



**BSBMKG435**

# Analyse Consumer Behaviour

Assessment 3 of 3

Case Study and Tasks

**Assessor Guide**



## Assessment Instructions

### Task overview

This assessment task is divided into **two (2)** case studies with associated tasks to complete. Read each question carefully before typing your response in the space provided.

### Additional resources and supporting documents

To complete this assessment, you will need:

- CBSA Business Plan [provided on LMS]
- CBSA Marketing Plan [provided on LMS]



## 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.



The following assessment tasks use a simulated business called Complete Business Solutions Australia [CBSA]. To complete the assessment tasks, students will need to access information, templates, policies and procedures associated with CBSA. These documents can be accessed on CBSA's intranet accessible via the website. To access; head to [www.cbsa.com.au](http://www.cbsa.com.au).

## Case Study 1 - Business Analysis

To begin this task please read the following email and its attachment, then complete the tasks that are associated with this case study.

	To	Tina Hughes [tina.hughes@cbsa.com.au]												
	From	Gavin Stead [gavin.stead@cbsa.com.au]												
	Date/ Time	Monday 11 a.m.												
	Subject	Business Analysis												
	Attachment	Business Analysis.doc												
<p>Good morning Tina,</p> <p>Next before we do our final recommendations we need to do some research to assist our new clients and CBSA.</p> <p>Can you identify in the template attached below some possible marketing outcomes and analysing the behaviour of customers these businesses cater to. Please review the Marketing Plan to assist you with the analysis.</p> <p>With marketing ideas this is where you have free range to come up with ideas. We need at least three (3) ideas. Have a look at what is out on the internet, with some compeditors, look at their social media, any promotions etc.</p> <p>Kind Regards,</p>														
<p>Gavin Stead          Managing Director          300 Fictional Way, Sydney, NSW 2000          Phone: 1800 111 222  <a href="http://www.cbsa.com.au">www.cbsa.com.au</a></p>														

## Task 1 Instructions

Based on the email, complete the following tasks.

Using the Business Analysis template below, complete the fields and do the research on the following companies:

- CBSA
- KidsFedora Cotoure
- Home Tech Solutions

You will need to identify the following:

- Key Clientelle to market to
- Current Marketing Strategy
- Attributes of consumers to help market products and services
- Marketing Ideas to assist the business

With the Marketing Ideas to assist the business, this is where you will need to do some interpendant research and come up with three [3] ideas on some Marketing Ideas to help support the businesses to market their products and services.

### Assessor Instructions

#### Purpose of the Task

To get the students to look at marketing strategies and analyse information about the company and consumers.

#### Guidance to Assessors About this Task

Students are to use the CBSA Marketing Plan to answer the questions in the table below. In the section of Marketing /ideas to assist the company, students need to do some research and come up with some ideas.

Answers will vary, please see some examples of potential answers below.

### Attachment: Business Analysis

Business Name	CBSA
Key Clientelle to market to Approximate Word Count: 2-5 words	<ul style="list-style-type: none"> <li>• Small Organisations</li> <li>• Medium Organisations</li> <li>• Enterprise</li> </ul>
Current Marketing Strategy Approximate Word Count: 5-10 words	Broad strategies of electronic, event based, and traditional advertising.
Attributes of consumers to help market products and services Approximate Word Count: words	<ul style="list-style-type: none"> <li>• Limited accounting knowledge</li> <li>• Looking at scalability</li> <li>• Technology adoptions</li> <li>• Financial goals</li> <li>• Long term relationship</li> <li>• Data security and privacy</li> <li>• Time constraints</li> <li>• Scalability</li> </ul>

Marketing Ideas to assist the business  Approximate Word Count: 100-150 words	<ol style="list-style-type: none"> <li>1. Opening target audiences, with the rise and push of social media and influences, this is a new area that CBSA can explore and market specific services to assist them with their business operation. Products like taxation and bookkeeping.</li> <li>2. In the marketing strategy there is 2 campaigns listed (Winter &amp; Summer). Why don't you have campaigns for Autumn and Spring. For example for Autumn you can start promoting services to help with the upcoming tax time, helping with tax and bookkeeping. For Spring after doing their tax in Winter, why not start promoting services like tax and bookkeeping, accountancy etc.</li> <li>3. Looking at calendar dates in the year like 'Black Friday' offering special deals and promotions with one off and subscription services</li> </ol>
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Business Name	KidFedora Couture
Key Clientelle to market to  Approximate Word Count: 2-5 words	<ul style="list-style-type: none"> <li>• Mothers</li> <li>• Children</li> <li>• Influencers</li> </ul>
Current Marketing Strategy  Approximate Word Count: 50-80 words	<p>Social Media Strategy and Management: Leveraging our client's influencer status, we will curate engaging content and manage their social media accounts to expand their reach and engage with their audience effectively.</p> <p>Email Marketing Campaigns: Developing and executing email campaigns to nurture leads, promote new collections, and boost sales.</p> <p>Influencer Collaborations: Identifying and partnering with other influencers and kid-centric brands to expand brand awareness.</p>
Attributes of consumers to help market products and services  Approximate Word Count: words	<ul style="list-style-type: none"> <li>• Age and gender of client (child &amp; parent)</li> <li>• Brand loyalty</li> <li>• Customer reviews and recommendations</li> <li>• Seasonal needs</li> <li>• Sizing and Fit</li> <li>• Safety and Comfort</li> <li>• Trend and Style</li> <li>• Budget and Value</li> </ul>
Marketing Ideas to assist the business  Approximate Word Count: 60-80 words	<ol style="list-style-type: none"> <li>1. Ensuring that the social media has a calendar to demonstrate posts on different platforms and campaigns. Making sure you get specific engagement on specific dates and using calendar events to help specific products.</li> <li>2. Sending promotional packages to specific influencers with young children for unboxing videos and product placement</li> <li>3. Collaborating with children magazines and children shops.</li> <li>4. Having stalls in major shopping centres or in specific kids markets.</li> </ol>

Business Name	Home Tech Solution
Key Clientelle to market to	<ul style="list-style-type: none"> <li>• Individuals</li> <li>• Families</li> <li>• Small Business</li> </ul>

Approximate Word Count: 2-6 words	<ul style="list-style-type: none"> <li>Large Enterprise</li> </ul>
Current Marketing Strategy  Approximate Word Count: 30-60 words	<p>Digital Marketing Strategy: Crafting and executing a digital marketing plan to reach a wider audience through online channels.</p> <p>Customer Engagement: Implementing strategies to enhance customer engagement, gather feedback, and improve services continually.</p> <p>Local Partnerships: Collaborating with local businesses to expand our presence and provide joint offerings to customers.</p>
Attributes of consumers to help market products and services  Approximate Word Count: words	<ul style="list-style-type: none"> <li>Technical Proficiency</li> <li>Remote Work Capabilities</li> <li>Small and Large Business</li> <li>Single person use</li> <li>Studying</li> <li>Improving IT Infrastructure</li> <li>Outsourcing preferences and support</li> <li>Scalability</li> <li>IT needs</li> <li>Budget constraints</li> <li>Urgency</li> </ul>
Marketing Ideas to assist the business  Approximate Word Count: 70-90 words	<ol style="list-style-type: none"> <li>Using social media to market their services and products, getting client testimonials and posting it on social media</li> <li>Putting ads up in local universities, colleges and tafes so students are aware if they need any technical assistance that these guys come out to you</li> <li>Promote and market stalls in larger shopping centres with on the spot repairs.</li> <li>As well putting ads out to organisations assisting with elderly in home care etc, that there is a special for pensioners to assist with their technology needs</li> </ol>

## Consumer Types- Behaviours

In the table below research some of the typical behaviours you may encounter with these different consumer types. Identify at least three (3) behaviours and reference where you got this information from.

### Assessor Instructions

#### Purpose of the Task

To get the students to look conduct research on Consumers and their types of behaviour that would influence purchasing and marketing.

#### Guidance to Assessors About this Task

Students are to conduct their own research into the following consumer types and the behaviours they may demonstrate. The main points they need to address is the difference between Medium Organisations and Influencers. Medium Organisations will be purchasing products, they will follow different principles, they will purchase the product. With Influencers they are endorsing the product, they are a promotional tool not one that would buy the product.

-Medium Organisation: Purchasing

-Influencer: Endorsing and promoting

Students must provide links to demonstrate where they have researched the content externally. Students answers will vary depending on research but their answers need to reflect the above points.

Consumer Type	Behaviours
Medium Organisations	<ol style="list-style-type: none"><li>1. Habitual Buying Behaviour</li><li>2. Variety Seeking Behaviour</li><li>3. Complex Buying Behaviour</li></ol> <p>Link: <a href="https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/#:~:text=What%20are%20the%204%20types,behavior%2C%20and%20complex%20buying%20behavior.">https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/#:~:text=What%20are%20the%204%20types,behavior%2C%20and%20complex%20buying%20behavior.</a> <a href="https://www.researchgate.net/publication/318964551_Do_Small_and_Medium_Sized_Enterprises_Have_Their_Unique_Buying_Behavior_Variables_-_A_Qualitative_Approach">https://www.researchgate.net/publication/318964551_Do_Small_and_Medium_Sized_Enterprises_Have_Their_Unique_Buying_Behavior_Variables_-_A_Qualitative_Approach</a></p>
Influencers	<ol style="list-style-type: none"><li>1. Create awareness</li><li>2. Create interest in products</li><li>3. Endorse products</li><li>4. Amplify generate positive influence on consumers</li></ol> <p>Link: <a href="https://www.jeffbullas.com/influencers-consumer-purchasing-decisions/#:~:text=In%20particular%2C%20influencers%20are%20more,during%20their%20decision%20making%20process.">https://www.jeffbullas.com/influencers-consumer-purchasing-decisions/#:~:text=In%20particular%2C%20influencers%20are%20more,during%20their%20decision%20making%20process.</a></p>



## Case Study 2 - Recommendations

To begin this task please read the following email and its attachment, then complete the tasks that are associated with this case study.

	<table border="1"> <tr> <td>To</td> <td>Tina Hughes [tina.hughes@cbsa.com.au]</td> </tr> <tr> <td>From</td> <td>Gavin Stead [gavin.stead@cbsa.com.au]</td> </tr> <tr> <td>Date/ Time</td> <td>Tuesday 11 a.m.</td> </tr> <tr> <td>Subject</td> <td>Marketing concepts and processes</td> </tr> <tr> <td>Attachment</td> <td></td> </tr> </table>	To	Tina Hughes [tina.hughes@cbsa.com.au]	From	Gavin Stead [gavin.stead@cbsa.com.au]	Date/ Time	Tuesday 11 a.m.	Subject	Marketing concepts and processes	Attachment	
To	Tina Hughes [tina.hughes@cbsa.com.au]										
From	Gavin Stead [gavin.stead@cbsa.com.au]										
Date/ Time	Tuesday 11 a.m.										
Subject	Marketing concepts and processes										
Attachment											
<p>Good morning Tina,</p> <p>Marketing research has been most helpful.</p> <p>Based on your analysis, please present a report on your recommendations explaining how you intend to use the information to target effective marketing strategies. I would also like your assessment of our capability to respond to the market's changing needs and client demand.</p> <p>Deadline for the recommendations is the 23rd of this month to ensure variations to the budget can be made by Wi Zhang for next month. Please note total expenditure cannot be increased, though variations in expenditure lines can be made where funds have not yet been allocated.</p> <p>I have attached a template for you to use.</p> <p>Kind Regards,</p>											
<p>Gavin Stead          Managing Director          300 Fictional Way, Sydney, NSW 2000          Phone: 1800 111 222  <a href="http://www.cbsa.com.au">www.cbsa.com.au</a></p>											

### Attachment: Report Template.docx

<h3>Report Title</h3>
<p><b>Background</b></p> <p>&lt;&lt;Provide an explanation of why you are writing this report and any assumptions or limitations.&gt;&gt;</p>
<p><b>Recommendations</b></p> <p>&lt;&lt;Using sub-headings and numbering, explain what actions should be taken based on the information provided in Task 2. Your recommendations are action items taken from the conclusions you came to in that Task.&gt;&gt;</p>
<p><b>Conclusion</b></p> <p>&lt;&lt; Conclude with your assessment of organisational capability to respond to consumer demand.&gt;&gt;</p>



## Task 2 Instructions

Based on the email, complete the following tasks.

Using the report template respond to the following:

1. Recommendations:
  - a) How the research on the influences on client/consumer behaviour will be used to target effective strategies.
  - b) Confirm the marketing focus and explain why you have decided on this.
  - c) Outline strategies that will be used to engage clients and clarify what the role of consumers is in these strategies
  - d) Provide examples of engagement conversations/interventions to be used.
  - e) The legal and ethical obligations the company needs to take into account
  - f) Variations to expenditure within the restraints of the Advertising and Sales budget as outlined in the CBSA Business Plan
2. Conclusions
  - g) Using the information available in the CBSA Business Plan, assess how quickly CBSA can respond to the consumer demand for the services highlighted by the research in TASK 2.
  - h) Explain what changes are required.

### Assessor Instructions

#### Purpose of the Task

The purpose of this task is to: a) to determine the students' competence in using the data on consumer behaviour to recommend a marketing focus; and b) the organisation's capability to respond to consumer demand.

#### Guidance to Assessors About this Task

1. Students should outline recommendation regarding the following:
  - a) The influences on behaviour are the challenges identified in the survey results and the importance of colleagues/friends [referrals] on purchasing behaviour. Students should explain these can be used to develop strategies focused on:
    - saving time
    - helping clients adapt to/using new technology
    - addressing cash flow through affordable services with negotiable payment schedule
    - filling gaps in their expertise
    - driving referrals.
  - b) A focus of appeal that takes clients' lack of time into account as well as the need for expertise. This is indicated both by the CBSA research and research outcomes from the Australian Bureau of Statistics [Task 1, Part A].
  - c) Client preferences as shown in the survey include switching from print, radio and TV to digital media such as email, and strategies that generate referrals and engagement. Students should recognise that website and other digital marketing needs to be mobile-friendly as indicated by "Which devices do you most frequently use?"

- d) Models of engagement conversation such as asking for testimonials from clients; using surveys to assess needs and seek feedback; developing a blog on the website etc.
  - e) The particular legal and ethical considerations relating to the strategies are
    - Spam Act 2003
    - Privacy Act 1988
    - Code of Ethics set out by the Australian Association of National Advertisers (AANA).
    - Australian Consumer Law which prohibits businesses from making false or misleading representations.
  - f) Variations to the budget to reduce the expenditure on such things as TV, newspapers and radio and place more resources into email and other digital media. These should be realistic figures aligned to relative cost, e.g. Increases in the budget for the email newsletters may be increased to \$8,000 but not to the extent of TV advertising (\$50,575.00). Total dollar amount must remain the same – see page 8 of the CBSA Business Plan
2. Students should refer to the Business Plan particularly the organisational chart and identify where additional resources may be required, for example in recruiting digital marketing expertise; additional resources for webinar development, blogging etc. for taxation updates and training; business coaches for management support services etc.

Approximate Word Count: 20-50 each section

<b>Report</b>
<b>Recommendations:</b>
How the research on the influences on client/consumer behaviour will be used to target effective strategies.
Confirm the marketing focus and explain why you have decided on this.
Outline strategies that will be used to engage clients and clarify what the role of consumers is in these strategies
Provide examples of engagement conversations/interventions to be used.
The legal and ethical obligations the company needs to take into account
Variations to expenditure within the restraints of the Advertising and Sales budget as outlined in the CBSA Business Plan
<b>Conclusions:</b>
Using the information available in the CBSA Business Plan, assess how quickly CBSA can respond to the consumer demand for the services highlighted by the research in TASK 2.
Explain what changes are required



**Assessment checklist:**

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

Case Study 1- Business Analysis		
Task 1	Complete tables provided	<input type="checkbox"/>
Case Study 2- Recommendations		
Task 2	Write report using the template	<input type="checkbox"/>



**Congratulations you have reached the end of Assessment 3!**

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