



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

TUESDAY, MAY 1, 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. *“Developments in consumer behaviour can be used as input to marketing strategy”.*
(Solomon)
 - (a) How do marketers apply knowledge of developments in consumer behaviour to marketing strategies?
 - (b) Explain how knowledge about consumer behaviour could affect the success of any one aspect of marketing strategy.

2. *“There are many areas of modern life in Ireland where better service rather than lower prices has the potential to make a significant impact on a customer’s perception of a brand”.*
(Des Columb, Marketing Quotient, December 2006)
 - (a) What factors affect a consumer’s perception of a brand?
 - (b) What steps can marketers take to ensure that their brand(s) are perceived as the marketer might wish?

3. *“The lifestyle concept is one of the most widely used in modern marketing activities”.*
(Solomon)
 - (a) Explain how lifestyles are researched.
 - (b) Evaluate the usefulness of lifestyle research to marketers.

P.T.O.

4. *“Shoppers in the Republic of Ireland regard health and nutrition as the most important factor governing their food purchases, even ahead of price, a new survey by Bord Bia has found”.*
(Sean MacConnell, The Irish Times, November 24, 2006)
 - (a) Describe the type of consumer research that might elucidate the above information.
 - (b) To what extent can this research facilitate prediction of consumer behaviour?

5. *“Within the 10 per cent segment of foreign nationals, there are many sub-segments ethnically and socially”.*
(JP Donnelly of Ogilvy Ireland, The Sunday Business Post, July 30, 2006)
 - (a) To what extent is the foreign nationals market an homogeneous sub-culture?
 - (b) What strategies can marketers devise to service immigrant sub-cultural markets?

6. *“Figures compiled by the Central Statistics Office (CSO) show that....dramatic social change is evident in continuing changes to the traditional family unit”.*
(Carl O’Brien, The Irish Times, December 14, 2006)
 - (a) In what ways are family decision making structures categorised?
 - (b) To what extent are family decision making structures affected by the type of dramatic social changes identified by the CSO?
 - (c) How can marketers respond to different decision making structures within families?

7. *“Web 2.0 shifted from a trendy term primarily used in small circles of technology bloggers and hard core web users to the mainstream as interest in and use of social networking technologies blossomed across the net”.*
(Karlin Lillington, The Irish Times, December 29, 2006)
 - (a) To what extent is the social networking phenomenon explained by the theory of opinion leadership?
 - (b) How can marketers respond to the opportunities/threats posed by social networking?

8. *“Diageo revealed that Guinness sales were in ‘structural’ decline in Ireland, dropping 8% due to the shift in consumer behaviour from drinking in pubs to drinking at home”.*
(Richard Delevan, The Sunday Tribune, September 3, 2006)
 - (a) To what extent can the ‘shift in consumer behaviour’ mentioned above be explained by the concept of ‘situational influence’?
 - (b) Show how marketers can use the knowledge of situational influence in their marketing strategies.