



## Diploma in Marketing - Stage 3

### BUYER BEHAVIOUR

**MONDAY, AUGUST 17, 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. *“P&G spent over one billion dollars between 2002 and 2007 on research into understanding consumers and it talks to over four million consumers a year”.*  
(Frank Dillon, Innovation, January 2009)
  - (a) What areas of consumer behaviour might marketers attempt to understand in the research mentioned above?
  - (b) What aspects of marketing strategy can be facilitated by knowledge of consumer behaviour?
  
2. *“In a court case regarding Jameson and St Patrick’s Irish whiskey brands, the court accepted that there were differences in the representations of the emblem and the coat of arms on each label and that there was no similarity between the names. However, these differences were not enough to overcome the general visual impression of similarity”.*  
(Valerie Shaw, Marketing Age, January/ February 2009)
  - (a) Which areas of perception theory might explain how brands might be perceived as similar or different?
  - (b) Give one other example of how perception theory can affect marketing practice

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3. *“Five days after the ad first appeared on TV and online, the entertaining piece of footage – showing two serious-faced children with dancing eyebrows – was the most watched piece of viral video globally”.*  
(Catherine O’Mahony, Sunday Business Post, Feb 1 2009)
  - (a) Outline the main theories that explain how consumers form attitudes towards practices such as viral marketing.
  - (b) Show how marketers can use these theories in attempting to form positive attitudes towards viral marketing.
  
4. *“In class terms the best off AB voters favoured tax increases by 56 per cent to 38 per cent but all other social categories were strongly against”.*  
(Stephen Collins, Irish Times, Feb 14 2009)
  - (a) Explain what is meant by social class.
  - (b) How is social class researched in Ireland?
  
5. *“Consumers are increasingly seeking advice online, for example on chat rooms and blogs where other consumers share their own experiences and recommendations”.*  
(Caroline Madden, Irish Times, Jan 23 2009)
  - (a) To what extent is the Web a useful source of information for consumers?
  - (b) In what ways can marketers meet consumers’ information requirements by using the Web?
  
6. *“Just 39 per cent of respondents to a survey of Metro readers in Dublin said they felt loyalty to any particular bank”.*  
(Catherine O’Mahony, Sunday Business Post, Feb 1 2009)
  - (a) Explain what is meant by consumer loyalty, referring in particular to the underlying theoretical explanations of the concept.
  - (b) In what ways can marketing organisations, such as banks, generate genuine consumer loyalty?
  
7. *“The retail environment should be exciting and a pleasant place to shop, a place where the consumer is regarded and rewarded”.*  
(David Ringer of the Continuity Company, in Alanna Gallagher, Irish Times, Jan 23 2009)
  - (a) What is consumer involvement and how does it affect consumer behaviour?
  - (b) How can retail marketers engender consumer engagement with their outlets and services?

8. *“Shopping is going to have to become a more social activity; otherwise people will just buy online”.*  
(Mary Portas of Yellow Door Creative Consulting, in Alanna Gallagher, Irish Times, Jan 23 2009)
- (a) To what extent could the concept of situational influence facilitate an understanding of the above statement?
  - (b) Outline the range of marketing uses to which a knowledge of situations can be applied.