

Department of Marketing

MK209 Understanding Consumers & Markets

Tuesday 8 August 2023

9.30am-11.30am

(Approximately 1000 words per question)

Students must answer ONE QUESTION PER SECTION.

Section A: Answer One Question

Q1. What role does perception play in influencing consumer behaviour and how do marketers take advantage of this? Use examples to illustrate your answer.

Q2. Explain the self-concept theory and discuss, using examples, how marketers use this understanding to formulate their marketing strategies.

Section B: Answer One Question

Q3. A market researcher who works within the luxury automotive industry conducted a series of focus groups with affluent consumers to find out more about their car consumption. One of the main findings was that income and social class had an important role to play in luxury vehicle consumption.

- a)** Discuss the advantages and disadvantages of using focus groups for this type of research. Outline and discuss the key elements that the researcher needs to consider in conducting this type of research (50%)
- b)** Explain why income and social class is a good predictor of consumer behaviour in this industry (50%).

Q4. You have been commissioned by Glasgow City Council to undertake research to discover household attitudes towards recycling. Glasgow City Council have stated a questionnaire should be created. For this task, you need to:

- a)** Identify what steps are involved with the development of the questionnaire? (50%)
- b)** Following your analysis, you are made aware that household actual behaviour towards recycling is not in line with your findings. Discuss potential reasons for the attitude-behaviour gap (50%).

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Section C: Answer One Question

Q5. You have been asked by Costa Coffee to complete a number of in-depth interviews with the aim to explore and understand what drives customer loyalty. What is the right size of the sample you need to draw to deliver this task providing full justification for the sampling approach to be used?

Q6. Hurston (1942, p.91) states “Research is formalised curiosity. It is poking and prying with a purpose”. To what extent do you believe this to be a good summation of the role of a Marketing Researcher? Critique the quote and discuss using examples to help illustrate your answer.

END OF PAPER

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