Discuss the buyer decision making process.

1. Answer any FIVE out of the following.

(a) What are your requirements?
(b) What are their requirements?
(c) Who are your customers?

2. Explain the different techniques for retail shoppers.

3. What factors determine the retail consumer behavior?

4. Define Personality.

5. Explain about customer buying roles in retail marketing?

6. What is the impact of self concept in consumer behavior?

Customer as a fashion retailer?

What satisfaction will you offer to your industry. Under such circumstances, this path of ultra-compareable apparel and fashion knowledge on the above and wish to move towards a start-up apparel business. You have in-depth assume yourself as an entrepreneur interested in

Questions:

Company's relationship with them. To further improve the customers' interests to further improve the know how to use their knowledge of those industries. Loyalty of those customers they have in-depth and support after purchase. Finally, at a time confirmation of products, or specific help services as well as individual advice and assistance in whatever is individual advice and assistance — areas of the market mix of retail companies — assistance, before a sale, during a sale and...
7. Sales person’s behaviour can impact buyers. Explain.

8. Explain the changes in the Indians shopping behaviour with suitable examples?

PART B — (5 × 10 = 50 marks).

Answer any FIVE out of the following.

9. Elaborate on various consumer behaviour models.

10. Write a detailed note on the retail shoppers behaviour.


12. What is the effect of cross environmental, social and cultural influence on Indian shoppers?

13. Explain the evaluation criteria and decision rules used by consumers to make their choice?

14. Give a detailed Opinion on Consumer Rights and Indian Consumers’

15. Suggest strategies for marketers to capture the lifetime value of retail shoppers

16. Explain about retail shoppers’ communication?

PART C — (1 × 20 = 20 marks)

Case Study – Compulsory

17. Retail profitability is steadily moving away from commodities to customers. This trend will define tomorrow’s businesses in a way that will fundamentally change the apparel business. Successful apparel businesses will no longer be ones that generate large footfalls, have good service and great merchandising these features will be industry standards that everyone will follow. Competitive advantage will be provided by leveraging the biggest asset of all-the customer.

Fashion houses and retailers will be able to build a two-way relationship with customers that create strong switching costs. The traditional response to retaining customers has been to go in for year-round sales or special offers. But tomorrow’s customer-driven economy will necessitate differentiating your business from everybody else’s in a fundamentally unique way. First, as stores of organised retailers become increasingly similar, consumers feel a greater need for social contact and individual customer service. Second, the increasing social emphasis on the individual requires special solutions tailored to meet individual needs and desires.

The Indian apparel market is no longer a mass market that a company can serve in standard way. This will increasingly get even more fragmented with customers demanding that they be treated as individuals and provided with the appropriate