



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, MAY 4, 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. *“Possessing an understanding of consumers and the consumption process provides a number of benefits.”* (Mowen and Minor).
 - (a) What is the ‘consumption process’?
 - (b) Elaborate on how an understanding of any one aspect of the consumption process can beneficially affect marketing practice.

2. *“The Border Check ad aims to celebrate those who go the extra mile to get what they want.... The ad symbolises the attributes of the Heineken drinker: the extremes they will endure, their ingenuity to overcome obstacles, their passion for life.”*
(Susan Mitchell, The Sunday Business Post, February 1 2004).
 - (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. *“The Internet is increasing the managerial relevance of information overload.”* (Mowen and Minor).
 - (a) Show how information overload may occur in an Internet context.
 - (b) Explain the role of information overload in consumer memory and learning.
 - (c) What is the relevance of information overload to marketing managers?

P.T.O.

4. *“Part of the underlying assumption of the globalisation of markets was that local culture would give way to a homogeneous global culture.”*
(John Fanning, MII Quarterly Issue 2 2003).
 - (a) To what extent has this ‘homogeneous global culture’ been realised in Europe?
 - (b) How might Irish marketers take advantage of these trends?

5. *“Multiattribute models describe how consumers combine their beliefs about product attributes to form attitudes about brand alternatives, corporations, or other objects in high-involvement circumstances.”* (Mowen and Minor).
 - (a) Describe the composition of a multiattribute attitude model.
 - (b) To what extent do multiattribute attitude models facilitate prediction of consumer behaviour?

6. *“I have been astonished by...the scale of changes in the socio-economic composition of the population within the short space of six years between 1996 and 2002.”*
(Garret FitzGerald, Irish Times October 25 2003).
 - (a) Outline the main changes in the socio-economic composition of the Irish population between the two most recent censuses.
 - (b) What are the implications of these changes for marketers?

7. *“Word of mouth communications have an extremely strong impact on consumer purchase behaviour.”* (Mowen and Minor).
 - (a) Describe how word of mouth communications occur.
 - (b) Explain how marketers can respond to and utilise word of mouth influence.

8. *“It takes time and money to carve out a loyal readership base”* (Paul Moran, MD Mediaworks, quoted by Gretchen Friemann, The Sunday Business Post, February 9 2003).
 - (a) Explain what is meant by ‘loyalty’ in the above context.
 - (b) What is the value of consumer loyalty to marketers?
 - (c) How can marketers engender consumer loyalty?