

Customer Behaviour

The programme is designed to give participants an understanding of behaviour patterns of consumers or customers and specifically looks at the choices that are made between a variety of products and services to satisfy needs, demands and preferences. Some of the areas covered during the programme are:

- Individual factors that influence customer behaviour
- Group factors that influence customer behaviour
- Decision-making relating to customer behaviour
- Physiological motives of consumers
- Emotional motives of consumers
- Economic motives of consumers
- The art of consumer persuasion



COURSE DURATION: 2 DAYS



About the course

SETQAA Accreditation
Services SETA - Decision Number 2072
NQF Level: 5
Credits: n/a

Target Audience

The target audience would typically consist of sales and marketing managers, sales personnel, Marketing practitioners or any person interested in consumer or customer behaviour.

Training Methodology

The methodology is based on interactive learning ie: learners will learn by doing. As with all Quintica training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

Course Outline

This 2 day course will cover the following modules:

Module 1: Introduction to customer behaviour:

- Customer behavioural patterns
- The art of needs satisfaction
- Customer demands and preferences
- Understanding how consumers make choices
- The relationship between marketing, sales and customer behaviour

Module 2: Factors influencing customer behaviour:

- Individual factors that influence customer behaviour
- Group factors that influence customer behaviour
- The power of perceptions

Module 3: Decision-making processes relating to customer behaviour:

- Awareness
- Collecting data
- Evaluation of data
- Making strategic choices
- Decision-based action
- Post-decision evaluation

Module 4: Physiological and emotional motives of consumers:

- The need to physiologically survive
- Sex as physiological motive
- Love & friendship as emotional motive
- Status, prestige & esteem as emotional motive
- Self-actualisation as emotional motive

Module 5: Economic motives of consumers:

- The need for efficiency and economy
- The need for reliability & durability
- The need for convenience & quality
- The need for speed

Module 6: The art of consumer persuasion:

- Creating desire
- Selling product vs selling perception
- Moving customers to decide on 'YES'
- Creating 'brand addiction'

Bookings and Enquiries

Kenya: +254 20 444 2900
South Africa: +27 11 575 4320
UAE: +971 4 426 7303

Email: training@quintica.com