



Australian Government

BSBMKG419 Analyse consumer behaviour

Release: 1

BSBMKG419 Analyse consumer behaviour

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

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

It applies to individuals who need to analyse consumer behaviour to examine factors that impact 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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Confirm product or service market	1.1 Gather information on market or market segment for a product or service in accordance with a marketing plan 1.2 Identify consumer attributes for market or market segment from market profile or existing customer data 1.3 Identify and test features of product or service in accordance with a marketing plan
2. Assess reasons for existing levels of consumer interest	2.1 Investigate consumer need for the product or service through analysis of trends and past performance 2.2 Review past marketing or positioning of product or service in

ELEMENT	PERFORMANCE CRITERIA
	relation to effectiveness of its focus of appeal 2.3 Assess, estimate and test impact of individual, social and lifestyle influences on consumer behaviour for a product or service 2.4 Analyse consumer responses to previous marketing communications 2.5 Review relevant data to determine consumer digital footprints, engagement journeys and expectations 2.6 Assess organisational capability to respond quickly to consumer demand for products or services in accordance with marketing plan
3. Recommend focus of appeal for marketing strategies for product or service	3.1 Ensure marketing strategies address innate and acquired needs of consumers and appeal to motives that influence decision-making 3.2 Present a rationale for focus of appeal that outlines how influences on consumer behaviour will be used to target effective marketing strategies 3.3 Clarify the role of the consumer in the digital marketing environment and model engagement conversations and interventions 3.4 Ensure focus of appeal meets legal and ethical obligations and budgetary requirements of marketing plan

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.3, 2.1-2.6, 3.1, 3.3	Interprets and analyses text from a range of sources to identify relevant and key information
Writing	1.1-1.3, 2.1, 2.3, 2.5, 3.1-3.3	Prepares strategic business documentation incorporating appropriate vocabulary, grammatical structure and conventions appropriate to purpose and audience
Oral Communication	1.1, 3.2	Gathers information through active listening and questioning

		• Presents information using suitable words and non-verbal features
Numeracy	1.2, 1.3, 2.1, 2.3, 2.5	• Uses mathematical skills and techniques to interpret and process data and analyse trends
Navigate the world of work	1.1, 1.3, 2.6, 3.4	• Complies with implicit and explicit organisational procedures and processes • Adheres to ethical, legal and regulatory responsibilities relevant to own work context
Interact with others	3.2	• Selects and applies appropriate form and mode of communication for a specific purpose and audience
Get the work done	1.1-1.3, 2.1-2.6, 3.1-3.4	• Develops plans to manage relatively complex tasks with an awareness of how they may contribute to longer-term operational and strategic goals • Makes decisions by systematically analysing information, identifying and evaluating options against set criteria, and choosing most appropriate option

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG419 Analyse consumer behaviour	BSBMKG402 Analyse consumer behaviour for specific markets	Updated to incorporate digital market aspects	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG419 Analyse consumer behaviour

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Performance Evidence

Evidence of the ability to:

- analyse consumer behaviours
- model consumer behaviour on alternative digital platforms
- document and present findings and recommendations about marketing strategies that should be developed to influence consumers.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline relevant industry and product or service knowledge
- explain relevant marketing communication concepts and processes
- compare current digital channels relevant to the business and consumer against costs and benefits
- identify organisational structures, procedures and marketing objectives.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources
- case studies or, where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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