What is brand loyalty?

Describe the benefits of culture.

What is culture?

Explain various aspects of evaluation and growth.

Discuss the reason for the marketing research.

Buyers' behavior.

What are the major influences on business personality?

What is personality?

Explain about social motives of shopping.

Behavior in recession situation.

Discuss about "Understanding shoppers".

Answer any five questions.

PART A — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

RETAIL SHOPPERS' BEHAVIOR

Retail Management

Fourth Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014

MBKM 4001
PART B — (5 × 10 = 50 marks)
Answer any FIVE questions.

9. Describe the main methods used by retail businesses to maintain and increase customer loyalty.

10. Explain various factors affecting consumer behaviour.


12. Write short notes on post purchase dissonance. How Do Consumers Reduce Post Purchase Dissonance?

13. What are the factors to be considered by retailers before choosing a product for their cart or kiosk operation?

14. Discuss about Consumer Buying Decision Process with an example.

15. Define Motivation. Which factors outweigh others in maintaining productive attitudes on the retail Job?

16. Explain about Trait Personality Theory.

PART C — (1 × 20 = 20 marks)
Compulsory

17. Case Study:
Shoppers Stop is one of the first retail chains started in India in 1991 by the Raheja Group. It now boasts of 27 retail outlets across the country and is one of India’s largest retail chains, having expanded from apparel and accessories to home furnishings and books under the Home Stop and Crossword Brands. Other Brands under the Shoppers Stop umbrella are MotherCare, Desi Cafe, Brio, Nuance, Arcelia, Timezone and Hypercity.

Executives at the Shoppers Stop Group noticed their sales falling into the 80:20 pattern with loyalty card customers despite being only 15% of the base contributing over 70% of the revenues of Shoppers Stop. The Group realized that since they have data on loyalty card holders, if they could understand who the customer really is, what she buys. When she buys and why, they may be able to fine-tune their offerings to provide the customer a better experience and increase their share of wallet.

(a) Suggest a better method to understand retail consumer’s behaviour.
(b) Explain the problems existed in the above method.