



Australian Government

BSBMKG435 Analyse consumer behaviour

Release: 1

BSBMKG435 Analyse consumer behaviour

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

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.

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

Unit Sector

Technical Skills – 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. Evaluate drivers of consumer behaviour	1.1 Source information on market for a product or service according to marketing plan 1.2 Identify consumer attributes for market from market profile and existing customer data 1.3 Identify and compare features of product or service according to marketing plan 1.4 Investigate consumer need for the product or service through analysis of trends and past performance, where possible
2. Evaluate reasons for existing levels of consumer interest	2.1 Analyse consumer responses to previous marketing communications 2.2 Review relevant data and determine consumer digital footprints,

ELEMENT	PERFORMANCE CRITERIA
	engagement journeys and expectations 2.3 Assess organisational capability and respond to consumer demand for products or services
3. Recommend marketing focus	3.1 Outline how influences on consumer behaviour will be used to target effective marketing strategies and present a rationale for marketing focus 3.2 Clarify the role of the consumer in the digital marketing environment and model engagement conversations and interventions 3.3 Confirm focus of appeal meets legal and ethical obligations and budgetary requirements of marketing plan

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	Interprets and analyses text from a range of sources to identify relevant and key information
Writing	Prepares strategic business documentation incorporating appropriate vocabulary, grammatical structure and conventions appropriate to purpose and audience
Oral Communication	- Gathers information through active listening and questioning - Presents information using suitable words and non-verbal features
Numeracy	Uses mathematical skills and techniques to interpret and process data and analyse trends
Self-management	- Complies with implicit and explicit organisational procedures and processes - Adheres to ethical, legal and regulatory responsibilities relevant to own work context
Teamwork	Selects and applies appropriate form and mode of communication for a specific purpose and audience

Skill	Description
Planning and organising	• 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
Technology	• Uses a range of digital tools to access data, and to extract, organise, integrate and share relevant information

Unit Mapping Information

Supersedes and is equivalent to BSBMKG419 Analyse consumer behaviour.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBMKG435 Analyse consumer behaviour

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- analyse the behaviour of two different consumer types.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- industry, product and service knowledge for analysis of consumer behaviour
- marketing communication concepts and processes
- current digital channels relevant to the business and consumer
- objectives of marketing strategy including:
 - addressing innate and acquired needs of consumers
 - appealing to motives that influence decision-making
- organisational structures, procedures and marketing objectives.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- legislation and regulations relevant to business consumer behaviour
- workplace documentation and resources relevant to consumer behaviour analysis
- software and technology for consumer behaviour analysis.

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

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