



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, AUGUST 15, 2006. 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. *“Consumer response may often be the ultimate test of whether or not a marketing strategy will succeed”.*
(Solomon)
 - (a) Identify the factors that influence consumer responses to marketing.
 - (b) What are the key marketing strategy processes that can be put in place to achieve a successful level of consumer responses?
 - (c) Elaborate on how an understanding of any one aspect of consumer response processes can beneficially affect marketing practice.

2. *“While Aldi and Lidl are both highly successful, to succeed in building market share, they are going to have to adjust their model and understand the motivations of the Irish consumer”.*
(Tom Harper of ACNielsen Ireland in The Sunday Times, January 22, 2006)
 - (a) Explain what is meant by ‘motivations of consumers’.
 - (b) Evaluate the role that understanding motivations can have in marketing management applications, and particularly in building market share.

3. *“Psychologists who study learning have advanced several theories to explain the learning process”.*
(Solomon)
 - (a) Outline the main theories that explain consumer learning processes.
 - (b) Show how marketers apply the principles of the different learning theories to marketing strategy decisions.

P.T.O.

4. *“Despite reservations about security, online shopping continues to grow”*.
(Barry McCall, The Irish Times, June 22, 2005)
 - (a) Outline the main theories that explain how consumers form attitudes towards objects such as online security.
 - (b) Show how marketers can use these theories in attempting to form positive attitudes towards the security of online shopping.

5. *“A large majority of Irishmen do almost no cleaning, laundry, or cooking at home, a survey by the Economic and Social Research Institute has found”*.
(Frank McNally, Irish Times, November 29, 2005)
 - (a) Describe how family decision making structures can be categorised.
 - (b) How might different family role structures impact on marketing strategy?

6. *“People are far more likely to link to changing, lively sites such as blogs, rather than static web-sites, a fact that means weblogs often come out at the top of searches”*.
(Karlin Lillington, The Irish Times, November 18, 2005)
 - (a) To what extent is the weblog phenomenon explained by the theory of opinion leadership?
 - (b) How can marketers respond to the opportunities/threats posed by weblogs?

7. *“When a consumer decides that a product is no longer of use, several choices are available”*.
(Solomon)
 - (a) Explain what these disposal or divestment choices are.
 - (b) What strategies are available to marketers to capitalise on consumer disposal behaviours?

8. *“The holy grail is to achieve consumer engagement with your product”*.
(Cariona Neary, Marketing in the Digital Age, MII Quarterly, Issue 4 2005)
 - (a) What is consumer engagement or involvement?
 - (b) How does it affect consumer behaviour?
 - (c) How can marketers engender engagement with their products or services?