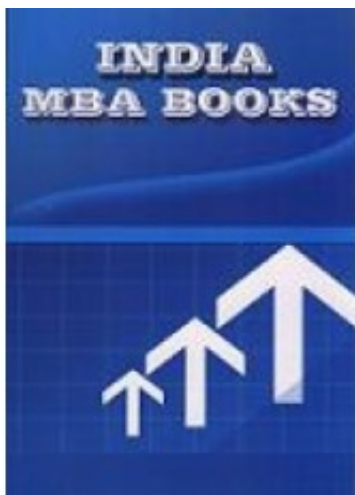


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PREVIEW OF CHAPTERS SYLLABUS

Retail Shoppers' Behaviour

Unit - I

Shopper Behaviour: Introduction, Concepts & Techniques for Understanding the retail dynamics of customer buying behaviour process.

Unit - II

Model of retail consumer behaviour, personal, social and cultural influences on the customer and understanding customer needs and motives.

Unit - III

Relevant theories of personality, perception and motivation, customer buying roles.

Unit - IV

Stages in retail buying decision process such as information search, alternative evaluation, brand choice, post purchase dissonance, brand loyalty and motivation.

Unit - V

Market research – A tool for understanding retail markets consumers, research prior to setting up a retail store & research after setting up a Retail Store.

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