CATAPULT

BSBMKG435

Analyse consumer behaviour

Table of Contents (Extract)

NOTE: This is a sample only. This cover page is not included in Catapult Smallprint's printed books.

This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit BSBMKG435.

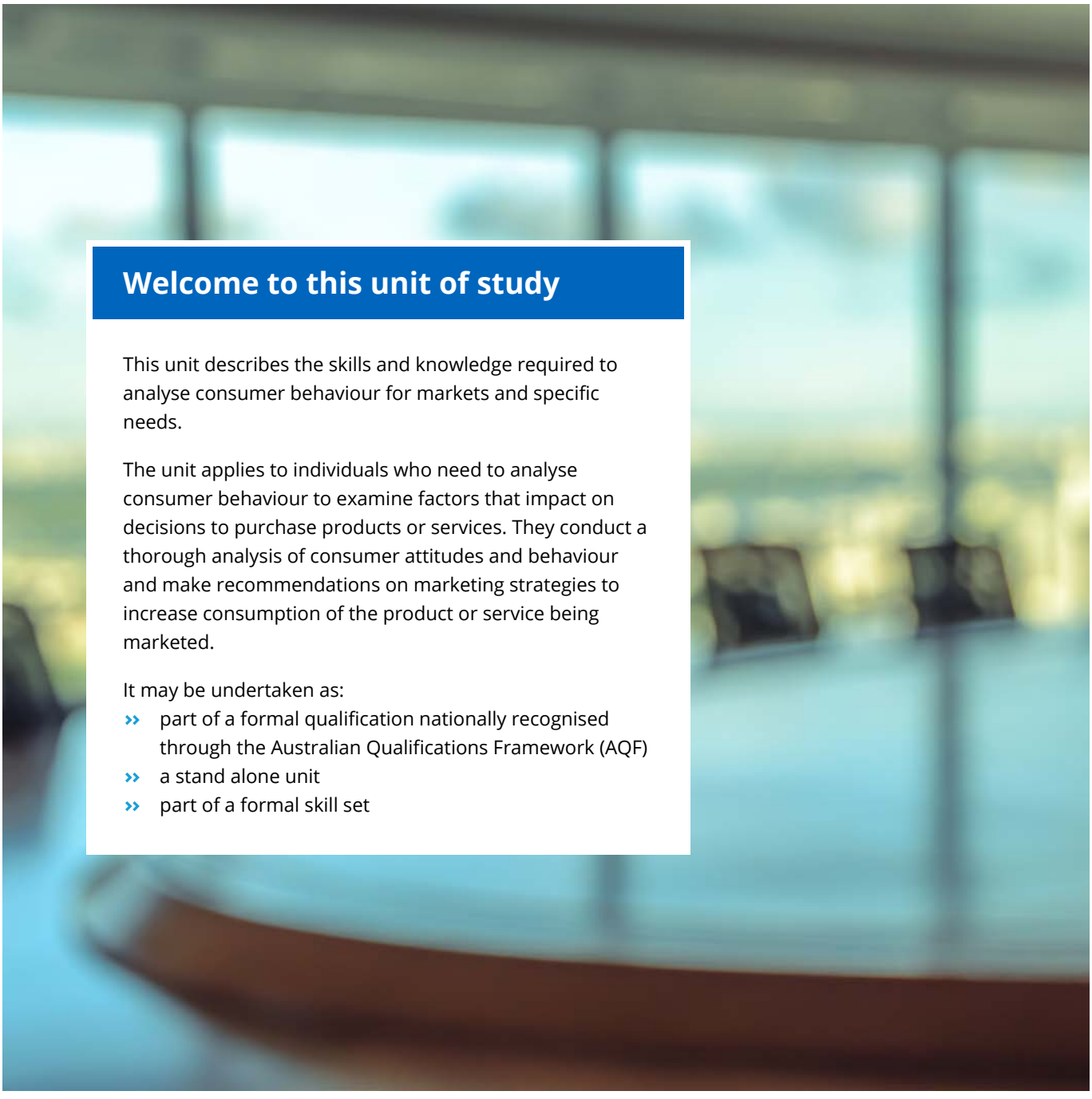
For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

https://catapultlearning.com.au/product/BSBMKG435/

© Catapult Smallprint Pty Ltd

Trainer/assessor guide

BSBMKG435
Analyse consumer behaviour



Welcome to this unit of study

This unit describes the skills and knowledge required to analyse consumer behaviour for markets and specific needs.

The unit applies to individuals who need to analyse consumer behaviour to examine factors that impact on decisions to purchase products or services. They conduct a thorough analysis of consumer attitudes and behaviour and make recommendations on marketing strategies to increase consumption of the product or service being marketed.

It may be undertaken as:

- part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- a stand alone unit
- part of a formal skill set

© smallprint owns all copyright on its products as detailed in the Copyright Act 1968.
It does not issue licenses for reproduction of this material.

Contents

About this trainer/assessor guide **4**

Learning resource **5**

Topic 1: Evaluate drivers of consumer behaviour 5

Source information on market for a product or service 5

Identify consumer attributes for market 11

Identify and compare features of a product or service 16

Investigate consumer need for the product or service 20

Check your understanding 23

Topic 2: Evaluate reasons for existing levels of consumer interest 25

Analyse consumer responses to previous communications 25

Review data and determine consumer digital footprints, engagement journeys and expectations 27

Assess organisational capability and respond to consumer demand 31

Check your understanding 33

Topic 3: Recommend marketing focus 35

Influences on consumer behaviour and rationale for marketing focus 35

The role of the consumer in the digital marketing environment 39

Budgetary, legal and ethical obligations 42

Check your understanding 49

References 51

Assessment workbook **53**

Unit information 55

What is competency-based assessment? 56

How will my competency be assessed? 57

Assessment agreement 58

Foundation skills checklist 59

Skills recognition **60**

Topic 1: Evaluate drivers of consumer behaviour 61

Topic 2: Evaluate reasons for existing levels of consumer interest 62

Topic 3: Recommend marketing focus 63

Knowledge questions **64**

Topic 1: Evaluate drivers of consumer behaviour 65

Topic 2: Evaluate reasons for existing levels of consumer interest 70

Topic 3: Recommend marketing focus 74

Performance tasks **80**

Third party evidence collection agreement 81

Topic 1: Evaluate drivers of consumer behaviour 82

Topic 2: Evaluate reasons for existing levels of consumer interest 84

Topic 3: Recommend marketing focus 86

Completion record **88**

Unit mapping **89**

Trainer/ assessor user instructions **91**

© smallprint V5 Mar 2021

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- Evaluate drivers of consumer behaviour
- Evaluate reasons for existing levels of consumer interest
- Recommend marketing focus

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- a set of true or false questions
- a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- information on competency-based assessment
- instructions on how you will be assessed
- assessment tools to assess your competence
- instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

Disclaimer

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.