



UNIVERSITI KUALA LUMPUR
KAMPUS CAWANGAN MALAYSIAN SPANISH INSTITUTE

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : SIB12703 (V2)
COURSE TITLE : CONSUMER BEHAVIOR
PROGRAMME NAME : BACHELOR OF BUSINESS TECHNOLOGY (HONOURS) IN
AUTOMOTIVE MANAGEMENT
DATE : 26 JANUARY 2026
TIME : 2:00PM - 5:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet. *Tick if applicable*
9. Refer to the attached Formula/ Appendies. *Tick if applicable*

THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Consumer behaviour refers to the study of how consumers make decision relating to their need, want, and desire and how do they buy and use products.

- (a) Identify five reasons why consumer behaviour is important in marketing management.

(10 marks)

- (b) Differentiate the concept of consumer, customer and client.

(10 marks)

Question 2

A retail company observes that although two customers are exposed to the same product, price, and promotion, they may respond differently—one decides to buy immediately, while the other ignores the product.

- (a) Identify two psychological factors that influence consumer behaviour.

(10 marks)

- (b) Explain the factors influencing perception.

(10 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

A smartphone company wants to design marketing campaigns targeting different consumer groups. They know that understanding consumers' needs can help in creating products and advertisements that appeal to each segment. Discover Maslow's Hierarchy of Needs and examine how it influences consumer behavior.

(20 marks)

Question 2

A café owner notices that customers tend to stay longer and feel more satisfied when soft music is played, pleasant coffee aroma fills the air, and the interior uses warm lighting and comfortable seating. Carry out the role of sensory systems in shaping consumer perception.

(20 marks)

Question 3

A student has a positive attitude towards eco-friendly products. She believes that reusable water bottles help protect the environment, feels proud when using such products, and regularly chooses them over disposable bottles when shopping. Carry out the three components of attitudes and illustrate their influence on consumer behavior in making buying decisions. Support your answer with relevant examples.

(20 marks)

Question 4

A local retail store has been experiencing a drop in repeat purchases, even though first-time customers give positive feedback about their shopping experience. The store wants to improve its long-term customer relationships to increase loyalty and profitability. Carry out the concepts of customer satisfaction, customer retention, and customer value. Examine how a retail store can apply these concepts to enhance business performance and motivate customers to make repeat visits.

(20 marks)

END OF EXAMINATION PAPER

