PRIFYSGOL ABERYSTWYTH UNIVERSITY

SEMESTER TWO 2025-26

Aberystwyth Business School

AB27220: CONSUMER BEHAVIOUR

Time allowed: **2 HOURS**

Answer 4 questions

STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Once seated, students may complete the front cover of the answer book(s) and the attendance slip ONLY.

DO NOT TURN THE EXAMINATION QUESTION PAPER OVER UNTIL INSTRUCTED TO DO SO.

ANSWER 4 QUESTIONS (total 100 marks)

1. Perception. What are the three factors in information processing of store atmospherics? (9 marks) Using examples, explain the positive and negative perceptions of each (16 marks). (Total 25 marks)

2. What are the differences between needs and wants? Use at least 3 examples to help you explain these differences (15 marks). How do marketers meet needs/wants successfully (10 marks)? (Total 25 marks)

3. What are the 4 main styles of learning (8 marks)? Give an example of each (4 marks). How do marketers make use of these to positively change consumer behaviour (13 marks)? (Total 25 marks)

4. What is the key aspect of Freudian (psychoanalytical) theory? (7 marks) What are the 3 areas it comprises (6 marks)? Explain each area using examples (12 marks). (Total 25 marks)

5. What model is used to understand attitudes and how marketers use it? (5 marks) What is it known as in marketing communications? (5 marks) Name the three areas within the model and explain them (15 marks). (Total 25 marks)

6. Explain the decision-making process for a high involvement purchase versus a low involvement purchase (10 marks). Use examples and relevant theory/frameworks to underpin your answer (15 marks). (Total 25 marks)

END OF PAPER