

**Specification of Competency Standards**  
**for the Fashion Industry**  
**Unit of Competency**

Functional Area - Sales & Marketing

Title	Analyse and interpret consumer behaviour
Code	108165L5
Description	Analyse and interpret consumer behaviour data to understand the interests or consumption patterns of fashion products of a particular consumer segment. This applies to individuals who are required to process consumer behaviour data and make recommendations for sales and marketing efforts.
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• state the common approaches of consumer behaviour analysis</li> <li>• understand the limitations and biases associated with different data collection methods</li> <li>• apply a range of specialised techniques for analysing consumer behaviour data for the sales and marketing of fashion products</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• review consumer behaviour data to investigate reasons behind consumers' interest in fashion products</li> <li>• evaluate demographic and lifestyle influences on consumer behaviour of relevance to fashion products</li> <li>• analyse the effectiveness of previous marketing efforts in influencing consumer behaviour</li> <li>• assess organisational capabilities to appeal to target consumer segments and propose feasible directions for sales and marketing efforts</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• synthesise different types of consumer data to provide a solid basis for decision-making</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> <li>• Detailed analysis and interpretation of consumer behaviour data that can serve as a basis for generating insights for the consumption patterns of fashion products of a particular consumer segment.</li> </ul>
Remark	