



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, MAY 16, 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. *“Recently some researchers have argued that consumer behaviour should focus on understanding consumption for its own sake rather than because the knowledge can be applied by marketers”.*
(Solomon)
 - (a) What strategies do marketers use to apply knowledge of consumption to marketing?
 - (b) To what extent and for what reasons could it be argued that consumer behaviour should focus on knowledge of consumption ‘for its own sake’?

2. *“The Dutch beer brand (Heineken) was quoted as saying that the cluttered environment in TV was making it difficult to make standout ads.*
(Catherine O’Mahony, The Sunday Business Post, October 30, 2005)
 - (a) Which area of consumer behaviour theory might best explain the effects of advertising clutter and how it occurs?
 - (b) What is the best approach to counteracting clutter?

3. *“According to the findings of a poll compiled by TNS MRBI more than one fifth of 20-somethings feel trapped in their hectic life-styles”.*
(Gretchen Friemann, Sunday Tribune, September 25, 2005)
 - (a) Explain how lifestyles are researched.
 - (b) Evaluate the usefulness of lifestyle research to marketers.

P.T.O.

4. *“According to The Shopper Trends survey conducted by ACNielsen, when asked their considerations in choosing where to shop, Aldi and Lidl scored highest on what matters least to Irish shoppers”.*
(The Sunday Times, January 22, 2006)
 - (a) Describe the type of consumer research approach that might elucidate the above information.
 - (b) To what extent can this approach facilitate prediction of consumer behaviour?

5. *“Irish brands are slowly waking up to the possibilities of the immigrant market”.*
(Catherine O’Mahony, The Sunday Business Post, November 20, 2005)
 - (a) To what extent is the ‘immigrant market’ an homogeneous sub-culture?
 - (b) What strategies can marketers devise to service the immigrant market?

6. *“A study published by the Office for National Statistics shows that social mobility in Britain has been declining”.*
(David Smith and Lois Rogers, The Sunday Times, August 28, 2005)
 - (a) Outline recent trends in the socio-economic composition of the Irish population.
 - (b) What are the implications of these trends for marketers?

7. *“The internet has become the most popular place for consumers to research information on cars, according to the seventh annual Cars Online survey by Capgemini”.*
(The Irish Times, November 18, 2005)
 - (a) Identify the sources that consumers use in searching for information.
 - (b) How can consumers’ search behaviour affect marketing strategy?

8. *“By systematically identifying important usage situations, market segmentation strategies can be developed to position products that will meet the specific needs arising from these situations”.*
(Solomon)
 - (a) Explain what is meant by ‘usage situations’.
 - (b) Show how segmentation strategies might be fine-tuned by a knowledge of usage situations.