



## Diploma in Marketing - Stage 3

### BUYER BEHAVIOUR

**TUESDAY, AUGUST 17, 2004. 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. *“It is useful to.....fully appreciate the impact of logical decision making, of feelings and emotions, and of environmental influences on consumer behaviour.”* (Mowen and Minor).
  - (a) Explain how the three perspectives mentioned above may influence consumer behaviour.
  - (b) Show how an appreciation of the three perspectives may be useful to a marketer in deciding how to appeal to consumers.
  
2. *“The principles and concepts of motivation have application to each of the five PERMS.”* (Mowen and Minor).
  - (a) What is meant by ‘PERMS’?
  - (b) Outline the principles and concepts of motivation.
  - (c) Evaluate the role motivation can have in marketing management applications.
  
3. *“Using....the Food Related Lifestyle Instrument, researchers have segmented consumers into six groups....The results of the research have been communicated to Irish food companies....in order to enable them to gear their product development, marketing and advertising strategies.”* (Sean Mac Connell, The Irish Times, November 26 2003).
  - (a) Explain how lifestyles are researched.
  - (b) Evaluate the usefulness of lifestyle research to marketers.

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4. *“Researchers have found that attitudes may be changed by creating cognitive imbalance within the target of persuasion.”* (Mowen and Minor).
  - (a) Explain the concepts underlying attitude change by creating cognitive imbalance.
  - (b) Show how marketers can use the above approach in attempting to change negative attitudes towards shopping on the Internet.
  
5. *“The Republic is becoming a middle-aged State and this trend will accelerate dramatically over the next decade”*  
(Lorna Siggins, The Irish Times, August 30 2003).
  - (a) Identify the key changes in demographics over recent years, which would be of interest to marketers in Ireland.
  - (b) How can demographic changes, such as those being experienced in Ireland, affect the application of marketing strategies?
  
6. *“Since the consumer can only visualise the product advertised, certain product groups are more likely to succeed online.”*  
(Scott, Golden and Hughes, Irish Marketing Review No.1 2003).
  - (a) How different is consumer search and buying behaviour online as compared to in-store?
  - (b) What tactics can marketers employ to match the online behaviour of consumers?
  
7. *“The more people there are in a room during a commercial break, the less chance there is that they will pay attention to the ads.”*  
(Susan Mitchell, The Sunday Business Post, February 9 2003).
  - (a) To what extent could the concept of situational influence facilitate an understanding of the above statement?
  - (b) Outline the range of marketing uses to which a knowledge of situations can be applied.
  
8. *“Marketers should conduct market research to identify the extent and type of involvement targeted consumers have with the product being sold.”*  
(Mowen and Minor).
  - (a) Identify the types and dimensions of involvement.
  - (b) What factors influence a consumer’s involvement level?
  - (c) How do marketers measure consumer involvement?