FREE PREVIEW

Cambridge International AS & A Level • Psychology 9990 • Paper 3

CONSUMER PSYCHOLOGY · SECTION B

Describe & Evaluate

Essay model answer booklet

Every consumer **6-mark** and **10-mark** essay question from the 2024–2026 papers and the specimen paper, answered in full and annotated.

June 2026 · Mar 2026 · Nov 2025 · June 2025 · Mar 2025 · Nov 2024 · June 2024 · Mar 2024 · Specimen 2024

14
Full-mark essays, both parts

222
Annotations showing what earns marks

(a)(b)
Describe and evaluate, answered in full

★
Examiner tips and mistakes to avoid

Describe and Evaluate packs for all four options

Clinical · Consumer · Health · Organisational

PAPER 3 · SECTION B · CONSUMER PSYCHOLOGY

The essay question is worth 16 marks. This pack shows you how to earn every one.

Every Consumer Psychology describe and evaluate question from 2024 to 2026, plus the specimen paper, answered in full and annotated mark by mark.

14	62	222	4
questions	pages	annotations	options available

14

Every essay, 2024 to 2026

All 14 Consumer Psychology essay questions, every variant, plus the specimen paper. The most recent paper comes first, including March 2026.

6+10

Both parts written in full

A full part (a) description and a full part (b) evaluation for every question, the way an A* student writes in the exam.

222

Annotations that show the marks

Colour-coded comments show where the description earns credit, where each issue lands and how the conclusion is reached.

3

Three issues, both topics each time

Every part (b) covers three issues, the named one included, and each issue is applied to both topics in the question.

NEW

A guide before you start

Two new pages up front: how the essay is marked, and what each part needs. Syllabus terms only.

★

Examiner tips and traps

Every question flags the mistakes that cost candidates marks, so you avoid them on the day.

> Most students know the studies. What they lack is a clear picture of what a **top-band essay** looks like. Each answer here gives you that picture, then shows you **why** each sentence earns its place.

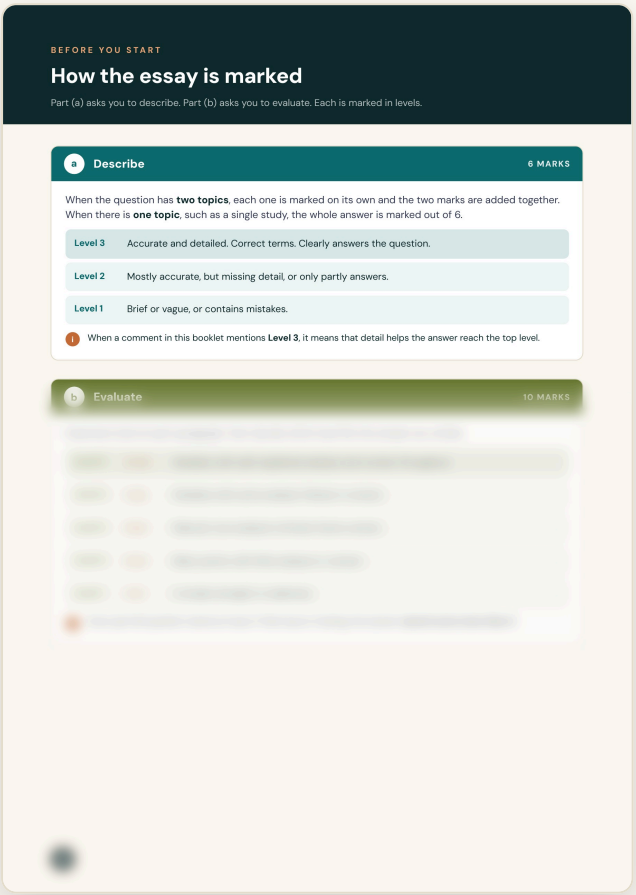
Jyotika Varmani
Cambridge A Level Psychology teacher and subject expert. Her blog is cited in the official Cambridge teachers' manual.

Get the full pack →

NEW IN EVERY PACK

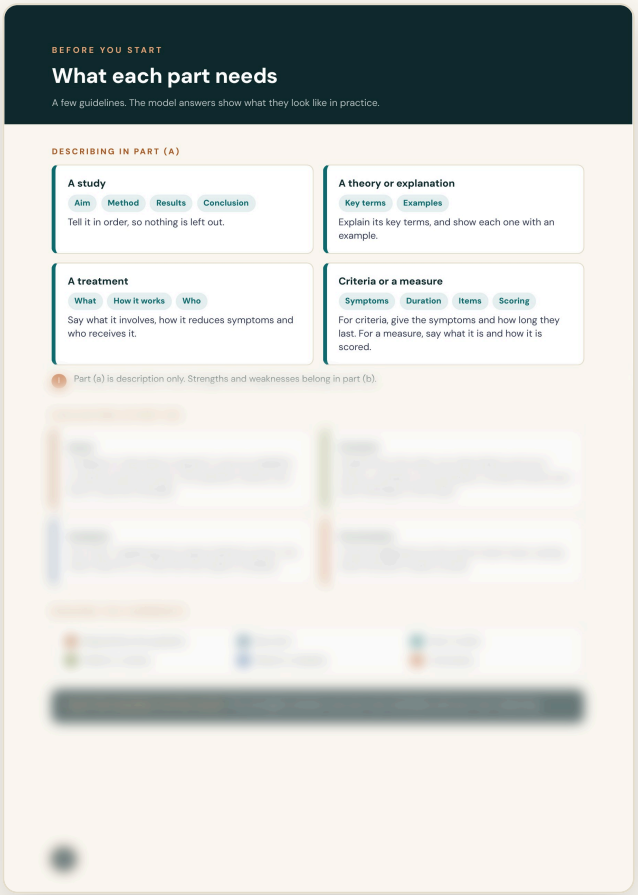
Before you start: a two-page guide

Before the first model answer, two pages set out the standard every essay is marked against. Here is a glimpse.



How the essay is marked

What separates the levels in part (a) and part (b), and the one rule about the named issue.



What each part needs

How to describe a study and a theory, and how to build an issue from point to conclusion.

COVERED IN THE GUIDE

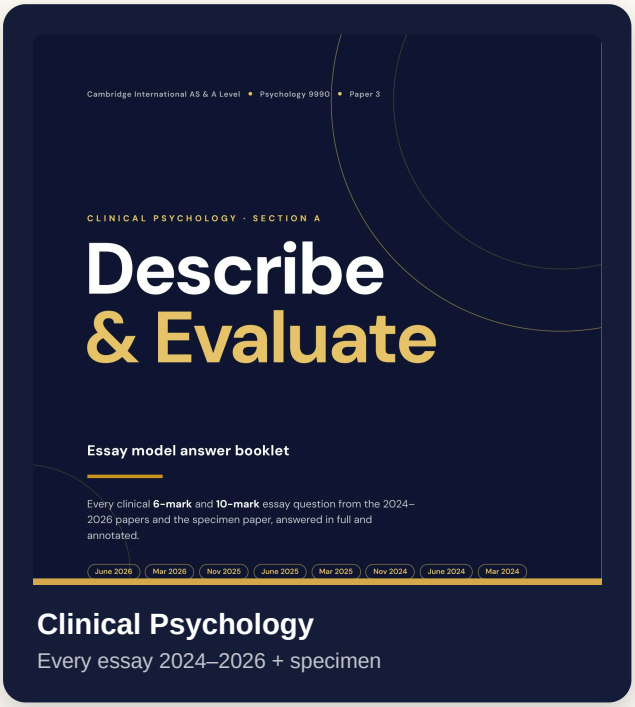
- Part (a) levels
- Part (b) levels
- The named issue
- Describing a study
- Describing a theory
- Context and analysis
- Reaching a conclusion

The full guide is in the pack. Both pages in full, at the front of the booklet. **Unlock →**

ONE SERIES · FOUR OPTIONS

Describe and Evaluate packs are available for all four options

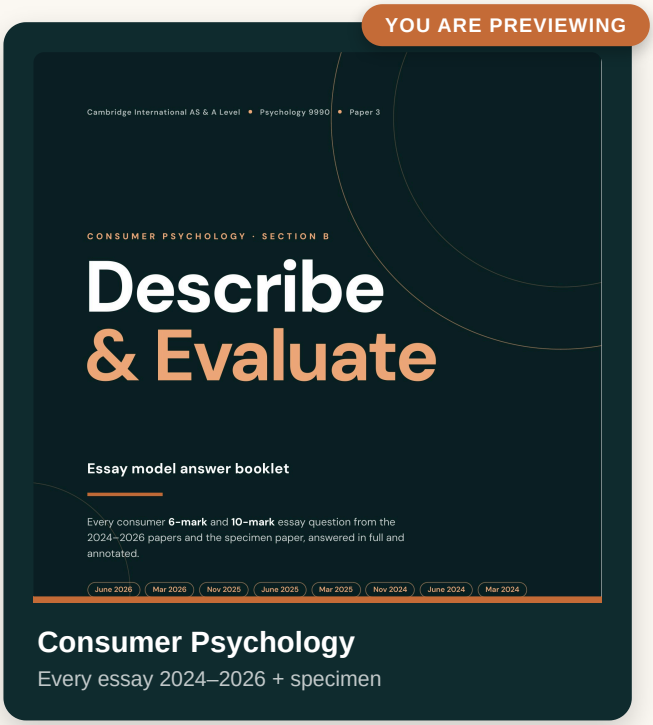
Whichever two options you are sitting, the same full-mark approach is waiting for you. Every pack covers every essay question from 2024 to 2026 and the specimen paper.



Clinical Psychology

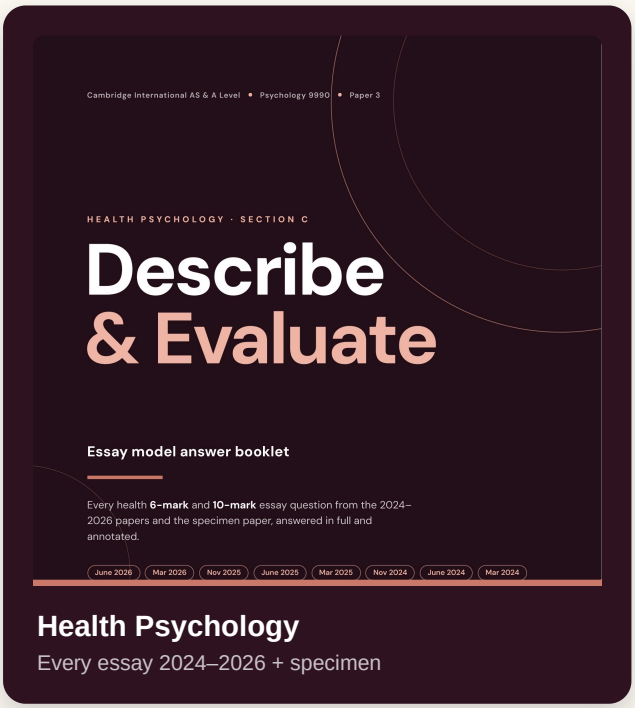
Every essay 2024–2026 + specimen

YOU ARE PREVIEWING



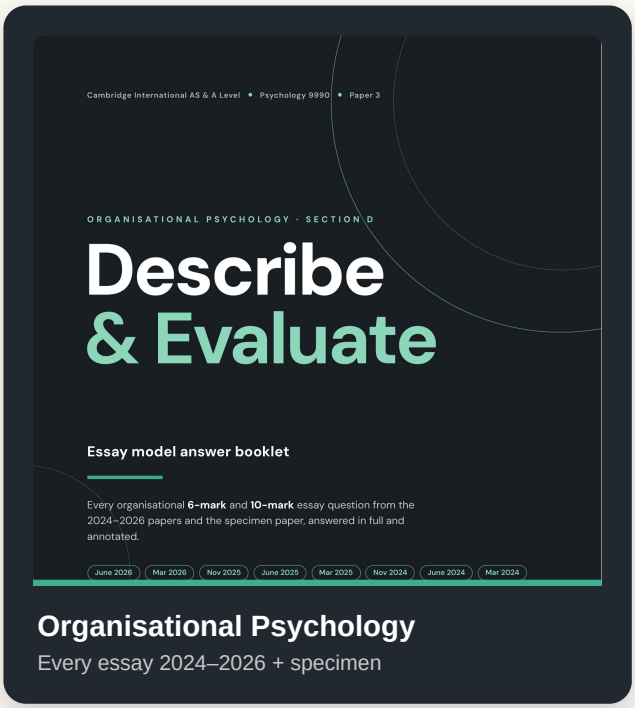
Consumer Psychology

Every essay 2024–2026 + specimen



Health Psychology

Every essay 2024–2026 + specimen



Organisational Psychology

Every essay 2024–2026 + specimen

See all four packs in the store →

CONTENTS OF THE FULL PACK

14 essays. Here is what you can see today.

In this preview · Sneak peek · In the full pack

★	New Before you start	How the essay is marked · What each part needs Two-page guide	2	Sneak peek pp. 2–3
01	June 2026 Paper 31 & 33	Becker et al. (2011): package design and taste Objective and subjective data	5	In this preview pp. 5–8, partly locked
02	June 2026 Paper 32	Point of purchase and heuristics studies Experiments	9	Full pack
03	March 2026 Paper 32	The EKB model and post-purchase dissonance Cultural differences	13	Full pack
04	November 2025 Paper 31 & 33	The Yale model and advertising media Objective and subjective data	17	Sneak peek p. 18
05	November 2025 Paper 32	Compensatory and non-compensatory strategies Application to everyday life	21	Full pack
06	June 2025 Paper 31 & 33	Gift-wrapping, attention and shelf position Generalisations from findings	25	Full pack
07	June 2025 Paper 32	An advertising media study and the 4 Cs Validity	29	Full pack
08	March 2025 Paper 32	Robson et al. (2011): table spacing Self-reports	33	Full pack
09	November 2024 Paper 31 & 33	Personal space at restaurant tables Cultural differences	37	Full pack
10	November 2024 Paper 32	The PAD model and the effects of odour Quantitative and qualitative data	41	Full pack
11	June 2024 Paper 31 & 33	Menu design and food names Generalisations from findings	45	Full pack
12	June 2024 Paper 32	North et al. (2003): music and spending Ecological validity	49	Sneak peek p. 51
13	March 2024 Paper 32	Choice blindness and memory for advertising Experiments	53	Full pack
14	Specimen 2024 Specimen Paper 3	Self-monitoring and product placement Quantitative and qualitative data	57	Full pack

Page numbers refer to the full pack. Tap a locked row to go to the store.

01

June 2026 · Paper 31 & 33 · Question 8

Becker et al. (2011): package design and taste

SYLLABUS 2.4 The product · 2.4.1 Packaging and positioning

Named issue: objective and subjective data

The question

a Describe the study by Becker et al. (2011) on food package design and taste perception. [6]

b Evaluate the study by Becker et al. (2011), including a discussion about **objective and subjective data**. [10]

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates.

a	Describe	6 marks	6	b	Evaluate	10 marks	7

Preview · full pack p. 5

a Describe

6 marks

(a) Describe the study by Becker et al. (2011) on food package design and taste perception. **6 marks**

The aim [1] of **Becker et al. (2011)** was to find out whether the shape and colour of a food package change how the food is expected to taste. The method was an experiment in the entrance hall of a German supermarket. The sample was 151 shoppers aged 15 to 81 [2], chosen by opportunity sampling. It used an independent measures design with two independent variables: package shape, angular or rounded, and colour saturation, high or low. This gave four conditions [3]. A pre-test was first used to choose suitable yoghurt pot shapes. Participants were told they were testing a new yoghurt brand.

Each participant watched a 20-second film of one pot [4] turning through 360 degrees, then tasted a lemon yoghurt, which was the same for everyone. A questionnaire with 7-point rating scales measured taste intensity, attitude to the product and design sensitivity, and participants also wrote the price they expected to pay. The results showed that angular packaging led to the yoghurt being rated as more intense [5], mainly by people high in design sensitivity. Angular pots also gave more positive product ratings and higher price expectations. Colour had little effect, except for people high in design sensitivity. Becker et al. concluded that the shape of a package transfers to taste [6], so designers should match the shape to the taste they want to suggest.

1 **AIM** The study begins with its **aim**.

2 **SAMPLE** **Who** took part. A sample detail is essential.

3 **CONDITIONS** Both **independent variables** and their levels.

4 **METHOD** The **task**. Task detail is essential.

5 **RESULT** The **key result**.

6 **CONCLUSION** The study's **conclusion**.

EXAM TIP

Give the **sample**, both **variables**, the **task** and a **result**.

AVOID THIS

Saying participants tasted **different** yoghurts. It was the same yoghurt.

Preview · full pack p. 6

b

June 2026 · Paper 31 & 33 · Question 8

Evaluate

10 marks

(b) Evaluate the study by Becker et al. (2011), including a discussion about **objective and subjective data**. 10 marks

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates.

One relevant issue is **objective and subjective data** 1. The 7-point scales turned opinions into numbers, so the researchers did not have to interpret what a shopper meant. The price each person expected to pay in euros was also an exact figure. This makes the data look objective, and the four conditions could be compared fairly. However, the ratings were subjective at source 2. One shopper's "5" for taste intensity might mean the same as another shopper's "6", and some people never use the ends of a scale. A shopper who dislikes lemon may rate every yoghurt as weak, whatever the pot looks like. Overall, the data were objective to score 3 but subjective in what they measured, which is hard to avoid when studyin

1 **NAMED ISSUE** Starts with the issue the question names. Without it, (b) is capped at **4**.

2 **ANALYSIS** Explains **why** numbers can still be subjective.

3 **CONCLUSION** Separates how data were **scored** from what they measured.

The rest of this evaluation is in the full pack

Each issue applied to both topics, with the analysis and every annotation.

Unlock the full pack →

cialevels.excellingpsychology.com · store

A final issue is **reductionism versus holism**. The study is reductionist, as it isolated shape and colour saturation 7 and kept everything else, including the yoghurt, the same. This is a strength, because a clear cause can be found and given to package designers. However, real buying is more complex 8, as taste also depends on the brand name, the price on the shelf, past experience of a product and even the shop's music. A shopper may love a rounded pot because it looks like the yoghurt their family always bought. On the [illegible],

7 CONTEXT Names the **variables** that were isolated.

8 ANALYSIS Gives **real factors** the study left out.

The third issue and the conclusion

As full as the first two issues, then a conclusion that weighs them up.

Unlock the full pack →

cielevels.excellingpsychology.com · store

Describe

6 marks

(a) Describe what psychologists have discovered about types of advertising and advertising techniques: 6 marks

- the Yale model of communication, and
- a study about types of advertising media.

The **Yale model of communication** explains what makes a message persuasive, using five features. The source 1 should be credible, such as an expert, or attractive and likeable, such as a popular celebrity. The message should have a clear aim, and a two-sided argument, which admits a small weakness, is often more persuasive than a one-sided one. The channel is how the message is delivered, such as television or social media, and it should [illegible] audience. The audience [illegible] than olde[illegible]

1 FEATURE 1 Each feature is **named and explained**.

[illegible]**ample** of [illegible].

13 more essays like this

Studies, theories and treatments, described and evaluated, all annotated.

Unlock the full pack →

ciealevels.excellingpsychology.com · store

b

June 2024 · Paper 32 · Question 8

Evaluate

10 marks

(b) Evaluate this study by North et al., including a discussion about **ecological validity**. **10 marks**

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates.

One relevant issue is **ecological validity** 1. The study has high ecological validity, as it took place in a real restaurant, where music is normally played during dinner. Diners did not know they were being studied, so their spending on starters and coffee 2 was natural. However, this means less control 3. On a busy evening, slow service may stop diners ordering dessert, and if that happened more on pop music nights, it would lower spending for reasons that have nothing to do with m

1 **NAMED ISSUE** Starts with the issue the question names. Without it, (b) is capped at **4**.

2 **CONTEXT** Uses **results** from part (a).

3 **ANALYSIS** Gives the **trade-off**, with an example.

Evaluation, done properly

Every issue explained, applied to both topics and brought to a conclusion.

Unlock the full pack →

cialevels.excellingpsychology.com · store

JUNE 2024



ABOUT THE AUTHOR

Jyotika Varmani

Cambridge A Level Psychology teacher, subject expert and author

CAMBRIDGE CREDENTIALS

CIE A Levels School Teacher
Modern College, Mauritius

CIE A Levels Subject Expert
Podar International School, Mumbai

Cited by Cambridge
Her CAIE A Level Psychology blog is cited in the official Cambridge teachers' manual

Author
Notes, essay packs and model answers for 9990 Psychology

Purchase offer from Simply Psychology
Saul McLeod, founder of Simply Psychology, offered to buy her psychology blog

Global A* results
Tutors Cambridge students worldwide, with A* grades year after year

CAMBRIDGE STUDENTS TAUGHT TO A*S IN

Australia · Germany · the UK · Romania · India · Sri Lanka · Malaysia · Singapore

and around the globe

12+	10M+	4k+	A*
YEARS TEACHING	WEBSITE VIEWS	YOUTUBE SUBSCRIBERS	RESULTS WORLDWIDE

ALSO TEACHING

IB, AP, Edexcel (IAL specialist) and AQA Psychology, GCSE and IGCSE, for students across Europe, the Middle East, Asia and Australasia.

QUALIFICATIONS

M.A. Psychology (Honours)
UGC-SET first rank and UGC-NET, first attempt
PGDHE, Post-Graduate Diploma in Higher Education

> *Hello ma'am, I wanted to thank you very much for your helpful videos. By watching your videos I prepared for my AS Level Psychology exam and received an A. At the same time, I was awarded a High Achievement certificate and ranked first in my country. Thank you again very much.*
>
> **Ayşe Zabitler** · Kıbrıs Doğa Okulları, Cyprus
>
> Cambridge High Achievement award, first in her country · Offer from the University of Groningen to study International and European Law

Book your classes

WHATSAPP	+91 98925 07784
WEBSITE	excellingpsychology.com
YOUTUBE	Watch the Excelling Psychology playlist
E-MAIL	jyotika@excellingpsychology.com
PROFILE	teacheron.com/tutor-profile/1KH

READY FOR PAPER 3?

Walk into the exam knowing exactly what earns the marks.

- All 14 Consumer questions from 2024 to 2026, plus the specimen
- Full answers to part (a) and part (b), annotated mark by mark
- NEW: a two-page guide to how the essay is marked and what each part needs
- Only syllabus studies in part (a), and both topics in every issue in part (b)
- Examiner tips and the traps to avoid

Describe and Evaluate packs for all four options

Clinical · Consumer · Health · Organisational

Get your pack now →

https://ciealevels.excellingpsychology.com/index.php/excelling-psychology-store/

Notes, essay packs and model answers for every 9990 paper are also in the Excelling Psychology store.