

Course Name : Overview of consumer behaviour in Retail

Faculty Coordinator : Mr. Vidhu Sekhar P

Course Duration : 12 Hours

Mode : Hybrid

Eligibility : 12th Standard & above

Course Fee : Rs. 2000 (Including GST)

Dates of commencement : 17th to 24th April 2023

Subject Aim

“Overview of Consumer Behaviour in Retail Management” can provide students with the knowledge and skills needed to develop effective marketing strategies in a retail environment. They will be able to analyse consumer behaviour, design retail spaces, develop marketing campaigns, and build stronger customer relationships. These skills can be applied to a wide range of industries, making this course highly relevant and valuable.

Learning Outcome**Knowledge**

- Participants will gain a comprehensive understanding of consumer behaviour, including the psychological, social, and cultural factors that influence consumer decisions. This knowledge can help them make better marketing decisions in a retail environment.
- They will be able to analyse the various stages of the consumer decision-making process, from problem recognition to purchase decision. This can help them understand how to develop marketing strategies that target consumers at each stage of the decision-making process.
- Participants will learn about the impact of the retail store environment on consumer behaviour, including store layout, design, and atmosphere. This knowledge can help them design retail spaces that are more appealing to customers.
- They will learn how to use customer relationship management (CRM) strategies to better understand and cater to the needs and wants of their customers. This knowledge can help them develop more effective marketing campaigns and build stronger customer relationships.

Skills

- Participants will learn how to conduct market research to gain a better understanding of the needs and wants of their target market. This skill can help them develop more effective marketing campaigns and better serve their customers.
- Participants will learn how to use customer relationship management (CRM) strategies to better understand and cater to the needs and wants of their customers. This skill can help them build stronger customer relationships and increase customer loyalty.