



**BSBMKG435**

# Analyse Consumer Behaviour

Assessment 1 of 3

Short Answer Questions

**Assessor Guide**



## Assessment Instructions

### Task overview

This assessment task is divided into **six (6)** short answer questions to complete. Read each question carefully before typing your response in the space provided.



### Assessment Information

#### Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

#### Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment [e.g. allowing additional time]
- the evidence gathering techniques [e.g. oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

### Question 1:

In the table below explain the following marketing terms and processes.

Approximate Word Count: 10-60 words in each section of the table.

#### Assessor Instructions

The student is to provide an explanation on the Marketing Terms and Processes in the table below. In the table there has been provided answers that the students explanation should entail.

No	Marketing Terms & Processes	Explanation
1	7 Ps of services marketing	7Ps refer to Product, Price Promotion, Place, People, Process and Physical evidence
2	Marketing channels	Marketing channels are channels (paths/platforms) used by any company to reach their end customers
3	Email marketing	Email marketing is the act of targeting consumers with a commercial message through email with the goal of driving sales, increasing customer loyalty, or communicating important information. It is a form of direct marketing.
4	Social media marketing	Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.
5	Digital footprint	A digital footprint is the impression you create on the internet through your online activity, which includes browsing, interactions with others, and publication of content. In other words, it is the trail of data – intentional and unintentional - you leave behind while surfing the internet.
6	Consumer behaviour	Consumer behaviour is the study of consumers and the processes they use to choose, use [consume], and dispose of products and services, including consumers' emotional, mental, and behavioural response
7	Focus of appeal	Advertisers use appeal to influence a customer to purchase a product or support a cause. Appeals speak to an individual's need, wants or interest and entice him/her to take the desired action – usually to purchase the product.
8	Engagement journey	Customer engagement is the emotional connection between a customer and a brand. It can start before a customer purchases a product and relates to the channels they use before, at the time of, and after purchase. Highly engaged customers buy more, promote more, and demonstrate more loyalty. Providing a high-quality customer experience is an important component in a customer engagement strategy.

9	The role of the consumer in digital marketing	Consumers are playing an increasing role in digital marketing in terms of their influence on buyer decisions by providing reviews, testimonials, tweets, comments on Facebook, Amazon etc. and publishing content relating to products/brands on various platforms.
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### Question 2:

Explain below how industry, product and service knowledge can help with the analysis of consumer behaviour?

Approximate Word Count: 150-250 words

#### Assessor Instructions

Students are to provide an explanation on how industry, product and service knowledge can help with the analysis of consumer behaviour. Below is potential examples of answers students may provide that are acceptable.

Acceptable Responses must include:

- Addressing their understanding of Industry knowledge
- Addressing their understanding of Product Knowledge
- Addressing their understanding of Service Knowledge
- Explaining the correlation between the three and how it can help analyse consumer behaviour.

#### Potential student answers may include:

Industry, product, and service knowledge play a crucial role in the analysis of consumer behaviour because they provide the context and insights necessary to understand why consumers make specific choices and how they respond to marketing efforts.

##### Industry Knowledge

- Market trends: Understanding trends and dynamics within an industry helps to analyse shifts and consumer preferences
- Competitive Landscape: Being aware of competitors and their strategies, knowing what products and services are on offer
- Regulatory Environment: Industry specific regulations and policies can have an impact on consumer behaviour. Knowledge of regulations and compliance can help guide marketing strategies.

##### Product Knowledge

- Product features and benefits: Understanding of your product, services and features and benefits to help communicate value to customers.
- Quality and Reliability: Consumer behaviour is influenced by perceptions of product quality and reliability.
- Product life cycle: Knowing where your product stands in its life style helps to tailor marketing strategies accordingly.

##### Service Knowledge

- Service Offerings: Understanding the range of services offered, their features and how they meet consumer needs.

- **Customer Support Satisfaction:** Knowledge of the quality of customer support and satisfaction levels with your service. Looking at service and experience can lead to word of mouth referrals.
- **Service Delivery Process:** Understanding how services are delivered. Processes and methodologies and how they influence consumers.

### Question 3:

Provide three (3) examples and explanations of digital channels relevant to marketing business and their services/ products to the consumer.

Approximate Word Count: 150-250 words

#### Assessor Instructions

Students are to provide 3 examples of potential digital channels that businesses can use to market products and services to the consumer. Below is potential examples of answers students may provide that are acceptable.

Acceptable Responses must include:

An explanation of 3 digital channels used for marketing business. They need to explain what it is and provide some examples of this. Some digital channels include:

- Social Media Marketing
- Email Marketing
- Search Engine Marketing
- Blogs
- Video Marketing
- Content marketing
- Search Engine Optimisation (SEO)
- Pay per click advertising (PPC)
- Affiliate Marketing
- Influencer Marketing
- Partnership Marketing
- Referral Marketing
- Mobile Marketing
- Display Advertising

Potential student answers may include:

#### Social Media Marketing:

- Facebook ,Instagram ,Twitter ,Linked In ,TikTok, Pinterest, Snapchat
- Social media platforms provide an avenue for businesses to connect with their target audiences. It allows for creation of brand profiles, sharing content, interaction with consumers using posts, stories, ads and partnerships with influencers. Each platform caters to a different demographic so businesses can choose the ones that align with their target audience.

#### Email Marketing

- Email campaigns, newsletters, special promotions, using marketing platforms like Mailchimp, constant contact or HubSpot

- Email marketing is a highly effective channel of communication for businesses to nurture leads, engage with existing customers, promote products and services. It allows personalised communication through newsletters, promotional emails, product recommendations etc.

#### Search Engine Marketing (SEM)

- Google Ads, Yahoo Ads, Ad words, key word searches
- SEM involves paid advertising on search engines and appear prominently in search results when consumers enter relevant keywords. It is a targeted approach to reach consumers actively searching for specific brands or products. Companies as well can use specific wording and add it throughout their website so when consumers enter relevant keywords their product/ website will be higher on the list of searches. This approach is good for brand visibility.

#### Blogs

- Company blogs, product blogs, influencer blogs
- Blogs are a new addition to the digital social media age. Blogs are a great way for businesses/ products and services to connect out there with consumers. It is effective for them as well as influences will share products, reviews and personal stories to help drive and promote products.

#### Video Marketing

- Using social media to broadcast videos, YouTube, vimeo
- Businesses can create small videos promoting products, services and businesses. These then can be broadcasted over various social media platforms, used as ads on websites and used for streaming video services like YouTube and vimeo. Videos are a good way to get people interested in a product and allows people to share the videos through the internet.

#### Question 4:

When reviewing/ developing a marketing strategy how would you address innate and acquired needs of the customer. Explain the difference between the needs?

Approximate Word Count: 150-300 words

#### Assessor Instructions

The student is to explain how a marketing strategy can address the innate and acquired needs of the customer.

Below are potential examples of answers students may provide that are acceptable.

Acceptable Responses must include:

- What is an innate need
- What is an acquired need
- How do these work together in the marketing plan

#### Potential student answers may include:

Addressing both innate and acquired needs of customers is essential when reviewing or developing a marketing strategy. Understanding and catering to these needs can help businesses create more effective and customer-centric marketing campaigns. Here's how you can address both types of needs in your marketing strategy:

**Innate Needs:** Innate needs are basic, fundamental requirements that all humans share. These needs often relate to survival, security and wellbeing. To address innate needs in your marketing strategy you will need to identify the following:

- **Market Research:** Conducting market research to understand the fundamental needs and motivations of your target audience. Understanding their psychological, safety and psychological needs.
- **Product Development:** Making sure your product/ service meets these innate needs.
- **Messaging:** Designing marketing messages that highlight how the product/ service fulfill basic needs.

**Acquired Needs:** Acquired needs are desires and preferences that individuals develop as a result of their experiences, culture, and personal aspirations. To address acquired needs in your marketing strategy:

- **Customer Segmentation:** Segment your target audience based on their acquired needs and preferences. Recognize that different customer segments may have different desires and aspirations.
- **Personalisation:** Customize your marketing messages and offers to align with the acquired needs of each customer segment. Use data and analytics to understand their preferences, buying behaviour, and past interactions with your brand.
- **Lifestyle and Aspirational Marketing:** Create aspirational marketing content that taps into the desires and aspirations of your target audience. Show how your product or service can help customers achieve their goals or enhance their lifestyle.
- **Feedback and Iteration:** Continuously gather feedback from customers and analyse their behaviour to adapt your marketing strategy. Acquired needs can evolve over time, so it's important to stay attuned to changing preferences.
- **Brand Storytelling:** Develop a brand narrative that resonates with the values and aspirations of your target audience. Share stories that connect with their acquired needs, whether it's about sustainability, innovation, or social responsibility.

#### Question 5:

Explain how in a marketing plan you can appeal to motives of the consumer that can affect decision-making?

Approximate Word Count: 150-300 words

#### Assessor Instructions

The student is to explain how a marketing plan can help you to identify and appeal motives of the consumer and how that can affect decision making.

Below are potential examples of answers students may provide that are acceptable.

Acceptable Responses must include:

- The student must explain how the marketing plan can understand motives of the consumer with their decision making
- Provide examples of how this will be addressed in the marketing plan like identifying the consumer motives, the target audience, how to appeal to them and how to monitor this effectively.

Potential student answers may include:

In a marketing plan, appealing to the motives of consumers that can affect decision-making is a fundamental strategy to influence their behaviour and drive desired actions. Understanding and tapping into

these motives can help you create more effective marketing campaigns. Here's how you can appeal to consumer motives in your marketing plan:

#### Identify consumer motives

- Conducting market research to identify the motives that drive your target audience with their decision making. Motives may include convenience, status, cost savings, social approval, health and more.

#### Segment your audience

- Different consumers may have varying priorities and values. Some may be motivated by the desire for convenience whilst others might prioritise eco friendliness. Segmenting audiences can help tailor marketing messages to resonate with specific audiences.

#### Craft Compelling Value Propositions

- Develop clear and persuasive value propositions that directly align with the identified motives of each audience. Highlight how your product or service fulfills their needs, desires or goals.

#### Emotional Appeal

- Leverage emotional marketing to connect with consumers on a deeper level. Use storytelling and visuals that tap into the emotional aspects of their motives.

#### Social Proof and Testimonials

- Provide evidence that others with similar motives have had positive experiences with your product or service. Use customer testimonials, reviews, and case studies to showcase how your offering has met the needs and desires of others in the same target audience.

#### Incentives and Rewards

- Offer incentives or rewards that align with consumer motives. For instance, if your audience is motivated by cost savings, promote discounts, loyalty programs, or bundle deals.

#### Consistency and Brand Messaging

- Maintain a consistent brand image and messaging across all marketing channels. Consistency helps build trust and reinforces the alignment of your brand with the consumer's motives over time.

#### Engagement and Interactivity

- Engage consumers actively in the decision-making process. Interactive content, quizzes, surveys, and polls can help consumers explore their motives and preferences, making them more likely to choose your product or service.

#### Continuous Monitoring and Adjustment

- Continuously monitor consumer behaviour and feedback to assess the effectiveness of your appeals to their motives. Be prepared to adjust your marketing strategies based on changing consumer preferences and motivations.

#### Question 6:

Explain how organisational structures and procedures help with the development of a Marketing Strategy?

Approximate Word Count: 300-500 words

#### Assessor Instructions



The students are to explain how organisational structures and procedures help with the development of a marketing strategy.

Below are potential examples of answers students may provide that are acceptable.

Acceptable Responses must include:

- Explaining what an organisational structure is and how it helps with the development of a marketing strategy.
- Provide examples of components of organisational structures and procedures

Potential student answers may include:

Organisational structures and procedures play a significant role in the development of a marketing strategy. A well-defined and organized structure, along with established procedures, creates a framework that facilitates the planning, execution, and management of marketing efforts effectively. Here's how these elements contribute to the development of a marketing strategy:

#### Clarity of Roles and Responsibilities

- Organisational structures, such as hierarchies and reporting lines, help define roles and responsibilities within the marketing department. This clarity ensures that each team member understands their role in the strategy development process.
- Procedures for role assignments and communication channels ensure that individuals or teams responsible for market research, campaign planning, content creation, advertising, and analytics all understand their specific tasks and how they fit into the broader marketing strategy.

#### Coordination and Collaboration

- Organisational structures facilitate collaboration among different departments and teams. Effective marketing often requires input and cooperation from various functional areas like sales, product development, finance, and customer support.
- Procedures for cross-functional collaboration and communication ensure that these departments work together cohesively to align marketing strategies with the overall business objectives.

#### Resource Allocation

- Organisational structures dictate how resources, including budget and personnel, are allocated. Marketing strategy development depends on having the necessary resources available when needed.
- Procedures for budgeting, resource allocation, and approvals help ensure that marketing plans are adequately funded and resourced, allowing for the effective execution of campaigns and initiatives.

#### Decision Making Processes

- Organisational structures define decision-making processes within the marketing department. Decisions related to target audience selection, campaign messaging, and advertising channels all impact the marketing strategy.
- Procedures for decision-making, including data analysis, A/B testing, and performance tracking, provide a systematic way to evaluate and refine marketing strategies based on real-time feedback and results.

#### Risk Management

- Organisational structures often include risk management functions or teams that assess and mitigate potential risks associated with marketing strategies.
- Procedures for risk assessment and mitigation ensure that the marketing strategy considers factors like legal compliance, reputation management, and market volatility, reducing the likelihood of unexpected setbacks.

### Feedback Loops and Learning

- Organisational structures and procedures should include mechanisms for gathering feedback from customers, stakeholders, and team members. These feedback loops are crucial for continuous improvement and adaptation of marketing strategies.
- Procedures for collecting and analysing customer feedback, conducting post-campaign evaluations, and sharing insights across the organisation help identify areas for refinement and innovation in future marketing efforts.

### Goal Alignment

- Organisational structures should align with the overarching business goals and objectives. Marketing strategies should be developed in the context of these goals to ensure that they contribute to the organisation's long-term success.
- Procedures for setting, monitoring, and adjusting marketing goals and KPIs (Key Performance Indicators) enable the alignment of marketing activities with the broader organisational strategy.

**Assessment checklist:**

Students must have completed all questions within this assessment before submitting. This includes:

6 short answer questions to be completed in the spaces provided	<input type="checkbox"/>
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**Congratulations you have reached the end of Assessment 1!**

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