

1. Title	Master the psychology of consumer behaviour
2. Code	BEZZCN307A
3. Range	Master consumer behaviour psychology, and apply general techniques of promoting and selling beauty products / services at beauty-related workplaces to facilitate transaction.
4. Level	3
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand consumer market</p> <ul style="list-style-type: none"> ◆ Understand the characteristics of individual buyer <ul style="list-style-type: none"> • Cultural factor • Social factor • Personal factor • Psychological factor ◆ Understand the decision making process for buying <ul style="list-style-type: none"> • Buying role <ul style="list-style-type: none"> ▸ Initiator ▸ Influencer ▸ Decider ▸ Buyer ▸ User • Decision making process for buying <ul style="list-style-type: none"> ▸ Knowledge of question ▸ Data research ▸ Assessment of plan ▸ Decision of buying ▸ Behaviour after buying <p>6.2 Master consumer behaviour psychology</p> <ul style="list-style-type: none"> ◆ Give advice on beauty products / services according to the characteristics of the behaviour psychology of the consumer in order to facilitate customers' decision of buying ◆ Analyze the advantages of competitors' products / services ◆ Master general techniques of promoting and selling beauty products / services
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to master consumer behaviour psychology, and apply general techniques of promoting and selling beauty products / services to facilitate transaction.</p>
8. Remarks	