**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 1: Activity 1**

**CLASS ACTIVITY (Module introduction)**

## **What do you already know about consumer and buyer behaviour?**

You may not have studied it yet, but you probably know more than you think.

This activity is designed to explore your knowledge and/or experience of consumer and buyer. Some you may have studied it before; others may have taken part in behavioural research; so, this is your opportunity to capture those learnings and share them with the group.

Your challenge

Write down all the things you already know about the concept of consumer and buyers behaviour. For example, its importance to marketers in the strategy development process; how it affects advertising, promotions, packaging and so on.

Maybe you have learned about it through other marketing or psychology studies. Whatever you know, make some notes here to share and compare:

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