



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, 22ND AUGUST 2000. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note : Marks are awarded for the relevant use of contemporary Irish examples of marketing practice)

1 *“Research in consumer behaviour is organised according to three research perspectives.”* (Mowen)

Identify the three perspectives and show how they differ from one another in (a) explaining the factors that influence the consumer decision process and in (b) suggesting the types of marketing responses that may best match consumers’ decision processes.

2. *“From a managerial perspective, maintaining and/or enhancing customer satisfaction is critical.”* (Mowen)

(a) Outline the approaches which have been developed to explain the formation of consumer satisfaction and dissatisfaction.

(b) Show how the different approaches can affect marketing attempts to reduce dissatisfaction and maintain and/or enhance customer satisfaction.

3. *“Semiotics is highly relevant to the entire area of promotional strategy in marketing.”* (Mowen)

(a) Outline the perspectives which characterise semiotic approaches to consumer behaviour.

(b) Choose two current or recent Irish marketing campaigns and review them from a semiotic point of view.

P.T.O.

4. *“If sufficient numbers of people share certain personality, self-concept, or psychographic characteristics, they may constitute a segment that can be targeted by a firm.”* (Mowen)

Explain what is meant by each of the above consumer variables and indicate to what extent they constitute useful segmentation variables.

5. *“The experiential approach proposes that people’s attitudes can be changed directly without first influencing their beliefs.”* (Mowen)

(a) Explain what is meant by the “experiential approach” to attitude change and compare it with other available approaches.

(b) Show how marketers can use the experiential approach in attempting to change people’s negative attitudes towards shopping on the Internet.

6. *“Social class measures in Ireland are available from two sources: the Central Statistics Office, and through the data collected for media research.”* (Edel Foley, The Irish Market - A Profile)

(a) To what extent do these two sources provide consistent measures of the Irish social class structure?

(b) As measured by either or both of the above sources, how useful is social class for segmentation purposes in the Irish context?

7. *“Groups affect consumers through five basic means.”* (Mowen)

(a) Explain the five group influences which affect consumers’ behaviour.

(b) Show how marketers can build on these influences in devising and implementing marketing strategies.

8. *“In addition to product design, segmentation, and positioning, the study of situations has a variety of other managerial uses.”* (Mowen)

(a) Examine each of the situational factors which may influence consumers’ behaviour.

(b) Suggest a range of marketing uses to which a knowledge of situations can be applied.