



## Diploma in Marketing - Stage 3

### BUYER BEHAVIOUR

**TUESDAY, AUGUST 12, 2008. 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. *“Much of the impetus for the attention now being given to consumer behaviour was the realisation by many business people that the consumer really is the boss”.*  
(Solomon)
  - (a) How do marketers manage their strategies to show that they really believe that the consumer is the boss?
  - (b) Explain the role of consumer behaviour in the development of marketing strategy.
  
2. *“The overall findings of the research (carried out for An Bord Bia by Lansdowne Market Research) show that consumer demand for food is based on health and naturalness, with freshness the primary motivating factor for purchase”.*  
(Sean MacConnell, Irish Times, November 14, 2007)
  - (a) Explain what is meant by consumer motivation.
  - (b) Evaluate the usefulness of consumer motivation as an input to marketing strategy.
  
3. *“Tea is being discovered as a delicious way to do something for your body and to stay healthy”.*  
(Cheryl Rickard, Sunday Business Post, February 3, 2008)
  - (a) Explain how consumer lifestyles can affect consumption behaviour.
  - (b) Evaluate the usefulness of lifestyle marketing.

**P.T.O.**

4. *“Brands will have to be tolerant of consumer reaction to being marketed on their mobiles”.*  
(Gordon Smith, Marketing Age, January/February 2008)
  - (a) Outline the main theories that explain how consumers form attitudes towards practices such as mobile phone advertising.
  - (b) Show how marketers can use these theories in attempting to form positive attitudes towards mobile phone advertising.
  
5. *“Because social class is a complex concept which depends on a number of factors, not surprisingly it has proved difficult to measure”.*  
(Solomon)
  - (a) Explain what is meant by social class.
  - (b) How is social class measured in Ireland?
  
6. *“According to a Norwegian study of 34 countries, Irish women spend almost 32 hours a week cleaning their houses and cooking. Irish menfolk manage to contribute eight hours 30 minutes a week on household tasks”.*  
(Jan Battles, Sunday Times, December 2, 2007)
  - (a) How can different male/female behaviour patterns affect family decision making role structures?
  - (b) How can marketers respond to different decision making role structures within families?
  
7. *“Now many want to use the Web for information search rather than for entertainment (at least when they’re not playing on-line video games)”.*  
(Solomon)
  - (a) What is meant by the consumer information search process?
  - (b) To what extent is the Web a useful source of information for consumers?
  - (c) In what ways can marketers meet consumers’ information requirements by using the Web?
  
8. *“It seems that involvement is a fuzzy concept, because it overlaps with other things and means different things to different people”.*  
(Solomon)
  - (a) What is consumer involvement?
  - (b) How does it affect consumer behaviour?
  - (c) How can marketers engender involvement with their products or services?