**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 4: Activity 4**

**HOMEWORK ACTIVITY**

## **The importance of post-purchase behaviour**

Keeping the customer satisfied



Watch the video that you will find on this link: <https://youtu.be/fzs0eR40dhU>

Pay particular attention to the STEPPS model that is explained as a framework for understanding consumers’ post-purchase word-of-mouth sharing.

Think about how this model applies to your own behaviours, making notes and giving examples that support your thoughts.

Come prepared to discuss this at the next session.

**S** Social currency

**T** Triggers

**E** Emotions

**P** Public

**P** Practical Value

**S** Stories

*(Image source:* [*https://pixabay.com/en/icon-polaroid-blogger-rss-tumblr-2486501/*](https://pixabay.com/en/icon-polaroid-blogger-rss-tumblr-2486501/)*)*