

## Examiner's Report

Unit Title Buyer and Consumer Behaviour  
Unit Code 5UBCB  
RQF Level Level 5  
Session June 2021

## Comments on Global Cohort Performance

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### Task/Question 1

#### Assessment Criteria:

- 1.4 Explain aspects of contemporary customer behaviour

#### 1. Comments on learners' performance

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Several candidates were unable to define clearly buying behaviour and there were no model of buying behaviour applied.

The major cause of lower marks was the failure to apply the any models that were described. There was no real value in displaying knowledge of the range of buying behaviour models when they were either not applied to the key customer segment or did not cover in any depth the issue of smart phone and social media impacts.

A description of the impact of both social media and smartphone technology was not adequate to achieve the higher grades.

#### 2. Recommendations for learners

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There is no real value in displaying knowledge of the range of buying behaviour models when they are not applied to the key customer segment or did not cover in any depth the issue of smart phone and social media impacts. We are all familiar with the impact of social and smart phones on our lives, but your work here must not simply describe these impacts but use appropriate sources and theory to underpin this.

There are a range of models that might be applied in both B2B and B2C contexts. These include Howard Sheth, EKB, Watson and organisational buyer behaviour models.

#### 3. Quick Tips

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You must apply the models selected to the context and ensure that the question is answered effectively.

## Task/Question 2

### Assessment Criteria:

2.3 Compare how buyer behaviour may differ in the purchase of a service to that of a product

### 1. Comments on learners' performance

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The range of theory applied was interesting and candidates the use of the Servqual model was interesting.

Candidates that focused on defining customer expectations and identifying the contribution made to the business were rewarded.

These issues are often intangible. These intangibles (customer service, innovation, engagement) often don't appear in cost statements and other record keeping, but they are there, and they make a huge difference and answers that dealt with the difficulty of measuring and manage expectations and linking these issues to business performance achieved the highest marks.

If it exists, it can be measured. Some intangibles can be counted, such as customer complaints. Most intangibles are based on attitudes and perceptions and are measured in several ways.

### 2. Recommendations for learners

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Managing customer expectations and the role of customer satisfaction is central to the development if long term loyalty in the customer base. When the successful at this a customer-focused company attracts and retains profitable customers. A highly innovative company develops new and improved products; a company with involved and engaged employees attracts and keeps talent. These intangibles (customer service, innovation, engagement) often don't appear in cost statements and other record keeping, but they are there, and they make a huge difference and answers that dealt with the difficulty of measuring and manage expectations and linking these issues to business performance achieved the highest marks.

### 3. Quick Tips

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Define key terms and apply to context. Use the command words. In this case you were asked to appraise the importance of managing customer expectations to the organisation.

## Task/Question 3

### Assessment Criteria

3.1 Analyse the methods used to gather customer insights research data

#### 1. Comments on learners' performance

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Candidates provided some interesting responses to this question that focussed on the role of marketing research methods and to a lesser extent data – those that focussed on one of the two methods to be considered did not achieve the higher grades.

Better students developed a research plan that covered both methods and demonstrated true understanding of how they worked together.

Qualitative and quantitative research are often presented as two fundamentally different paradigms. Mixed methods research is an approach to inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may involve philosophical assumptions and theoretical frameworks.

The core assumption of this form of inquiry is that the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either approach alone.

Higher marks were awarded to those that linked both the methods and were aware of latest trends in research using digital methods and social listening for example.

The role of customers' digital data to the goal was also appropriate and this was usefully employed by some candidates.

#### 2. Recommendations for learners

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The question focussed on mixed methods research, and this combines both qualitative and quantitative research. Mixed methods research is an approach to inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may involve philosophical assumptions and theoretical frameworks.

A simple list of research methods under the two heading would not achieve a high grade.

#### 3. Quick Tips

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The question asked for an approach to combining both qualitative and quantitative research – answers needed to ensure that both aspects were covered, and the role of mixed methods was central to successful responses.

## Task/Question 4

### Assessment Criteria

#### 4.2 Discuss the effect of post-purchase behaviour on the customers' brand loyalty

### 1. Comments on learners' performance

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Weaker candidates failed to define concepts such as brand loyalty and customer relationships to link customer relationships to the concept of brand loyalty. Both concepts could have been usefully defined from the literature. And the link was important in the awarding of higher marks.

Better candidates used models to help structure their responses and these included the McKinsey loyalty loop. They were able to link these effectively to the organisational context and understood that relationship marketing as that set of activities that go from the creation to the development, from the maintenance to the optimisation of loyal relationships between customers and brands.

### 2. Recommendations for learners

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### 3. Quick Tips

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Make sure these two key terms are defined and then linked effectively.