



## Diploma in Marketing - Stage 3

### BUYER BEHAVIOUR

TUESDAY, AUGUST 14, 2007. 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 and or international examples of marketing practice)**

1. *“Consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires”.*  
(Solomon)
  - (a) Explain how consumer behaviour is a process (and not a discrete act).
  - (b) Show how the process of consumption can involve ideas or experiences as well as the more traditional products and services.
  
2. *“To understand motivation is to understand why consumers do what they do”.*  
(Solomon)
  - (a) Explain what is meant by consumer motivation.
  - (b) Evaluate the role that understanding consumer motivations can have in marketing management applications.
  
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. *“In Britain, online advertising is as big as newspaper advertising, according to Gerard O’Neill of Amarach Consulting”.*  
(Cariona Neary, The Sunday Business Post, September 10, 2006)
  - (a) Outline the main theories that explain how consumers form attitudes towards phenomena such as digital advertising.
  - (b) Show how marketers can use these theories in attempting to form positive attitudes towards the usefulness of online advertising.
  
5. *“The 2006 census shows that the culture and composition of the consumer market has changed radically, far more than in previous decades”.*  
(Kay McCarthy, The Sunday Business Post, January 7, 2007)
  - (a) Outline recent trends in the composition of the Irish population.
  - (b) What are the implications of these trends for marketers?
  
6. *“There is an awful lot of needless trauma associated with the travel experience on-line”.*  
(Ray Nolan of Web Reservation International, The Sunday Times, January 21, 2007)
  - (a) What on-line facilities do consumers require to help them search for product information?
  - (b) How can consumers’ search behaviour affect marketing strategy?
  
7. *“A survey conducted by AC Nielsen found that, while Aldi and Lidl had built strong levels of awareness among consumers, they were not generating any loyalty”.*  
(Ian Kehoe, The Sunday Business Post, November 5, 2006)
  - (a) Explain what is meant by store loyalty.
  - (b) How can retailers generate genuine store loyalty among consumers?
  
8. *“Shoppers are a fickle lot. They say they care about health and nutrition but don’t read labels. They say they care about cost but don’t check the prices. Those were some of the results of consumer research commissioned by Bord Bia”.*  
(Richard Delevan, The Sunday Tribune, November 26, 2006)
  - (a) How can the above findings be explained?
  - (b) How can marketers reduce the level of fickleness among consumers?