discovered an organism that was growing naturally in the garden. The organism was the microscopic fungus called *Fusarium Venenatum*. After several years of laboratory research, they managed to control the growth of the fungus mycelia and create a myco protein. This is the base for the product that today is called Quorn, which is produced by Marlow Foods in Great Britain. The most convenient way to grow Quorn, is in fact not in the garden but rather in big silos through a fermentation process. The mycelia are grown in 60 metre tall silos where fermentation is controlled by glucose, oxygen, nitrogen and minerals. The mycelia are continually harvested and centrifugalized into a dough. Egg white is then added to the dough to bind the myco proteins threads in order to create a texture similar to that of meat. The pure Quorn product has a neutral taste but can be flavored to imitate the taste of fish, flesh or fowl.

In 1999 Kenneth Foods (KF) which is the second largest food retailer in Sweden, introduced Quorn into the Swedish market. KF is a consumer co-op that operates hypermarkets as well as discount stores in Sweden. All of the different store concepts have a highly centralized management that guarantees complete store coverage of new product introductions. KF introduced Quorn, in various ready-made meal versions endorsed by its own store brand, which is positioned as an up market store brand.

Adapted from Michael Solomon et al 2002. Consumer Behaviour a European Perspective

## **SECTION A**

### **QUESTION 1**

- a) Using the new perspectives of consumer behaviour, describe how Kenneth Foods can describe its typical consumer as a positioning strategy. **[10 Marks]**

b) What type of consumer decision making process would consumers be involved in when evaluating the Quorn product. Use a decision making model of your choice.

[15 Marks]

c) Recommend typical perceptual organization (Gestalt Psychology) strategies, Kenneth foods can use in enticing the target market to adopt the new product.

[15 Marks]

## **SECTION B**

### **QUESTION 2**

You are a marketing manager of a group of companies which markets up market leisure wear targeted to the affluent market. Discuss how you would use both classical and instrumental conditioning in marketing your products.

[20 Marks]

### **QUESTION 3**

Detail how a marketer who wants to design a new type of fashion sports gear for men aged between 55 to 65 years would use the Freudian theories of id, ego and super ego.

[20 Marks]

## **SECTION C**

### **Question 4**

‘Organizational buying decisions can be classified as new task, modified rebuy or straight rebuy. Each needs a different problem solving approach and involves different buying influentials.’ How appropriate is this statement.

[20 Marks]

### **Question 5**

Assume that you are a marketing manager tasked with the responsibility for purchasing an important component for your company’s final product- personal computers.

Discuss the criteria that you would use in evaluating the offering of various business marketers.

[20 Marks]

**Question 6**

Using Hakansson (1982) interaction model, discuss the series of episodes and interactions that define buyer seller – relationships. **[20 Marks]**

**Question 7**

Under what circumstances buyer would –seller relationships collapse? Use practical examples to illustrate your answer. **[20 Marks]**

**END OF EXAMINATION**





