



*Understanding Consumer Buying
Behaviour*
J/508/3093

*Assessment
Workbook*

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Introduction

This workbook has been developed so that you are able to collect and present evidence that demonstrates your knowledge and skills in relation to understanding consumer buying behaviour.

There are different sections that make up this workbook in order to make sure you are able to complete all of the tasks necessary but you will be provided with support as you move along by your Assessor.

Further learning materials and support is available through your studying membership of the Institute of Enterprise and Entrepreneurs. If you haven't yet received your login please speak to your Assessor who will be happy to sort this out for you.

This unit contains three learning outcomes and will support you to be able to:

- Understand consumer needs and wants
- Understand the consumer decision making process (DMP) and the consumer decision making unit (DMU)
- Understand internal and external influences on consumer buying behaviour

The evidence within this workbook will be assessed by,

Assessor Name:

and will be quality assured by,

Internal Quality Assurer Name:

Your Assessor will support you to plan how best to demonstrate your knowledge and skills which may be through the completion of the activities within this workbook or may include additional tasks best suited to you.

If any additional tasks are to be completed these will be listed in the table below with target dates for which you should try your best to complete each task listed.

Task	Target Date	Re-planned Target Date
Completion of the activities included within this workbook		

By signing below you agree to completing the work as detailed above and working with your Assessor to achieve this by the deadlines indicated.

Learner Name:

Signature:

Date:

Assessor Name:

Signature:

Date:

Activities

Activity 1

Understanding your customers is one of the most vital parts of running and working within a business. If you don't understand what a customer needs or wants then you might not know the products or services that are going to sell the best.

In the boxes below, describe what is meant by the term a 'need' and a 'want'

A customer need is.....

A customer want is.....

Using the table below identify three examples of a customer need

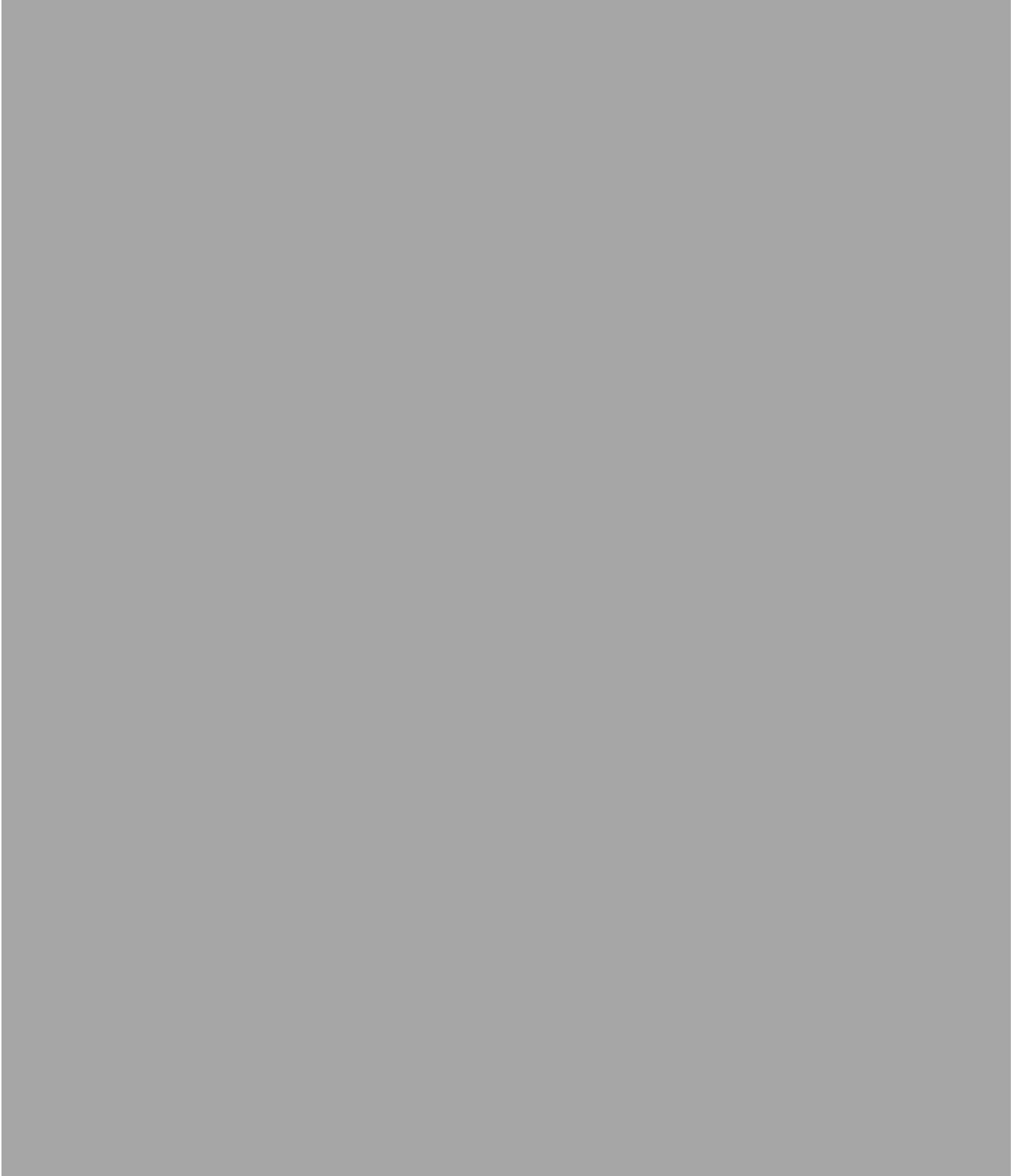
Customer Need 1
Customer Need 2
Customer Need 3

Using the table below identify three examples of a customer want

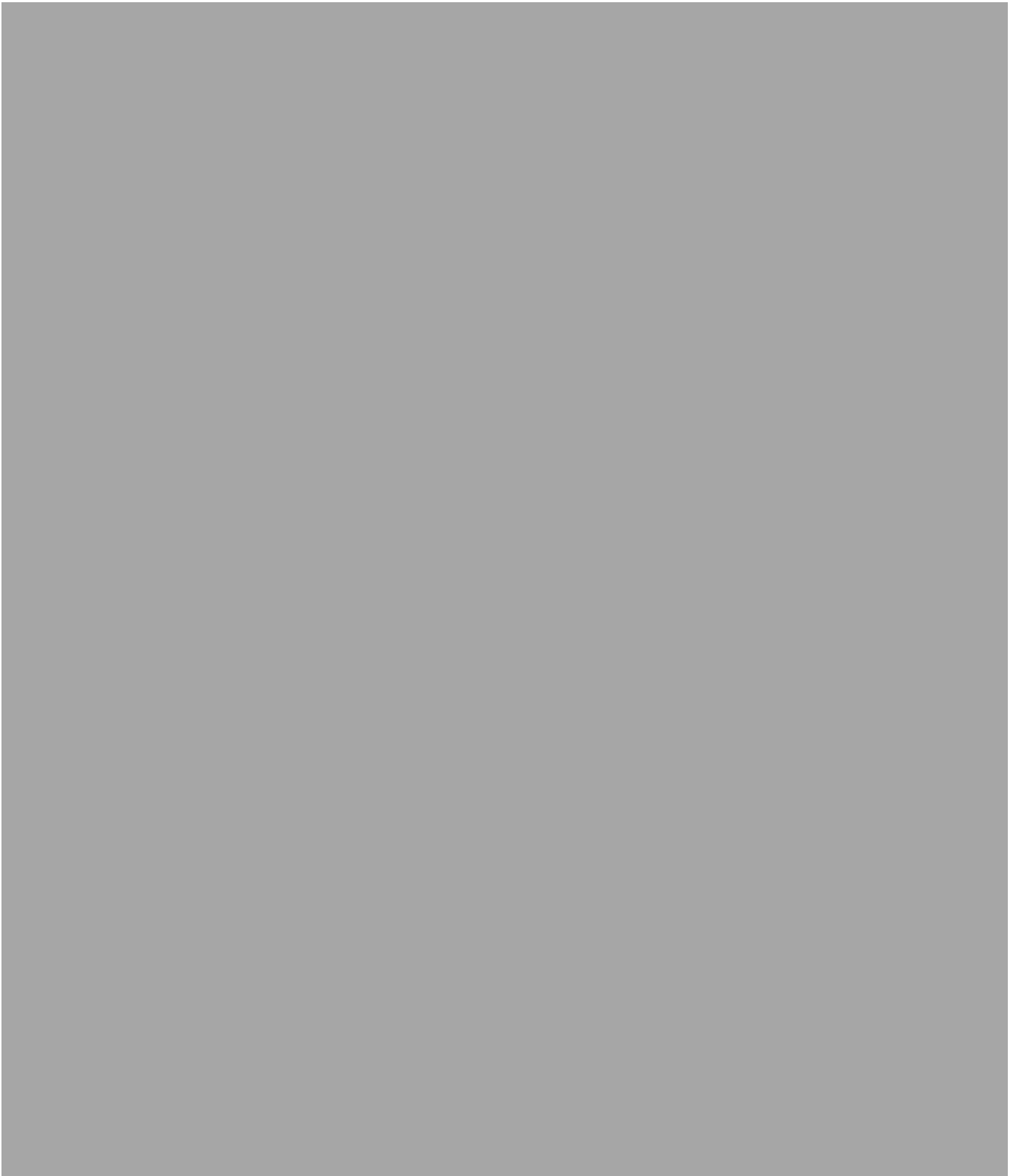
Customer Want 1
Customer Want 2
Customer Want 3

Activity 2

Using the box below, describe the stages in the customer decision making process



Using the box below, describe what is meant by the customer decision making unit



Activity 3

Using the table below describe three internal influences on customer buying behaviour

Internal Influence 1

Internal Influence 2

Internal Influence 3

Using the table below describe three external influences on customer buying behaviour

External Influence 1

External Influence 2

External Influence 3

Activity Mapping

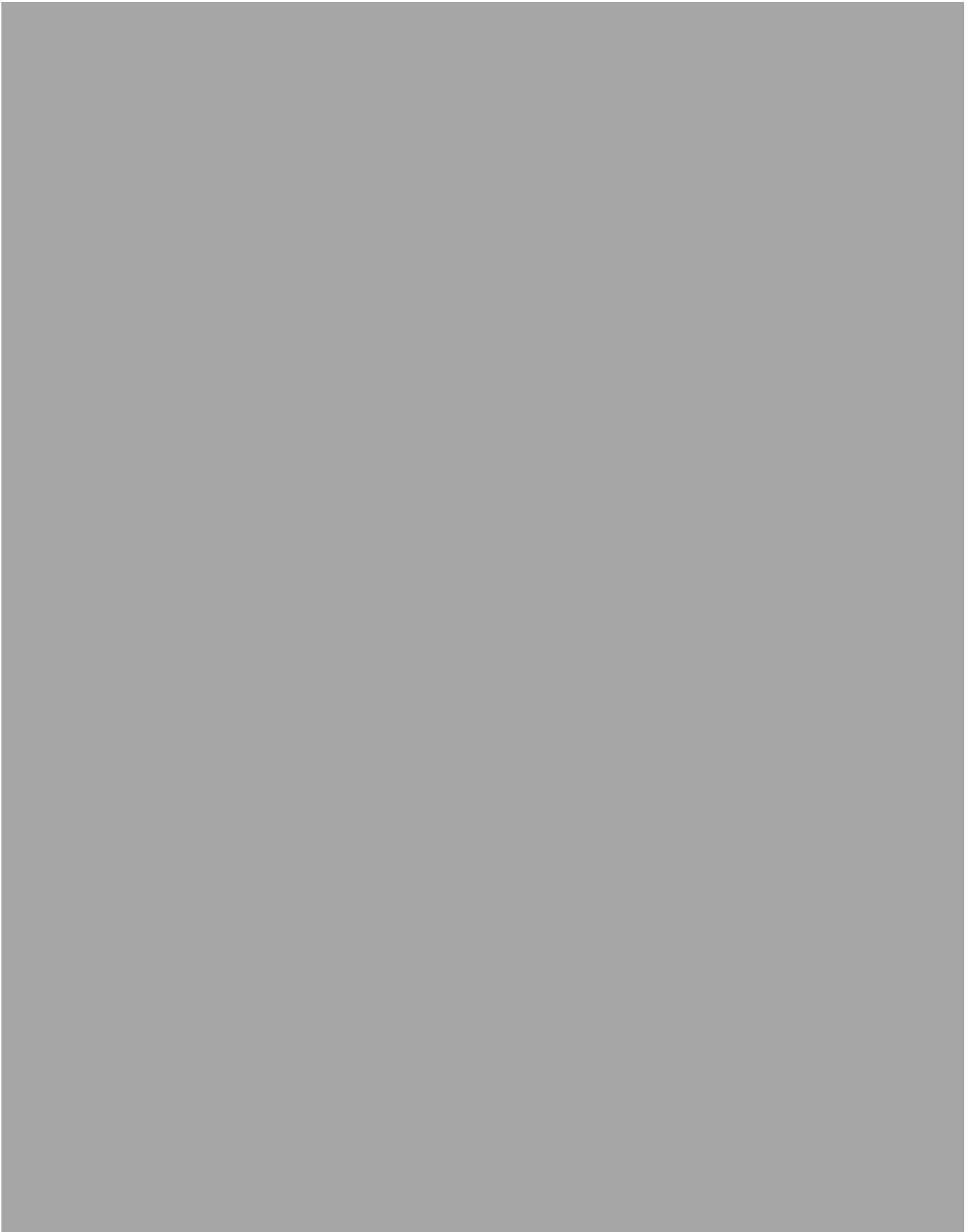
Now you have completed the activities to demonstrate your knowledge and skills it is time for your Assessor to map your work against the standards listed below.

By doing this they will be making sure that the work you have provided by completing the activities meets the requirements for you to gain your certificate.

Your Assessor will provide you with feedback on how you have done and whether any more work may be required.

Assessment Criterion - The learner can:	Activity Number or Reference Number of Additional Activities:	Assessor Signed Off (/):
Explain the differences between consumer needs and wants	1	
Identify three example of consumer needs	1	
Identify three examples of consumer wants	1	
Describe the stages in the consumer decision making process	2	
Describe the consumer decision making unit	2	
Identify three internal influences on consumer buying behaviour	3	
Identify three external influences on consumer buying behaviour	3	

Assessor Feedback



Authenticity Declarations

Learner Declaration

By signing this declaration you agree that the evidence provided within this workbook has been produced by you and meets the requirements of being authentic, sufficient, valid and current to the standards required.

Learner Signature:

Date:

Assessor Declaration

By signing this declaration you agree that you have assessed all of the evidence produced within this workbook and have ensured that the work is that of the learner. You are also declaring that during the learning process you have ensured that the evidence is authentic, sufficient, valid and current to the standards required.

Assessor Signature:

Date:

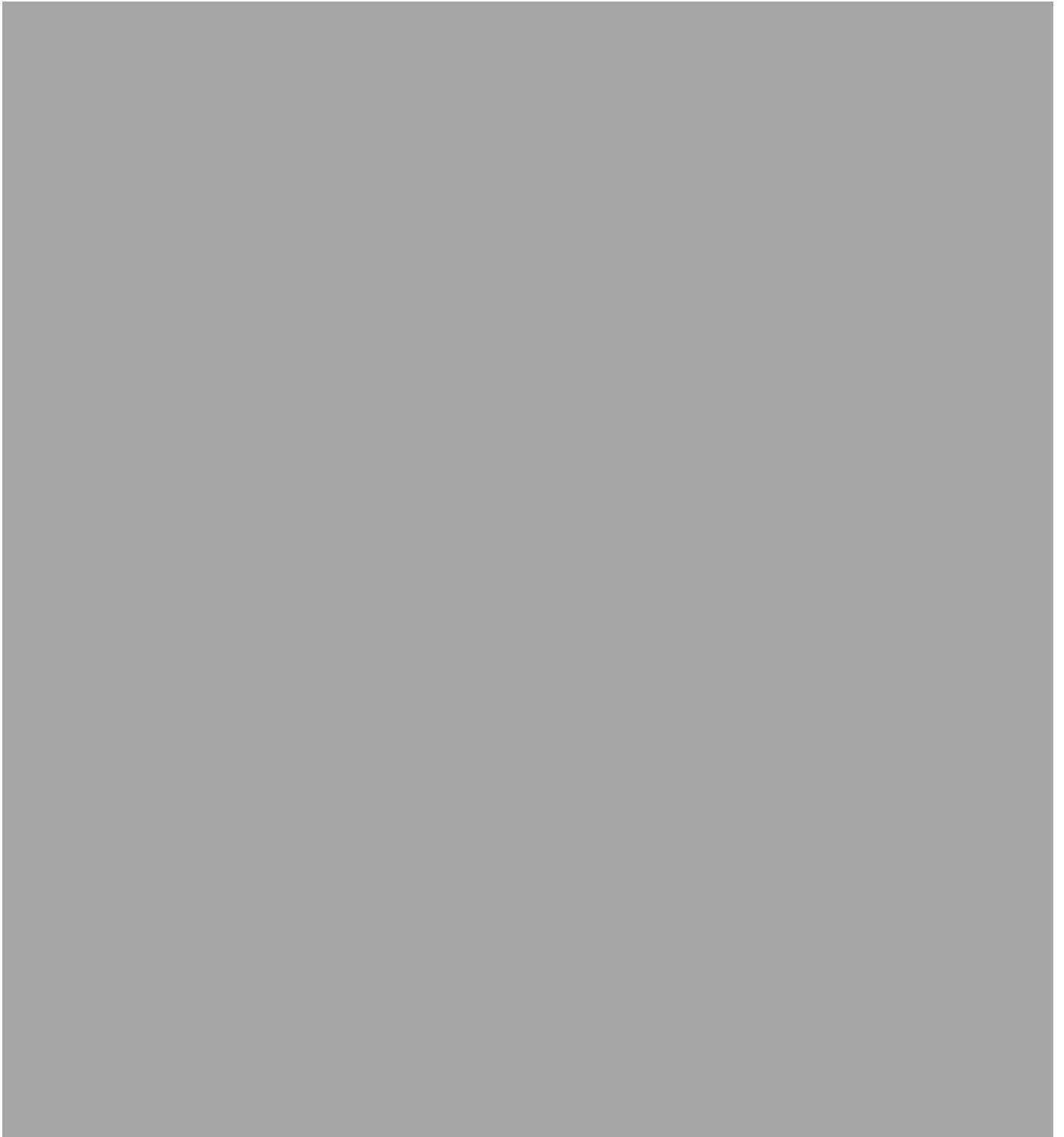
IQA Signature (if applicable):

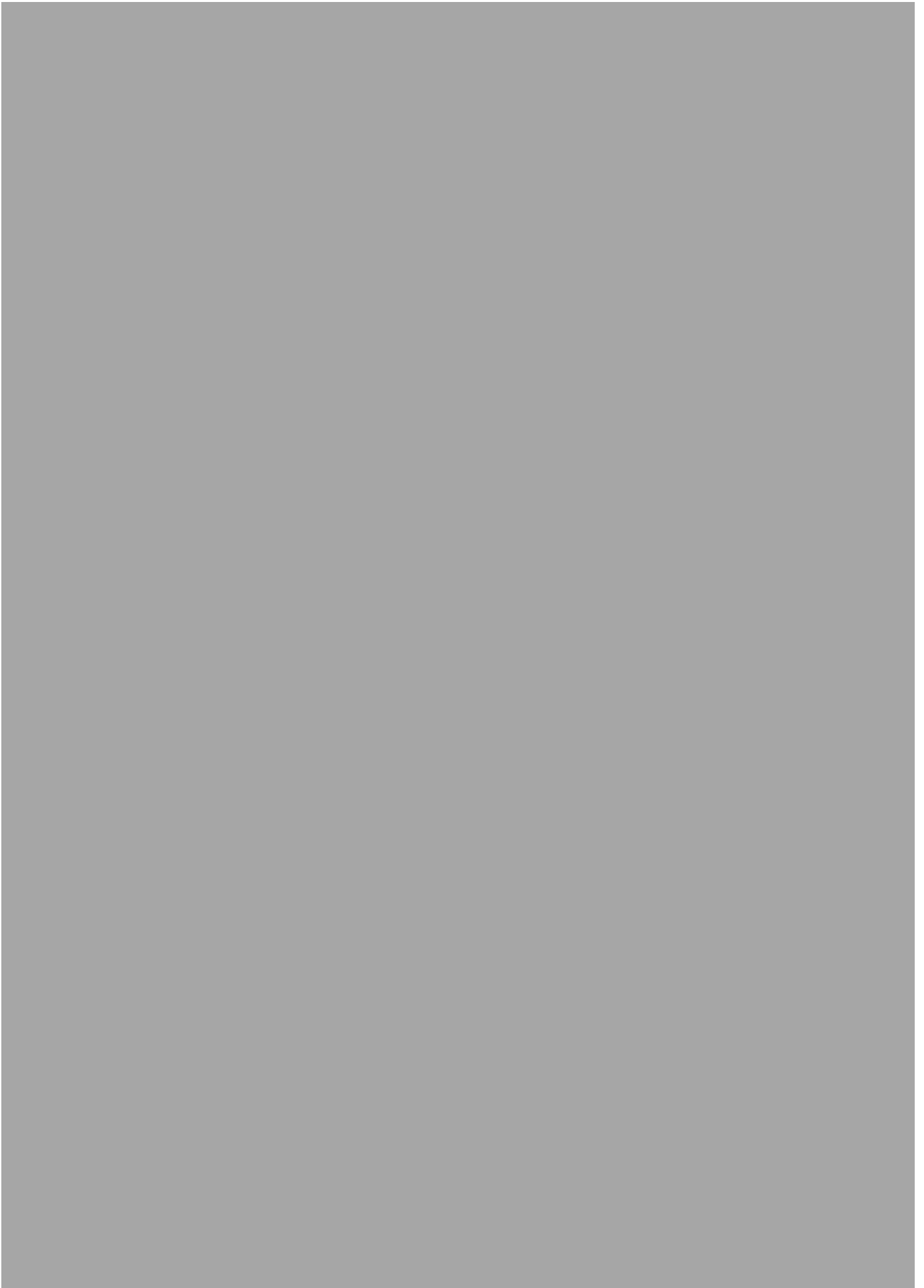
Date:

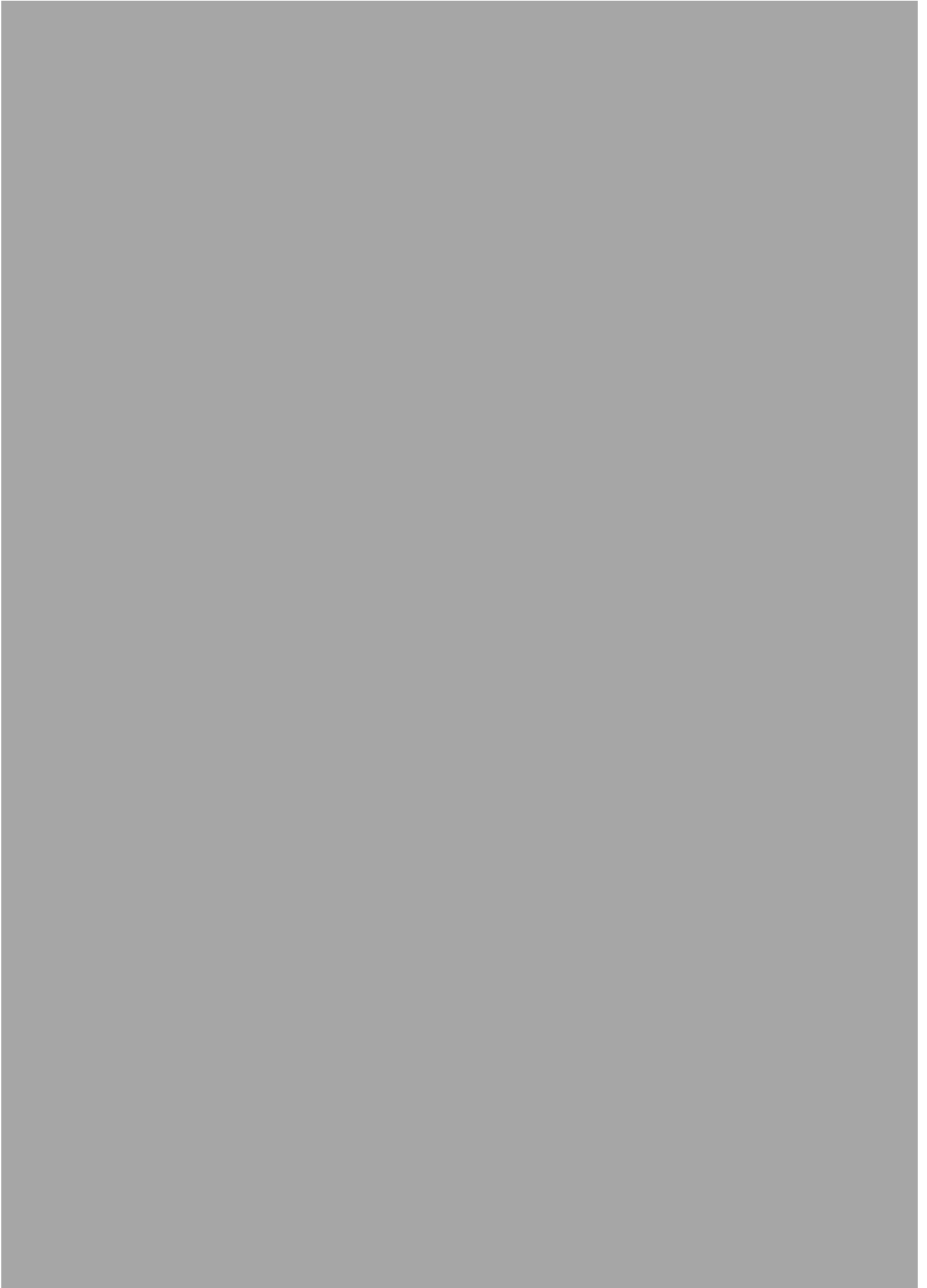
Additional Evidence Forms

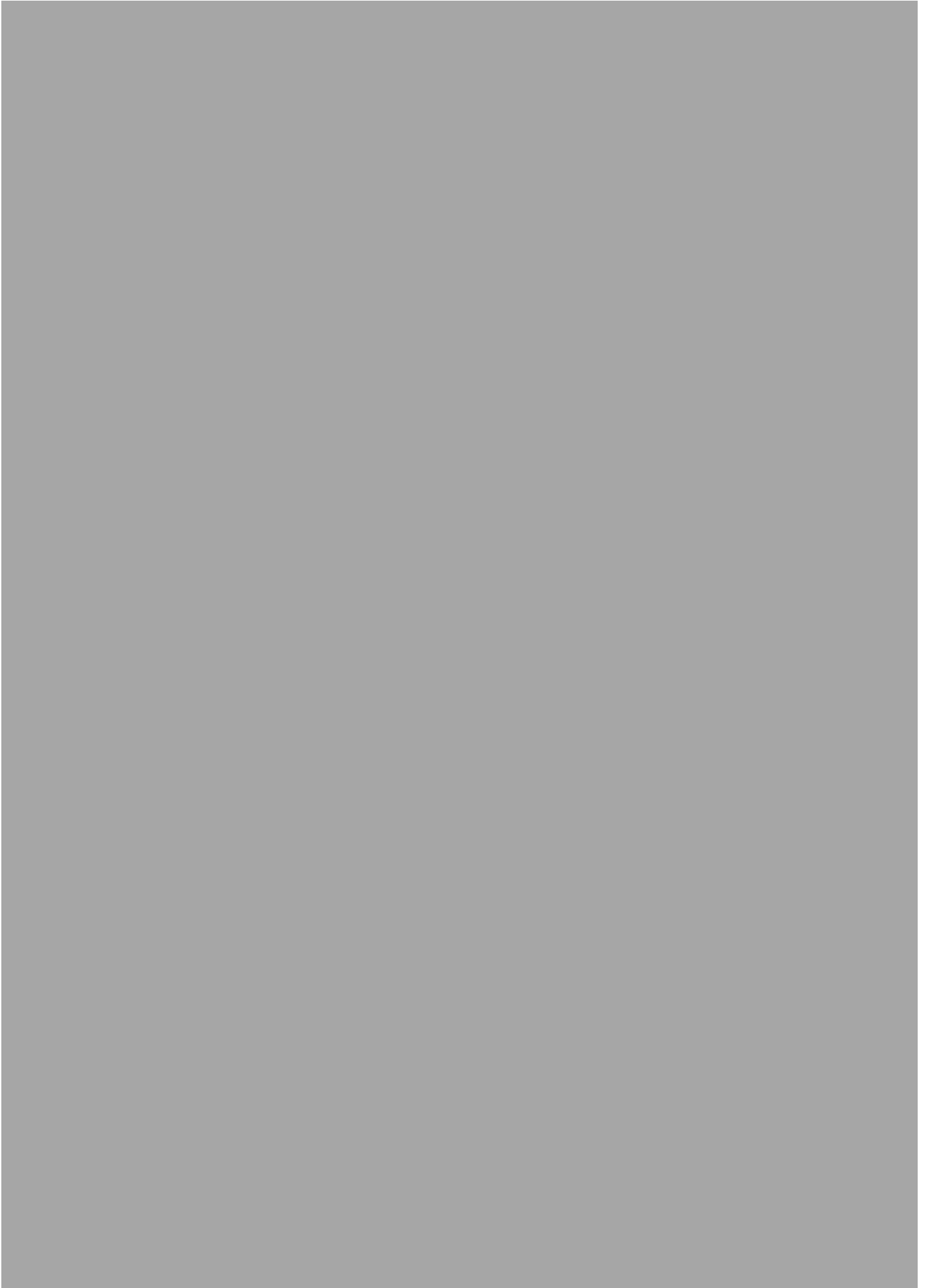
Use these additional forms in order to record additional evidence for the activities within this workbook where additional space is required.

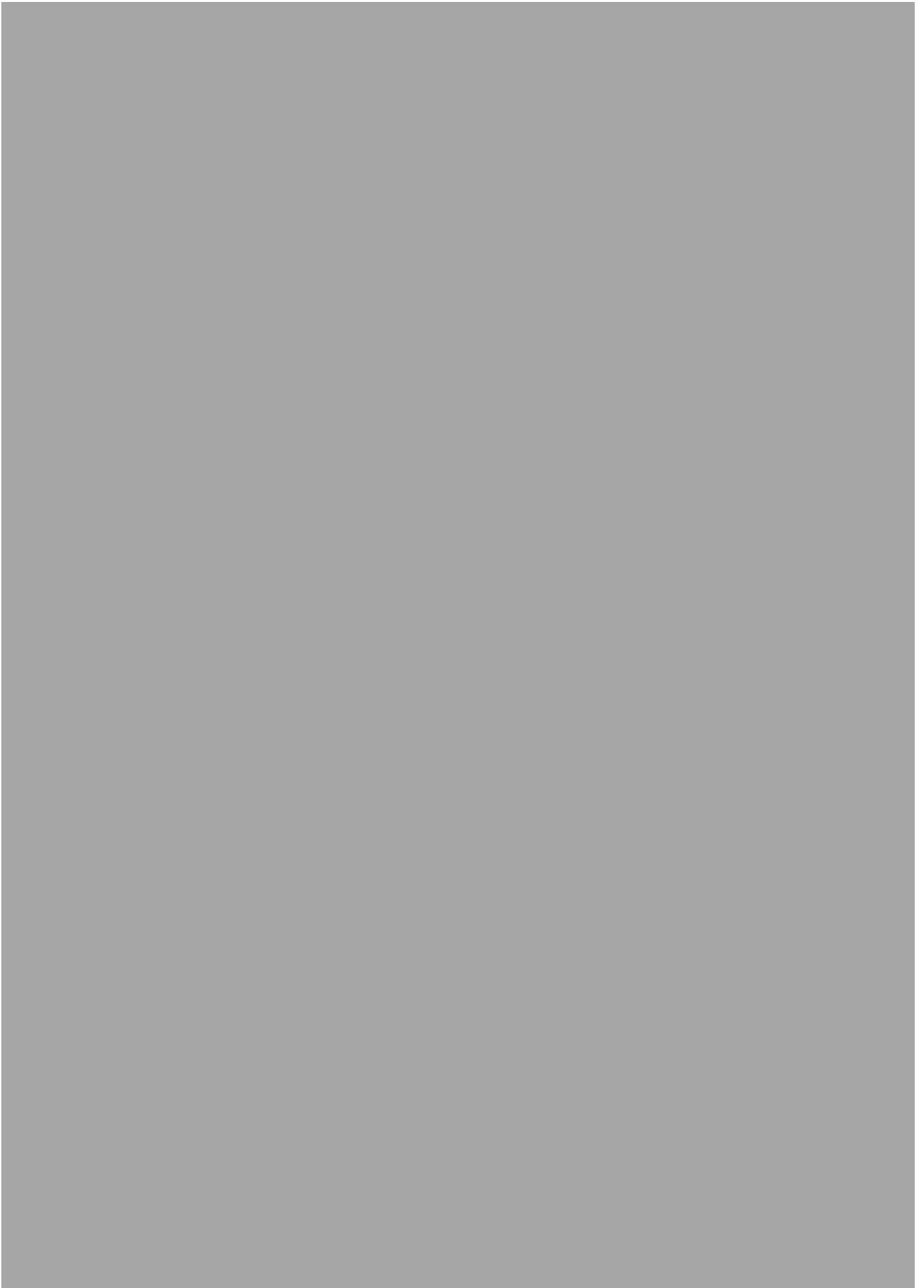
Ensure that each piece of evidence entered on these forms is clearly labelled with the corresponding activity number.

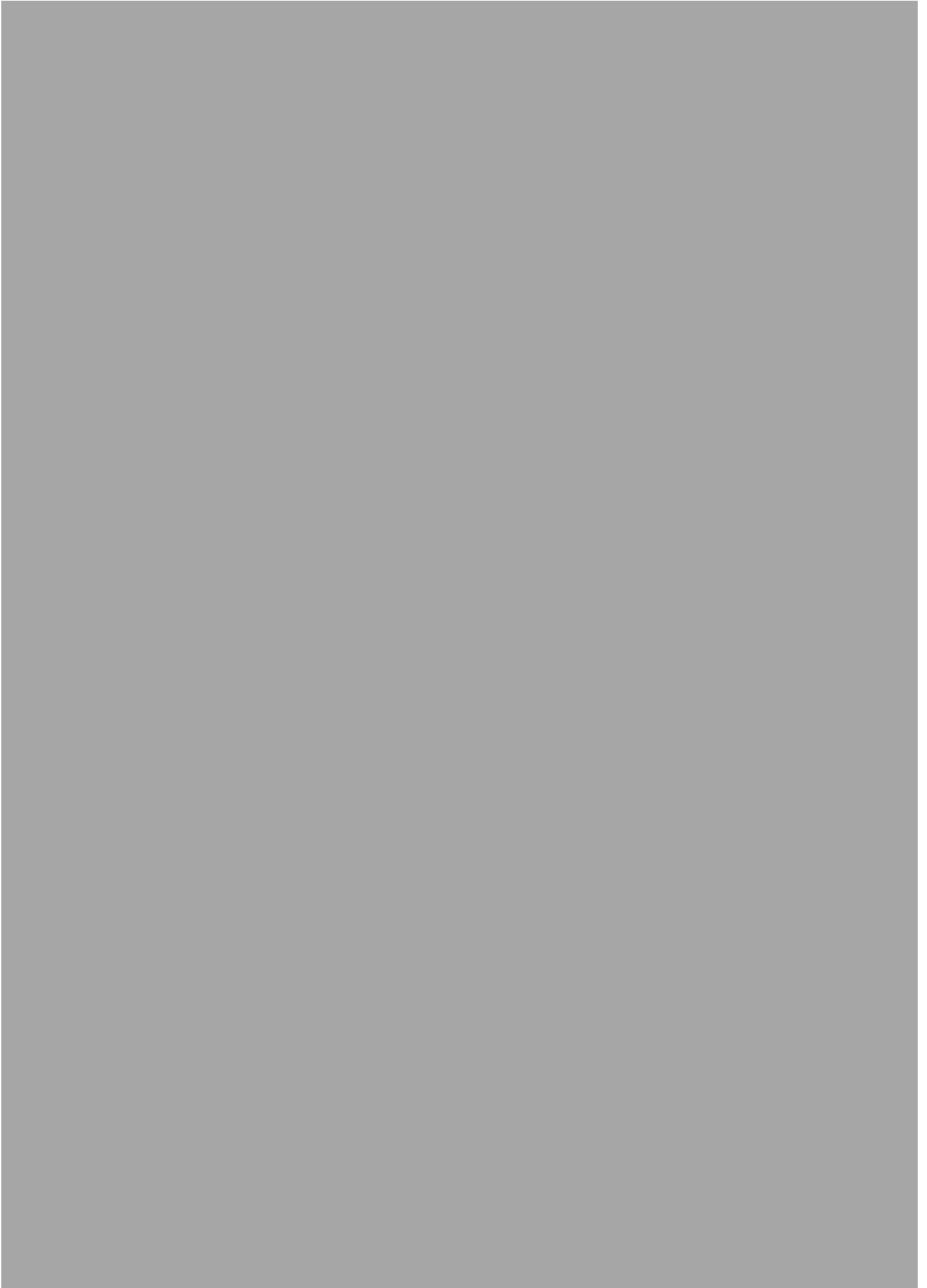












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