



**Unit:**  
**Understanding Consumer Behaviour**

**Assignment title:**  
**Report on  
Improving the Customer Buying Process**

**20 Credit Version**

**Sample Assignment**

**Important notes**

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy. Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

## **Introduction**

This assignment requires you to demonstrate the knowledge and skills you have acquired throughout the course of this module by producing a 4,000 word, fully referenced, academic report that addresses the tasks given below. You should base your responses on a company of your choice, ideally one that you have access to a lot of information on.

You are to assume that you have recently joined that company as their Marketing Manager. This is a new post and many of the Senior Management Team (SMT) are unfamiliar with marketing techniques and terminology, and in particular the Finance Director has expressed concern that marketing is just a cost. Therefore, this is your chance to explain to the SMT the value of marketing. You have been invited to produce a report on the company's customer base and opportunities to improve the buying process to drive more sales.

### **Task 1 – 20 Marks**

Describe the industry, company, its products/services and customers. This should include influences of consumer demographics/psychographics/influence of social groups/family and culture and also discuss influences on the purchase of the product/service with the use of appropriate models.

### **Task 2 – 20 Marks**

Evaluate the current buying process at the organisation, using relevant theory and models.

### **Task 3 – 20 Marks**

Highlight an area or areas of weakness in the buying process, where customers may switch or defect, and discuss how the company may address this.

## **Task 4 – 30 Marks**

- a) Propose a new campaign for the company based on the customers needs, motivations and values. (8 marks)
- b) Propose a loyalty scheme based on an assessment of the benefits of building a relationship with the customers. (8 marks)
- c) Recommend what further research is required into customer motives to encourage repeat purchases based on an assessment of the current data available. (14 marks)

## **Task 5 – 10 Marks**

Using the Rolfe, G., Freshwater, D. and Jasper, M. (2001) model, critically review the learning that you have undertaken in order to complete this assignment.

Based upon your learning, your reflection should include a description; an analysis and; an action plan in order to bring about improvements in the future.

## Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

## Submission requirements

Answers should be presented in a clear and legible manner, using a report format.

The word count for this assignment is **4000 words**.

## Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?