

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Collect consumer behaviour data
Code	108166L3
Description	Collect information of consumers or consumer segments so as to understand their interests in and consumption patterns of fashion products. This applies to individuals who are required to gather consumer behaviour data based on a data collection plan.
Level	3
Credit	2
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"> • understand the purposes of collecting consumer behaviour data • understand the diversity of fashion consumers • outline the factors that influence the purchase, use, and disposal of fashion products • employ a range of methods for collecting consumer behaviour data <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the scope and objectives of consumer research in accordance with the data collection plan • employ consumer research methods (e.g. observation, survey) to collect consumer behaviour data • collect data from both internal (e.g. clothing sales or inventory records) and external (e.g. statistics of consumer online shopping for fashion products) sources • gather and organise consumer behaviour data in accordance with organisational procedures <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • explore and solicit data to facilitate the consumer behaviour analysis
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Systematic collection and organisation of consumer behaviour data in accordance with the data collection plan.
Remark	