



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, AUGUST 19, 2003. 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. *“Central to the study of consumer behaviour is a focus on exchange processes”*. (Mowen and Minor).
 - (a) Identify the elements and dimensions of exchange processes.
 - (b) Show how an understanding of exchange elements and dimensions can assist marketers in making strategy decisions.

2. *“BMP stands for ‘beats per minute’. It is typical of the energy drinks market where names tend to convey power, strength and speed”*. (Susan Mitchell, Sunday Business Post Jan 26 2003).
 - (a) Briefly describe the field of study that analyses symbols and their meanings.
 - (b) Choose two current or recent Irish marketing campaigns to illustrate how the study of symbols and their meanings can be used to explain promotional strategy.

3. *“Consumers gain their knowledge (about particular products or services) through the process of cognitive learning”*. (Mowen and Minor).
 - (a) Explain how cognitive learning occurs.
 - (b) What are the implications for marketing managers of the study of cognitive learning?

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4. *“Consumers who look for additional health benefits from dairy products are known to marketers as the ‘natural health’ segment of the market”*. (Colin Ward, The Irish Times, February 7 2003)
 - (a) What approach to market segmentation is reflected in the above quotation?
 - (b) Show how such segments are researched.
 - (c) Explain how an understanding of this segmentation approach might be of benefit to a marketer.

5. *“The concepts underlying multiattribute models of attitude formation can be applied to help change the beliefs, attitudes, and behaviours of a target”*. (Mowen and Minor).
 - (a) Identify the ‘concepts underlying multiattribute models’.
 - (b) Show how marketers can use the above approach in attempting to change negative attitudes towards shopping on the internet.

6. *“Studies have shown that children now influence their parents’ choice of clothes, food, furniture, cars, computers, holidays, even houses”*. (Gill Swain, The Sunday Times, December 29 2002).
 - (a) Describe how family influence processes occur.
 - (b) Explain how marketers can respond to and utilise ‘pester power’.
 - (c) Outline the ethical dimensions of marketers’ relationship to children.

7. *“Many marketers believe that traditional loyalty programmes, which involved collecting and redeeming rewards, do not appeal to the youth market, as they are laborious and time consuming”*. (Susan Mitchell, The Sunday Business Post, February 2 2003).
 - (a) Explain what is meant by ‘consumer loyalty’, referring in particular to the underlying theoretical explanations of the concept.
 - (b) To what extent can loyalty programmes, whether ‘traditional’ or based on ‘easier’ approaches such as SMS technology, generate and maintain consumer loyalty?

8. *“Several factors influence a consumer’s involvement level”*. (Mowen and Minor)
 - (a) Identify the types and dimensions of involvement.
 - (b) To what extent does level of consumer involvement affect how consumers react to marketing influences?