



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, MAY 10, 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. *'Knowledge about consumers is incorporated into virtually every facet of a successful marketing plan.'* (Solomon).
 - (a) What are the key elements of a marketing plan?
 - (b) Explain how knowledge about consumers could affect the success of any one aspect of a marketing plan.

2. *"For assistance in understanding how consumers interpret the meanings of symbols, some marketers are turning to a field of study known as semiotics."* (Solomon)
 - (a) Briefly describe the 'field of study known as semiotics.'
 - (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 use of a multi-attribute model implies that an attitude towards a product or brand can be predicted by identifyingspecific beliefs and combining them to derive a measure of the consumer's overall attitude."* (Solomon)
 - (a) Describe the composition of a multiattribute attitude model.
 - (b) To what extent do multiattribute attitude models facilitate prediction of consumer behaviour?

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4. *“Although the country has a burgeoning ethnic population, Irish companies are slow to market themselves directly to distinct cultural groups.”* (John Mulligan Sunday Tribune October 17 2004).
 - (a) How might membership of a ‘distinct cultural group’ within a broader society affect consumer behaviour?
 - (b) To what extent do such groups form viable market segments?
 - (c) What strategies could marketers devise to service such segments?

5. *“Irish women (rather than men) still make all the pivotal decisions about who eats what at home and (they) continue to do the shopping.”*
(David McWilliams, The Sunday Business Post September 26 2004)
 - (a) Describe how family decision making structures can be categorised.
 - (b) How might different family role structures impact on marketing strategy?

6. *“Ford has recently started to use a blog searching service because (they) realised that no modern brand can afford not to listen to what people are saying about it online... The real power of the blog is rooted in people trusting one another’s views rather than those published on official company websites.”* (Sean Hargrave, The Irish Times August 21 2004)
 - (a) To what extent is the web log phenomenon explained by the theory of opinion leadership?
 - (b) How can marketers respond to the opportunities/threats posed by web logs?

7. *“About 25 per cent of grocery shoppers had switched supermarket in the last three years, up from 15 per cent in the early 1990s.”*
(Kathleen Barrington, The Sunday Business Post January 9 2005)
 - (a) Explain what is meant by consumer loyalty, referring in particular to the underlying theoretical explanations of the concept.
 - (b) How can the switching behaviour reported above be explained in the light of the proliferation of ‘loyalty schemes’ over the same period?

8. *“Research has shown that customers spend up to 20 per cent longer in premises with a pleasant scent – which often increases sales in retail outlets.”*
(Tina-Marie O’Neill, The Sunday Business Post October 17 2004)
 - (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.