

Observation of Buying Behaviour

Product Choices:

- Cough or cold medicine
- Frozen dinner/entree
- Footwear
- Shampoo
- Interior house paint
- Pain reliever medication
- Small household appliance or power tool
- Athletic equipment
- Clothing

Assignment Directions:

- ☐ select an item from the list above
- ☐ go to any retail store that sells this product
- ☐ observe the manner in which customers make their purchase decision, spending AT LEAST 10 minutes watching how people approach, look at, compare and make their purchase decision
- ☐ you are NOT to communicate or interact with the people you are watching
- ☐ following the observation you will create a report detailing your findings

Report Content:

- indicate the store in which the observation took place and the date and time you were there
- describe the purchasing behaviour of the consumer who spent the longest time in this process. What exactly did the consumer do? Describe the buyer's interaction with the product, the store environment and other customers.
- describe the purchasing behaviour of the consumer who spent the least amount of time in this process. Include the same element as described in part (b)
- describe the purchasing behaviour of what is believed to be the "typical purchaser" that was observed. Consider the same elements as listed in part (b)

Date Due: _____

QUICK-LOOK MARKING --Observation of Buying Behaviour

	Level 4	Level 3	Level 2	Level 1
Comm /10 Formatted, organized and proof-read	· excellent effort	· good effort	· mediocre effort	· minimal effort
Appl /15 Customer details and behaviour analysis	· excellent detail & thoughtfulness	· average detail & thoughtfulness	· below-average detail & thoughtfulness	· insufficient detail & thoughtfulness