



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF AGRICULTURE AND FOOD SCIENCES  
UNIVERSITY EXAMINATION FOR BSC FOOD SECURITY**

**YEAR 3 SEMESTER 1**

**SIAYA CAMPUS**

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**COURSE CODE:** AFB 3311

**COURSE TITLE:** Consumer Behavior I

**EXAM VENUE:**

**STREAM:**

**DATE:**

**EXAM SESSION:**

**TIME: 3.00 HOURS**

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**Instructions:**

- i. This assessment requires you to demonstrate competence against unit of competency: Consumer Behavior I.
- ii. Answer **any five questions**.
- iii. Candidates are advised not to write on the question paper.
- iv. Ensure you write your Name, Registration Number, Date, booklet serial number and Signature on the attendance sheet
- v. Candidates must hand in their answer booklets to the invigilator while in the examination room.

1. a) Various theories have tried to explain consumer behavior. Explain the following theories and show how they affect consumer behavior (15mks).

- i. Drive theory of motivation
- ii. Expectancy theory of motivation
- iii. Maslow's Hierarchy of needs

b) List five social responsibilities of a consumer (5mks)

2. a) Explain five stages of consumer decision making process(10mks)

b) List five essential tools that would be used to understand the consumer decision making process (5mks)

c) List five components of food security (5mks)

3. a) Briefly explain any five consumer biases that would affect a consumer's behavior (10mks)

b) Explain the following models of consumer decision making process (10mks)

- i) The learning model of consumer decision making
- ii) The impulse model of consumer decision making
- iii) The sociological model of consumer decision making process
- iv) The economic model of consumer decision making process
- v) The psychoanalytical model of consumer behavior

4. a) Explain giving relevant examples any five factors that would influence consumer attitude formation (10mks)

b) Explain how family life cycle can influence consumer behavior (5mks)

c) explain the five stages of Maslow's hierarchy of needs (15mks)

5. a) Explain five decision making models (10mks)

b) Explain five ways that families would use to improve household food security (10mks)

6. a) Define attitude (2mks)

b) Briefly explain the three components of attitude (9mks)

c) List nine types of attitude (9mks)