



Unit:
Understanding Consumer Behaviour

Assignment title:
“Sparkle and Fresh” Oral Mouthwash

June 2016

Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate’s script must be fully annotated with the marker’s comments (where applicable) and the marks allocated for each part of the tasks.

Throughout the marking, please credit any valid alternative point.

Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

Task	Guide	Maximum Marks
1a	<p><u>In terms of the consumer's behaviour, identify FIVE (5) risks consumers might be concerned about and ultimately, might stop them purchasing (in order to trial) <i>Sparkle and Fresh</i>?</u></p> <p>Candidates are encouraged to consider that new products and innovations often create a sense of risk with potential customers, which ultimately could lead them not to buy the new product but purchase a familiar product or even established brand instead. Candidates may make reference to Roger's (1959/1983) criteria to reduce risk and encourage trial/purchase.</p> <p>Award up to three marks for an explanation of each risk, answers should be clearly contextualised to <i>Sparkle and Fresh</i>.</p> <p>Candidates should consider consumer risk criteria:</p> <ul style="list-style-type: none"> • Physical risk: risk to buyer • Functional Risk: will it do what it says • Financial Risk: is it worth the cost • Social Risk: Social embarrassment • Psychological Risk: bruises you ego • Time Risk: Waste of time if item does not perform job • In the case of 'Sparkle and Fresh', a number of these criteria might be considered by consumers 	15
1b	<p><u>As the Marketing Manager, advise how you might use different forms of 'risk reduction' for each of the risks identified in (1a) in order to alleviate the concerns of potential buyers of <i>Sparkle and Fresh</i> oral mouthwash.</u></p> <p>Award up to 3 marks for explaining how marketing could reduce the significance of these five risks (maximum of 15), each answer should be contextualised to <i>Sparkle and Fresh</i>.</p> <p>For example, to alleviate the functional risk, consumers could have a trial at either a low cost or free sample, before they commit to the actual trial/purchase. They could be offered a small sample bottle of <i>Sparkle and Fresh</i> at Dentists' surgeries or in-store to see if they like the flavour and it leaves their mouth feeling refreshed. They could then be offered a voucher to obtain a discount off a full priced bottle (3 marks).</p> <p>Other methods marketing could use is to address:</p> <ul style="list-style-type: none"> • Compatibility - consistency with the consumer current values • Relative Advantage - does the product offer sustainable/ differential advantage over other products? • Observability – Can the consumer see the actual product? • Speed - how fast does the customer experience the product's benefits? The quicker the realisation of the benefits the less risk, • Simplicity - is the product and what it does easy to understand? 	15

<p>2a</p>	<p><u>Explain how you might address the relevance of diffusion and adoption for a new product, like Sparkle and Fresh. Your response should make reference to Everitt Rogers' Model of Diffusion of Innovation.</u></p> <p>Candidates should consider that this task is also about building and developing <i>Sparkle and Fresh</i> as a product via its Product Life Cycle through the various stages of adopters: <i>Innovators, Early Adopters, Early Majority, Late Majority and Laggards</i>, therefore, building sales over a designated time period. Candidates should consider what they would implement in terms of applying practical marketing knowledge. However, candidates should be definitely discouraged from simply suggesting advertising as a sole and only solution, and be encouraged to consider the wider range of marketing tools available to them, suggesting how these might be effectively utilised.</p> <p>Award up to 3 marks for each cycle that is discussed, for instance: early adopters are consumers who listen to marketing and take it on board. They will want to try <i>Sparkle and Fresh</i> whilst it is still new and exciting, therefore, marketing for <i>Sparkle and Fresh</i> should focus on the product's reliability, quality and credibility. This information this should be directly targeted as mass marketing will not appeal to them.</p>	<p style="text-align: right;">15</p>
<p>2b</p>	<p><u>Assess how the individual influences, such as motives, values, and perception, may encourage a consumer to trial purchase Sparkle and Fresh oral mouthwash.</u></p> <p>Award 3 knowledge marks for showing a firm understanding of motives, value and perception. Award up to 5 marks for judgements made as to how these can encourage a consumer trial. Finally, award a further 2 marks for completely contextualising the response to <i>Sparkle and Fresh</i>.</p> <p>Values - principles or standards of behaviour. Candidates should consider how much weight consumers assign to values might change within differing cultures of <i>Sparkle and Fresh</i>: the value of having clean healthy teeth and breath – passed on and developed over a person's lifetime, or maybe a consumer's feeling of greater social acceptance by having clean healthy teeth and nice breath.</p> <p>Motives - inner force that stimulates and compels a behavioural response and provides specific direction to that response. This could be that consumers wish to avoid alcohol-based products and desire alternatives.</p> <p>Perception relates to how we see the world. Individual consumers will have a perception of <i>Sparkle and Fresh</i> before they even trial/purchase it. Marketers try to ensure that this perception is a positive one that might lead them to trialling the product and ultimately regular purchase.</p>	<p style="text-align: right;">10</p>

<p>3a</p>	<p><u>Explain how you might use influencers to assist and support the purchase/buying decision.</u></p> <p>Candidates should consider, for this task, how they can (and what they cannot use to) communicate the features of the product.</p> <p>Award up to 2 marks for showing a good understanding of influencers/opinion leaders: Opinion Leadership: opinion leadership is the process by which opinion leaders informally influence the action and attitudes of others who may be opinion seekers or only opinion recipients.</p> <p>Award a further 2 marks for completely contextualising the response for instance:</p> <p>In the case of <i>Sparkle and Fresh</i>, dentists would be obvious opinion leaders, as well as being seen as "experts" in the subject of oral care.</p> <p>Award up to a further 6 marks for a detailed discussion on how influencers could be used to support the purchase of <i>Sparkle and Fresh</i>.</p> <p>For instance, discussions could centre on the use of Opinion Formers, and these "experts" may take the lead in delivering marketing messages about <i>Sparkle and Fresh</i>, thus, giving consumers the confidence to try the product, as it has been recommended by an industry official.</p>	<p style="text-align: right;">10</p>
<p>3b</p>	<p><u>Using Kotler's 'Black Box model explain how influencers can help consumers arrive at a purchase of <i>Sparkle and Fresh</i>.</u></p> <p>Award up to 2 marks for demonstrating a clear understanding of the Black Box Model, in that it demonstrates the interaction of stimuli, consumer characteristics and decision-making and the buyer response.</p> <p>Award a further 4 marks for completely contextualising the response to <i>Sparkle and Fresh</i>.</p> <p>Award up to 9 marks for a explaining how the model can result in a purchase of <i>Sparkle and Fresh</i>. Candidates are expected to discuss the necessary inputs, and consider them not only in consumer behaviour terms but, equally, in terms of the marketing activities Global Dental Care need to apply and deliver, in order to initiate the output of 'buyer buys/purchases: as opposed to 'buyer does not buy.'</p> <p>There should be a discussion relating to buyer characteristics and buyer decision-making, in terms of dental hygiene. Ultimately, the buyer response is essential to the success or failure of <i>Sparkle and Fresh</i> as a product, as it impacts on product choice, brand choice</p>	

	and purchase timing, etc.	15
4a	<p><u>With the help of a suitable model, demonstrate in terms of consumer behaviour how a customer might decide to rebuy/re-purchase “Sparkle and Fresh” natural oral mouthwash.</u></p> <p>Award up to 2 marks for identifying and describing a suitable model. Candidates could discuss instrumental learning (operant conditioning) whereby actions that are enjoyed or satisfying are repeated (Law of effect). Learning can be encouraged by the use of positive and negative reinforcers. This can be illustrated using the following model:</p> <p>Stimulus – Response – Reward – Re-enforcement</p> <p>Award up to 2 marks for applying the model to <i>Sparkle and Fresh</i>.</p> <p>Award up to a further 6 marks for a discussion of the different stages that will ultimately lead to re-purchase. For example, positive reinforcement could occur if a person got complimented on their fresh, minty breath. Alternatively, there could be negative reinforcement, if for example, Global Dental Care produced an advert of someone sitting alone on Valentine’s Day because they do not use <i>Sparkle and Fresh</i>.</p>	10
4b	<p><u>Global Dental Care will rely on relationships with large retailers/Dental practices in order to sell Sparkle and Fresh. Discuss THREE (3) factors that Global Dental Care will have to consider when selling to organisations as opposed to directly with consumers.</u></p> <p>Award 1 mark for a suitable definition of organisational buying, for example:</p> <p>“A decision making process carried out by individuals, in interaction with other people, in the context of a formal organisation” (Webster and Wind, 1972)</p> <p>Award up to 3 marks for each of the 3 factors discussed (these should be applied to Global Dental Care). For example:</p> <ul style="list-style-type: none"> • Complex decision making process • More than one person involved, the buying centre or DMU • Lengthy, formal procedures • Have a set of criteria on which decision is based • On the whole more rational than emotional factors involved- quality, price, accuracy, reliability of delivery, service and support 	10

Learning Outcomes matrix

Task	Learning Outcomes assessed	Marker can differentiate between varying levels of achievement
1	6	Yes
2	3, 1, 7	Yes
3	2, 6	Yes
4	4, 5	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Examine the importance of understanding consumer behaviour	Provide an examination of the subject with some suitable examples and references	Provide detailed examination of the subject with adequate use of appropriate references and examples	Provide consistently critical and detailed examination of the subject with innovative use of highly appropriate references
Examine the many influences that affect an individual's buying behaviour	Provide examination of the subject with some suitable examples and references	Provide detailed examination of the subject with adequate use of appropriate references and examples	Provide consistently critical and detailed examination of the subject with innovative use of highly appropriate references
Analyse the theories of new-product buying	Demonstrate adequate ability to analyse theories	Demonstrate ability to provide detailed and coherent analysis of theories	Demonstrate ability to provide comprehensive, lucid analysis of theories
Analyse the theories of customer loyalty and retention	Demonstrate adequate ability to analyse theories	Demonstrate ability to provide detailed and coherent analysis of theories	Demonstrate ability to provide comprehensive, lucid analysis of theories
Assess organisational buying behaviour	Demonstrate an adequate awareness of issues associated with the subject and make some appropriate judgements	Demonstrate a sound awareness of issues associated with the subject and make consistently appropriate judgements	Demonstrate a detailed awareness of the complexity of issues associated with the subject and make highly appropriate judgements
Evaluate the response of consumers to marketing in the different stages of purchasing	Provide a reasonable assessment of the subject; Ideas are generally coherent	Provide a generally strong assessment with some well-reasoned assumptions; Ideas are consistently coherent	Provide a consistently strong assessment with well-reasoned and original assumptions; All ideas are highly coherent
Evaluate the methods used to research consumer behaviour	Provide a reasonable assessment of the subject; Ideas are generally coherent	Provide a generally strong assessment with some well-reasoned assumptions; Ideas are consistently coherent	Provide a consistently strong assessment with well-reasoned and original assumptions; All ideas are highly coherent