

COLLECTION OF MODEL ANSWERS TO
5 PAST YEAR QUESTIONS -
COMPLETE 24-MARKER ANSWERS

A-LEVEL
PAPER 4
**CONSUMER
PSYCHOLOGY**

**DESIGN-A-STUDY
MODEL ANSWERS**

1. Point of purchase decisions include multiple unit pricing and suggestive selling.

(a) Plan an experiment to investigate the effectiveness of suggestive selling on purchases from a supermarket.

Your plan must include details about:

- **controls**
- **directional or non-directional hypothesis. [10]**

Ans.

The aim is to investigate whether suggestive selling by staff increases purchases of a target product in a supermarket. A directional hypothesis is proposed, "Shoppers

[Redacted]

[Redacted]

[Redacted]

Before each day of the study, the researcher will ensure that

[Redacted text block]

[Redacted text block]

[Redacted text block]

(b) For one piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

Ans.

Wansink et al. proposed that an anchoring-and-adjustment model applies to point-of-purchase decisions. According to them, shoppers use

[REDACTED]

(ii) Explain how you used two features of this psychological knowledge to plan your study. [4]

Ans.

Firstly, I used external

[REDACTED]

Secondly, I used the feature of

[REDACTED]

(c) (i) Explain one reason for your choice of controls. [2]

Ans.

One reason for choosing strict controls like keeping constant

s.

(ii) Explain one weakness of your choice of controls. [2]

Ans.

One weakness is that tight controls reduce

(iii) Explain one reason for your choice of directional or non-directional hypothesis. [2]

Ans.

A directional hypothesis is chosen because

2. (a) Plan a study using a questionnaire with closed questions to investigate the effectiveness of multiple unit pricing on purchases from a supermarket.

Your plan must include details about:

- the questionnaire technique
- descriptive statistics. [10]

Ans.

The aim of the study is to investigate

The questionnaire will be administered using a paper-and-pencil technique to ensure that it is

Participants' answers will be scored numerically from [redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

The validity of the plan is increased by [redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

(b) For one piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

Ans.

One piece of psychological knowledge relevant to this study is

[REDACTED]

(ii) Explain how you used two features of this psychological knowledge to plan your study. [4]

Ans.

Firstly, I used the feature that

[REDACTED]

Secondly, I used the

[REDACTED]

(c) (i) Explain one reason for your choice of questionnaire technique. [2]

Ans.

One reason for choosing a

[REDACTED]

(ii) Explain one weakness of using closed questions in your study. [2]

Ans.

One weakness of using closed questions is that they

[REDACTED]

(iii) Explain one reason for your choice of descriptive statistics. [2]

Ans.

One reason for choosing descriptive statistics, specifically calculating

[REDACTED]

3. (a) Plan a study using a postal questionnaire to investigate the 'explorer' type of spatial behaviour pattern of shoppers.

Your plan must include details about:

- **sampling technique**
- **type(s) of data. [10]**

Ans.

The aim of this study is to investigate the 'explorer' type of spatial behaviour pattern of shoppers, specifically, how

Participants will be asked to provide basic demographic information such as

The questionnaire responses will be scored by assigning numbers according to the

The use of [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

(b) For one piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

Ans.

The psychological knowledge that this study is based on is Gil et al.'s research, which identified [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

(ii) Explain how you used two features of this psychological knowledge to plan your study. [4]

Ans.

Firstly, I used the feature that explorers [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

Secondly, I used the feature that explorers [REDACTED]

[REDACTED]
[REDACTED]

(c) (i) Explain one reason for your choice of sampling technique. [2]

Ans.

Opportunity sampling was chosen because it allows

[REDACTED]

(ii) Explain one weakness of your choice of sampling technique. [2]

Ans.

A weakness of opportunity sampling is that it may not result in a

[REDACTED]

(iii) Explain one reason for your choice of type(s) of data. [2]

Ans.

Quantitative data was chosen because it helps in

[REDACTED]

4. Shoppers' liking of a store exterior and intention to shop at that store can be influenced by window displays.

(a) Plan an interview to investigate the effectiveness of different window displays on intention to shop.

Your plan must include details about:

- **interview format**
- **interview technique. [10]**

Ans.

The aim of this study is to investigate the effectiveness of different window displays on

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] participants will be explained that the specific purpose of the study is [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

They will then be shown [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Examples

[Redacted text block]

[Redacted text block]

[Redacted text block]

(b) For one piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

Ans.

Mower et al. aimed to investigate the effect of

[REDACTED]

(ii) Explain how you used two features of this psychological knowledge to plan your study. [4]

Ans.

Firstly, I used Mower et al.'s finding that

[REDACTED]

Secondly, I applied

[REDACTED]

(c) (i) Explain one reason for your choice of interview format. [2]

Ans.

A reason for choosing a semi-structured interview format is

[Redacted answer text]

(ii) Explain one weakness of your choice of interview format. [2]

Ans.

One weakness of this format is that it can

[Redacted answer text]

(iii) Explain one reason for your choice of interview technique. [2]

Ans.

Face-to-face interview technique was chosen because it

[Redacted answer text]

5. Plan a study using a face-to-face interview to investigate the effectiveness of the 'disrupt-then-reframe' sales technique.

Your plan must include details about:

- question format
- sampling technique. [10]

Ans.

The aim of the study is to investigate whether the 'disrupt-then-reframe' sales technique is an effective

A semi-structured face-to-face interview will be conducted individually with each participant by a

Ethical considerations will include obtaining written informed consent from participants before the interview. Participants will be informed that they [redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

To increase the reliability of the plan, [redacted]
[redacted]
[redacted]
[redacted]

[redacted]
[redacted]
[redacted]
[redacted]

[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

Data analysis will focus mainly on [redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

(b) For one piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

The disrupt-then-reframe (DTR) technique is a strategy to increase [REDACTED]
[REDACTED]
[REDACTED]. For example, in Kardes
et al., university students were [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

(ii) Explain how you used two features of this psychological knowledge to plan your study. [4]

Ans.

One feature of the DTR technique I used in my plan is the disruption [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

(c) (i) Explain one reason for your choice of question format. [2]

Ans.

A combination of closed and open questions was chosen to

[REDACTED]

(ii) Explain one weakness of your choice of question format. [2]

Ans.

Open questions can lead to varied and subjective responses that are

[REDACTED]

(iii) Explain one reason for your choice of sampling technique. [2]

Ans.

Opportunity sampling is

[REDACTED]

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