

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Understanding Consumer Buying Behaviour
Unit Reference Number:	F/506/3148
Level:	Level 1
Credit Value:	1
Minimum GLH:	10

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand consumer needs and wants	1.1 Explain the difference between consumer needs and wants
	1.2 List three examples of consumer needs
	1.3 List three examples of consumer wants
2. Understand the consumer decision making process (DMP) and the consumer decision making unit (DMU)	2.1 Describe the stages in the consumer decision-making process
	2.2 Describe the consumer decision-making unit
3. Understand internal and external influences on consumer buying behaviour	3.1 List three internal influences on consumer buying behaviour
	3.2 List three external influences on consumer buying behaviour