



An Analysis on the Modern Consumer Behaviour

Course Synopsis

Consumer behaviour analysis will be the first to indicate a shift in market trends. WHY? By conducting a consumer behaviour study, a company saves a lot of resources that might otherwise be allocated to produce a product or service that will be obsolete in the marketplace.

This course uses the Modern Consumer Decision Making Journey model to deepen your understanding of the behaviour, habits, and psychology behind the consumer decision-making process. In this course, you will also learn to use the nine-factor framework for research, data collection and analysis, and interpretation of critical consumer behaviour insights from research outcomes.

A blended learning approach is adopted to enhance your ability to use a customer behaviour analysis framework and devise parameters to identify customer characteristics essential to make informed decisions on changes in marketing activities.

Target Audience

This course is suitable for the following audience groups:

(1) corporate marketers who need to deepen their knowledge in consumer behaviour;

(2) young and tech savvy digital native marketers who are looking to build upon their basic knowledge to better engage their customers via another digital marketing platform;

(3) professionals and small enterprise owners who are seeking to make informed decisions to improve in the marketing plans.



Course Code: TGS-2022014181

Course Duration: Day 1, 9am – 7.00pm
Day 2, 9am – 6.30pm
(16 hours of training, 1.5 hour of assessment)

Course Dates: <https://asktraining.com.sg/course-calendar/>

Course Objectives

At the end of the course, you will be able to:

1. Interpret the consumer purchasing journey.
2. Determine multiple consumer profiles of the target consumers through consumer segmentation, including reviewing the characteristics and cultural aspects of target customers.
3. Use the nine-factor framework to develop a research plan consisting of data collection, analysis, and interpretation of critical consumer behaviour insights from research outcomes.

Course Outline

The Modern Consumer Purchasing Journey

- You will learn the concepts of the customer purchasing journey, including the interpretation of the Modern Consumer Decision Making Journey model.

Consumer Segmentation

- You will learn to review and determine multiple consumer profiles of the target consumers through consumer segmentation, including the characteristics and cultural aspects of the targeted consumers.

Analyse Consumer Beliefs and Behaviours at a Granular Level

- You will learn the various types of applied behaviour analysis and use the nine-factor framework for data collection and analysis, including providing key consumer behaviour insights based on research outcomes.

Pre-requisites:

- Age: Minimum 18 years old
- Minimum of GCE O levels academic qualification or Workplace Literacy and Numeracy (WPLN) score: Level 5 for Reading, Speaking, Listening, Writing and Numeracy
- At least 1 year of working experience
- Basic knowledge in business, marketing and be familiar with computer software like Microsoft Excel.

Consumer Behaviour Research

- You will learn to develop a research plan, including reviewing various research standards of excellence and best practices.

Customer Identity and Access Management (CIAM)

- You will learn the importance of the application of CIAM.

Course Fees & Schedule

Full Course Fee: \$1200 + \$96 (8% gst) = \$1296 (Inclusive of gst)

Company Sponsored

- Absentee Payroll applicable for both SMEs & Non-SMEs
 - For course commencement Jan 2022, absentee payroll funding is \$4.50 per hour capped at \$100,000 per enterprise per calendar year

Self-Sponsored

- Skillsfuture Credit is eligible for Singapore Citizens aged 25 and above.
- Singaporean aged 17 to 30 may use PSEA (Post-Secondary Education Account) for fee payment.
- You may use U-tap to defray 50% of the unfunded course fee, capped at \$250/year. NTUC members aged 40 and above can enjoy higher funding support up to \$500/year for courses attended between 01 April 2022 to 31 March 2023. Sign up <https://ntuc.co/ask-edm>

Company Sponsored			Self-Sponsored	
SME	Non-SME		All Singapore Citizens and PRs aged ≥ 21 Years (50% of course fees)	Singapore Citizens Aged ≥ 40 Years (70% of course fees)
Singaporean & PR (70% of course fees)	Singaporean & PR (50% of course fees)	Singaporean aged ≥ 40 (70% of course fees)		
\$360 + \$96 (gst) = \$456	\$600 + \$96 (gst) = \$696	\$360 + \$96 (gst) = \$456	\$600 + \$96 (gst) = \$696	\$360 + \$96 (gst) = \$456

Trainees are entitled to the training grant when they meet 75% of the training attendance and pass the requisite assessment.