



## Diploma in Marketing - Stage 3

### BUYER BEHAVIOUR

**TUESDAY, AUGUST 16, 2005. 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. *'Marketers now recognise that consumer behaviour is an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service.'* (Solomon)
  - (a) What are the key elements of the consumption process?
  - (b) Show how recognition of this process might affect marketers' approach to any one aspect of marketing strategy.
  
2. *'To understand motivation is to understand why consumers do what they do.'* (Solomon)
  - (a) Explain what is meant by motivation.
  - (b) Evaluate the role motivation can have in marketing management applications.
  
3. *"Many strategic decisions are based on the assumption that consumers are continually accumulating information about products and that people can be 'taught' to prefer some alternatives over others."* (Solomon)
  - (a) Outline the main theories that explain how consumers learn.
  - (b) Show how marketers apply the principles of the different learning theories to marketing strategy decisions.

**P.T.O.**

4. *“Marketers are constantly on the lookout for new insights that will allow them to identify and reach groups of consumers that are united by a common lifestyle.”* (Solomon)
  - (a) Explain how lifestyles are researched.
  - (b) Evaluate the usefulness of lifestyle research to marketers.
  
5. *“(A number of) major theoretical perspectives .... have been developed to explain how attitudes form and relate to one another in the minds of consumers.”* (Solomon)
  - (a) Outline the main theories that explain how consumers form attitudes
  - (b) Show how marketers can use these theories in attempting to form positive attitudes towards shopping on the Internet.
  
6. *“The growth in the economy (between 1973 and 2000) led to a change in class and employment structures in Ireland.”*  
(Carol Coulter, Irish Times September 24 2004)
  - (a) In what ways have social class structures changed in Ireland over the last quarter century?
  - (b) How useful is social class for segmentation purposes in the Irish context?
  
7. *“A US study found that only one in 1,000 in-store messages are relevant despite 75% of purchase decisions being made in the supermarket.”*  
(Paul O’Kane The Sunday Tribune January 30 2005)
  - (a) How do consumers search for information?
  - (b) How can consumers’ search behaviour affect marketing strategy?
  
8. *“Enthusiasts for online advertising praise its low cost, its measurability and the fact that it engages with customers at a time when they are actually looking for information.”*  
(Catherine O’Mahony, The Sunday Business Post November 14 2004)
  - (a) What is consumer involvement?
  - (b) To what extent is the ‘engagement’ mentioned above explained by the theory of involvement?
  - (c) How might marketers shape their online advertising messages depending on the level of consumer involvement with those messages.