



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, MAY 7, 2002. 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. *“In order to develop marketing strategy, managers must know the factors that influence the acquisition, consumption, and disposition of goods, services, and ideas.”* (Mowen and Minor).
 - (a) Identify the factors ‘that influence the acquisition, consumption, and disposition of goods, services, and ideas.’
 - (b) What are the key marketing strategy processes that can be facilitated by a knowledge of consumer behaviour?
 - (c) Choose one factor that influences the acquisition or the consumption or the disposition of goods, services, or ideas.
Elaborate on how a marketing strategy process can be assisted by an understanding of this factor.

2. *“The principles and concepts of motivation have applications to each of the marketing managerial areas.”* (Mowen and Minor).
 - (a) Identify and briefly describe the main general and mid-range theories of motivation.
 - (b) Evaluate the role motivation can have in marketing management applications.

P.T.O.

3. *“Internationally, online sales growth surged far ahead of bricks-and-mortar growth for December.....holiday-period site visitors in Europe increased 40 per cent over last year in most countries, with 33 million Europeans shopping online.”* (Karlin Lillington, The Irish Times, January 18 2002).
 - (a) In what ways does online shopping behaviour differ from more traditional types of consumer shopping behaviour?
 - (b) To what extent do marketing approaches online differ from those used in bricks-and-mortar business?

4. *“Supermarket loyalty cards fail to encourage shoppers to stick with one particular chain.”* (Matthew Goodman, The Sunday Times, February 3 2002)

“There was a significant increase in consumer loyalty to mobile phone operators over the past year.” (Jamie Smyth, The Irish Times, February 15 2002).

 - (a) Explain what is meant by consumer ‘loyalty’, referring in particular to the underlying theoretical explanations of the concept.
 - (b) How can marketers generate and maintain customer loyalty?

5. *“An important issue for consumer researchers involves explaining why knowledge of consumer attitudes does not necessarily predict actual behaviour.”* (Mowen and Minor).
 - (a) What are the factors which influence the extent to which attitudes predict consumer behaviour?
 - (b) Explain how these factors may be incorporated in an attitude measure or measures to provide optimum predictability.

6. *“Understanding life-style differences is crucial to maximising the effect of an advertising campaign.”* (Paul Durman, The Sunday Times, September 9 2001).
 - (a) Describe what is meant by life-style.
 - (b) Show how life-styles are researched.
 - (c) Explain how an understanding of life-style might be of benefit to an advertiser.

7. “*That was then, This is now*, published to mark the fiftieth anniversary of the C.S.O., charts the changes in Ireland between 1949 and 1999. The comparisons make interesting reading for any marketing person,” (Edel Foley, MII Web-site, January 2002).
- (a) Identify the key changes over the last fifty years, which would be of interest to marketers in Ireland.
 - (b) Elaborate on how demographic changes, such as those being experienced in Ireland, can affect the application of marketing strategies.
8. “*Situational influences affect the buying unit, the marketer, and the exchange process itself.*” (Mowen and Minor).
- (a) Briefly describe each of the situational factors which may influence ‘the buying unit, the marketer, and the exchange process itself.’
 - (b) Show how any one situational factor might affect (i) the buying unit; (ii) the marketer; (iii) the exchange process itself.
 - (c) Outline the range of marketing uses to which a knowledge of situations can be applied.