IQM4006

LEVEL 4 · SAMPLE ASSESSMENT

INTO QUALIFICATIONS

Marketing and Consumer Behaviour

Consumer behaviour analysis report and presentation

Candidate assessment pack

Assessment
IQM4006 A2

Sample set
2026-S

Status
SAMPLE ASSESSMENT

Total marks
100 per component (A2A and A2B)

Release timing
at coursework release

About this sample assessment

Two linked individual components using the same selected product/context: A2A report (40% of module) and A2B presentation (10%). A2A assesses LO2, LO4, LO5. A2B communicates key findings and recommendations from A2A.

Instructions for candidates

Complete both individual components using the same approved product, service or brand context. A2A is the written report; A2B is the related presentation.

A2A report

- Submit an individual professional report of 1,500–2,000 words, excluding references and appendices.
- Analyse how consumers make purchasing decisions in the selected context. Apply relevant consumer behaviour theories and a recognised five-stage decision-making model.
- Discuss consumer motivations, attitudes, perceptions and learning; psychological, social, cultural and personal influences; and consumer or market research evidence, including its limitations.
- Evaluate relevant ethical and cultural implications and develop realistic, evidence-based marketing recommendations.
- Use a clear report structure: introduction and context/target consumer; theory and decision journey; influences; research findings and limitations; ethical/cultural evaluation; recommendations; conclusion; accurate Harvard-style in-text citations and a complete reference list.

A2B presentation

- Deliver an individual digital presentation lasting 8–10 minutes, using no more than 10 content slides. The title slide and reference slide(s) do not count toward the limit.
- Present the most significant findings and evidence-based recommendations from the same context as A2A. Prioritise the evidence rather than reproducing the report; acknowledge sources with Harvard-style slide citations and references.
- A short audience-question period may follow. It is outside the 8–10-minute presentation time and carries no separate marks. Questions are used to check your understanding of the concepts, evidence and recommendations.

Permitted materials and assessment conditions

- A2A is open-resource coursework. You may use consumer/market research evidence and credible Harvard-referenced sources. Tables, charts and visualisations may be planned, but the substantive assessed content must be your own. No calculator is required.
- A2B is open-resource preparation and live assessment. You may use consumer research evidence, Harvard-referenced sources and visual materials. Presentation notes may be brought but should not be relied upon. No live external assistance is permitted; no calculator is required.
- The centre must record and securely retain the summative oral presentation and any assessed questions for marking and moderation under current retention requirements.

Generative AI use: Level 2 — Planning

- You may use generative AI for planning only: for example, to brainstorm initial ideas; suggest an outline, headings, research questions or work plan; plan tables, charts or presentation sequence; manage time; or summarise sources you independently located for orientation. You may request general feedback on the clarity and organisation of an outline you wrote. Check and verify any AI-assisted information.
- You must not use AI to select the assessed context, target market, theories, evidence or marketing strategy; produce your analysis, interpretation, evaluation, conclusions or recommendations; create substantive report or presentation content, slides or speaker notes for submission; invent or alter data, sources or references; or present AI-generated analysis as your own. Do not use unverified AI-generated citations or references.
- You are responsible for independently selecting, reading and evaluating sources; verifying factual claims, data and presentation content; and producing all assessed analysis and judgement yourself. Retain evidence of planning and AI use where required, and acknowledge/disclose AI use in line with institutional requirements.

Assessment context and task

For this sample, use the fictional TideTurn lunch container context and the supplied A1 market snapshot reproduced below, together with the additional synthetic research in this pack. In an approved live assessment, use the context and evidence identified in the approved brief.

Supplied market snapshot from A1

- Product context: TideTurn is a reusable insulated lunch container made from recycled stainless steel by a small UK social enterprise. It costs £24 and is sold through its own online store and four independent shops. No lifecycle study is supplied; the supported environmental fact is that the steel is recycled. No customer-level data may be collected without clear consent.
- Survey (N=120): 72 respondents were aged 18–34 and 78 said they would consider a reusable lunch container. Reported purchase barriers were price (46%), cleaning effort (31%) and uncertain leak resistance (28%).
- Survey limitation: this was a convenience survey, not a representative national sample. The percentages describe these respondents and may overlap.
- Current customer interviews (N=8): commuters want leak protection; students want a lower entry price; buyers distrust broad sustainability claims.
- Competitor notes: basic plastic containers cost £8–12; premium steel lunch containers cost £28–35. The supplied notes say several competitors make “eco-friendly” claims without evidence.

Additional Synthetic Research

Intercept data

Intercepts N: 80

Participants Who Saw Product Demo: 40

Demo Group Added To Cart: 14

Comparison Group (40 participants) Added To Cart: 8

Participant Quotations

I need to know if it fits my bag

I don't want another thing that is hard to wash

If you say sustainable, show me what that means

Limitations: Convenience intercept; non-random groups; demo exposure not blinded; add-to-cart is not a purchase. Do not claim causal or population-level effects.