

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

| | |
|---------------------|---|
| Title | Master consumer psychology and behaviour |
| Code | 105078L3 |
| Description | This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to make analysis and judgement; master consumer behaviour psychology and apply general techniques of promoting and selling products / services to facilitate transaction. |
| Level | 3 |
| Credit | 3 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Knowledge of consumer behaviour</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"> ▪ Awareness of question ▪ Data research ▪ Assessment of plan ▪ Decision of buying ▪ Behaviour after buying <p>2. Master consumer psychology and behaviour</p> <ul style="list-style-type: none"> • Give suitable advice on products / services according to the characteristics of consumers' psychology and behaviour in order to facilitate customers' decision of buying • Analyze the strengths and weaknesses of competitors' products / services • Master general techniques of promoting and selling products / services <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Possess a customer-oriented service attitude and ensure that the customers are satisfied with the products and services of the organization. |
| Assessment Criteria | <p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master consumer psychology and behaviour, and apply general techniques of promoting and selling products / services to facilitate transaction. |
| Remark | |