

Retail Shoppers' Behaviour SOLVED NOTES EBOOK CHAPTERWISE



Brand:
Product Code: ebook54
Weight: 0.00kg

Price: Rs500

Short Description

Retail Shoppers' Behaviour SOLVED NOTES EBOOK CHAPTERWISE

Description

Retail Shoppers' Behaviour SOLVED NOTES EBOOK CHAPTERWISE

Product Details: Retail Shoppers' Behaviour SOLVED NOTES EBOOK CHAPTERWISE

Format: EBOOK DOWNLOAD IN FEW HOURS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Edition Description: 2018-19

Pages : 250+

RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS

1. DOWNLOAD EBOOK WITH NOTES CHAPER WISE

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 retails markets consumers, research prior to setting up a retail store & research after setting up a Retail Store.

Details

1. Pdf book chapter wise

2. Detail chapter wise quality notes

3. Ready to print

4. Download in few hrs or 24 hrs

5. Huge selling