



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG402B Analyse consumer behaviour for specific markets

Revision Number: 1

BSBMKG402B Analyse consumer behaviour for specific markets

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to analyse consumer behaviour to target marketing to specific markets and specific needs.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals working in a marketing team who need to analyse consumer behaviour to examine the factors that impact on decisions to purchase products or services. Having thoroughly analysed consumer attitudes and behaviour, recommendations can be made on marketing strategies to increase consumption of the product or service being marketed.</p> <p>This unit analyses consumer behaviour in greater detail than BSBMKG401B Profile the market, which covers more generic profiling, targeting, and positioning strategy development and planning.</p> <p>This unit is relevant to individuals working within a variety of marketing communications occupational roles including advertising, public relations, direct marketing, promotional marketing or personal selling roles.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Confirm product or service market	<ul style="list-style-type: none">1.1. Gather information on the market or market segment for a product or service in accordance with the marketing plan1.2. Identify consumer attributes for the market or market segment from the market profile or existing customer data1.3. Identify and test features of the product or service in accordance with the marketing plan
2. Assess the reasons for existing levels of consumer interest	<ul style="list-style-type: none">2.1. Investigate consumer need for the product or service through analysis of trends and past performance2.2. Review past marketing or positioning of a product or service in relation to the effectiveness of its focus of appeal2.3. Assess, test and estimate the impact of individual, social and lifestyle influences on consumer behaviour for a product or service2.4. Analyse consumer responses to previous marketing communications2.5. Assess organisational behaviour capability to respond quickly to consumer demand for products or services in accordance with the marketing plan
3. Recommend a focus of appeal for marketing strategies for a product or service	<ul style="list-style-type: none">3.1. Ensure marketing strategies address innate and acquired needs of consumers and appeal to the motives that influence decision making3.2. Present a rationale for the focus of appeal that outlines how influences on consumer behaviour will be used to target effective marketing strategies3.3. Ensure the focus of appeal meets legal and ethical obligations and the budgetary requirements of the marketing plan

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- literacy skills to prepare reports with complex marketing concepts
- research skills to investigate overall market trends, past product/service performance and consumer behaviour characteristics.

Required knowledge

- key provisions of relevant legislation from all forms of government, codes of practice and national standards that may affect aspects of business operations such as:
 - anti-discrimination legislation and the principles of equal opportunity, equity, and diversity
 - ethical principles
 - Australian Direct Marketing Association (ADMA) Direct Marketing Code of Practice
 - Free TV Australia Commercial Television Industry Code of Practice
 - privacy laws
- industry and product or service knowledge
- marketing communication concepts and processes
- organisational structure, procedures and marketing objectives.

Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> documenting and presenting an analysis of consumer behaviour including recommendations on what marketing strategies should be developed to influence consumers to be more inclined to purchase a product or service knowledge of relevant legislation.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> access to office equipment and resources access to past marketing performance review documents.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> analysis of responses to case studies and scenarios assessment of written reports containing analysis of consumer behaviour and recommendations demonstration of techniques to analyse consumer behaviour direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate observation of presentations of analysis conducted and resulting recommendations oral or written questioning to assess knowledge and understanding review of authenticated documents from the workplace or training environment review of testimony from team members, colleagues, supervisors or managers.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p>

EVIDENCE GUIDE

- BSBMKG401B Profile the market
- other marketing units.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<p><i>Information on the market or market segment</i> may include:</p>	<ul style="list-style-type: none"> • customer segments such as: <ul style="list-style-type: none"> • active customers • inactive customers • former customers • demographics • existing product usage • lifestyle • non-customer segments such as: <ul style="list-style-type: none"> • core prospects • non-core prospects • social and cultural factors • values or attitude factors
<p><i>Marketing</i> may include:</p>	<ul style="list-style-type: none"> • business-to-consumer marketing • business-to-business marketing • direct marketing • ideas marketing • marketing of goods • public sector marketing • services marketing • telemarketing
<p><i>Individual influences</i> may include:</p>	<ul style="list-style-type: none"> • attitudes • beliefs • learning • past experience • perception • personality • self-image
<p><i>Social influences</i> may include:</p>	<ul style="list-style-type: none"> • culture • family background • family decision-maker/s • social class • socioeconomic factors

RANGE STATEMENT	
<i>Lifestyle influences</i> may include:	<ul style="list-style-type: none"> • aspirations • interests • leisure activities
<i>Consumer responses</i> may include:	<ul style="list-style-type: none"> • average order value • preferred frequency of contact • preferred medium of contact • preferred medium of response • preferred order size • preferred price point for typical purchase • preferred range of options within a single offer
<i>Organisational behaviour</i> may include:	<ul style="list-style-type: none"> • contract buying • group decision making • modified re-purchase • new purchases • re-purchase
<i>Legal and ethical obligations</i> may include:	<ul style="list-style-type: none"> • codes of practice • cultural expectations and influences • ethical principles • relevant legislation • policies and guidelines • regulations • social responsibilities such as: <ul style="list-style-type: none"> • protection of children • environmental issues • societal expectations

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Marketing
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Co-requisite units

Co-requisite units		