MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2023/2024 ACADEMIC YEAR

SECOND-YEAR SECOND SEMESTER

SCHOOL OF NATURAL RESOURCES TOURISM AND HOSPITALITY

BACHELOR OF HOTELS & HOSPITALITY MANAGEMENT

COURSE CODE: HHM 2222-1

COURSE TITLE: CONSUMER BEHAVIOR

DATE: 22/4/24   **TIME:0830-1030HRS**

SECTION A 20 MARKS (COMPULSORY)

a) Explain five factors that influence a hotel quest buying behavior **(5 marks)**

b) Explain the following terms
   i. Perception **(2 marks)**
   ii. Personality **(2 marks)**
   iii. Attitude **(2marks)**

c) Explain how psychological factors will influence the buying behavior of a guest who is looking for accommodation. **(4 marks)**

d) Identify five elements of personal factors that affect customer buying behavior **(5 marks)**

SECTION TWO-30 MARKS

QUESTION TWO

a) Assume you are a manager of a five-star hotel. Elaborate with the marketing team five types of consumer behaviors for effective marketing strategies for hotel products **(5 marks)**

b) Examine stages of consumer decision-making before and after purchasing a product. **(10 Marks)**

QUESTION THREE

a) Assess five reasons why hospitality managers must study consumer behavior **(5 marks)**

b) Hospitality industry products are said to be very perishable and therefore need proper marketing strategies are important. Explain how marketing may affect hospitality product marketing **(10 marks)**

QUESTION FOUR

a) Elaborate how the following may influence consumer buying behavior **(6 marks)**
   i. Attitude
   ii. Perception
   iii. motivation

b) To understand consumer buying behavior, you need to know how consumers think and feel about the different alternatives available in the market, how they reason, and how they choose between different options. Examine various ways of collecting data among the consumers **(9 marks)**

QUESTION FIVE

a) Name five social factors and explain how they can affect consumer buying patterns **(10 marks)**

b) With the aid of a diagram, demonstrate stages in the map of the path customer's decision-making journey **(5 marks)**
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