

**Specification of Competency Standards for the Retail Industry**  
**Units of Competency for ‘Customer Services’**

1. Title	Master consumer psychology and behaviour
2. Code	111332L3
3. Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. Practitioners have the ability to master consumer behaviour psychology and apply general techniques of promoting and selling products / services to facilitate transaction.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the knowledge of consumer behaviour</p> <ul style="list-style-type: none"> <li>◆ Understand the characteristics of individual buyer <ul style="list-style-type: none"> <li>• Cultural factor</li> <li>• Social factor</li> <li>• Personal factor</li> <li>• Psychological factor</li> </ul> </li> <li>◆ Understand the decision making process for buying <ul style="list-style-type: none"> <li>• Buying role <ul style="list-style-type: none"> <li>○ Initiator</li> <li>○ Influencer</li> <li>○ Decider</li> <li>○ Buyer</li> <li>○ User</li> </ul> </li> <li>• Decision making process for buying <ul style="list-style-type: none"> <li>○ Awareness of question</li> <li>○ Data research</li> <li>○ Assessment of plan</li> <li>○ Decision of buying</li> <li>○ Behaviour after buying</li> </ul> </li> </ul> </li> </ul> <p>6.2 Master consumer psychology and behaviour</p> <ul style="list-style-type: none"> <li>◆ Give suitable advice on products / services according to the characteristics of consumers’ psychology and behaviour in order to facilitate customers’ decision of buying</li> <li>◆ Analyse the strengths and weaknesses of competitors’ products / services</li> <li>◆ Master general techniques of promoting and selling products / services</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>◆ Possess a customer-oriented service attitude and ensure that the customers are satisfied with the products and services of the organisation</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>◆ Master consumer psychology and behaviour, and apply general techniques of promoting and selling products / services to facilitate transaction.</li> </ul>
8. Remark	This UoC is adopted from 105078L3.