



Diploma in Marketing - Stage 3

BUYER BEHAVIOUR

MONDAY, MAY 18, 2009. 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. *“To succeed in the digital world, marketers need to match their thinking to consumer behaviour”.*
(Grainne Rothery, Marketing Age November/December 2008)
 - (a) Why is it important ‘to succeed in the digital age’ for marketers to match their thinking to consumer behaviour?
 - (b) Explain the role of consumer behaviour in the development of marketing strategy.

2. *“TV commercials (for HSBC bank) are designed to convey an image of a company that appreciates and celebrates the differences between people and tries to understand their motivation”.*
(Catherine O’Mahony, Sunday Business Post, Dec 14 2008)
 - (a) How do marketers attempt to understand consumer motivation?
 - (b) Evaluate the usefulness of consumer motivation as an input to marketing strategy.

3. *“In these recessionary times, people are going back to the old brands – the ones their parents used..... because they associate Nilfisk with their childhood or with their grandparents”.*
(David Jordan of Nilfisk in Michelle Devane, Sunday Business Post, Dec 14 2008)
 - (a) Outline the main learning principles that explain why consumers might rely on ‘the old brands’.
 - (b) Show how marketers apply learning principles to marketing strategy.

P.T.O.

4. *“If shoppers are not convinced that brands really matter to their lifestyle or are obviously better, they will down-trade”.*
(Ken McIntyre-Barn of Glendinning Management Consultants in Martha Kearns, Sunday Business Post, Feb 8 2009)
 - (a) Explain how consumer lifestyles can affect consumption behaviour.
 - (b) Evaluate the usefulness of lifestyle marketing.

5. *“Globally, two thirds of consumers said they were influenced by ethical considerations when picking brands, although many did not actually act on this principle”.*
(Kevin Farrell of Lyons Tea, Catherine O’Mahony, Sunday Business Post, Nov 16 2008)
 - (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?

6. *“Technology allowed Obama to reach audiences that are very hard to reach including ethnic communities and the youth vote”.*
(Karlin Lillington, Irish Times, Nov 14 2008)
 - (a) To what extent do ethnic communities and the youth market exist as sub-cultures in Ireland?
 - (b) What strategies can marketers devise to service sub-cultural markets in Ireland?

7. *“There has been a rise in the number of couples over the past decade, with the increase in marriage numbers accompanied by a boom in the number of people living together”.*
(Eithne Donnellan, Irish Times, Nov 29 2008)
 - (a) What are the main demographic and social changes that have occurred in Ireland over the last decade?
 - (b) How can marketers respond to changing demographic and social changes?

8. *“The whole user-generated and social networking area provides an excellent opportunity for businesses to engage with existing customers and prospects with relatively little financial outlay”.*
(Rob Marcus, Marketing Age, November/December 2008)
 - (a) To what extent have social networking and user-generated web-sites the same effect on consumers as word of mouth?
 - (b) How can marketers respond to the opportunities posed by social networking and user-generated content?