



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, 2ND MAY 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. *“The study of consumer behaviour is critical for managerial decision making.”* (Mowen)
 - (a) Identify the main elements of consumer behaviour, the individual and environmental factors which influence consumer behaviour and the key marketing decision processes.
 - (b) Illustrate how a marketer’s decision process can be facilitated by a knowledge of how any one element of consumer behaviour may be affected by both individual and environmental factors.
2. It has been suggested by some researchers that people will stick with their first choice of search engine, bookstore or other Web service even in the face of evidence that another choice would be better or cheaper. If this is so, to what extent will this Web search behaviour (a) differ from more traditional types of consumer search and (b) result in marketing approaches to providing information on the Web which are different from those traditionally used?
3. Choose two motivation theories (one general theory and one mid-range theory) which you judge are representative of the most useful theories on motivation. Evaluate the usefulness of these two theories in (a) explaining consumers’ behaviour relative to a service and a product of your choice and in (b) their ability to guide marketers in any one marketing decision process.

P.T.O.

4. *“Time and money spent on retaining the wrong customers can be an expensive waste of resources as these customers drop you as soon as a better offer is made.”* (Daniel King, Marketing News Sept/Oct 1999)
 - (a) How might a clear understanding of customer loyalty behaviour explain why this occurs?
 - (b) What actions can a marketer take to identify the “right” customers for customer retention targeting?

5. *“Many consumer researchers have become rather pessimistic about the ability of attitudes to predict overt behaviour. The present view of the issue is that one must learn to recognise the factors that influence the extent to which attitudes predict behaviour.”* (Mowen)
 - (a) What are the factors which influence the extent to which attitudes predict behaviour?
 - (b) Explain how these factors can be incorporated in an attitude measure or measures to provide optimum predictability.

6. *“It has been argued that the world-wide market-place has become so homogenised that multi-national corporations can market standardised products and services all over the world.”*
(Deirdre O’Loughlin, Irish Marketing Review, November 1999)
 - (a) To what extent has the European market-place become culturally homogenised?
 - (b) What are the implications of your answer for Irish consumer goods marketers?

7. *“Female participation in the Irish workplace - at 48.5 per cent - is running well ahead of the EU average of 46 per cent.”*
(Sunday Business Post, 19 December 1999)
What are the implications for marketers of the changing profile of the Irish workforce?

8. *“The involvement concept is critical to understanding not only information processing but also a variety of other consumer topics.”* (Mowen)
 - (a) Describe both the factors that can influence a consumer’s level of involvement and also the dimensions of involvement.
 - (b) Illustrate how marketing decisions can be facilitated by a knowledge of the effects of involvement on consumer behaviour.

