



## IMT- 82

### RETAIL SHOPPERS BEHAVIOUR

#### Notes:

- Write answers in your own words as far as possible and refrain from copying from the text books/handouts.
- Answers of I<sup>st</sup> Set (Part-A), II<sup>nd</sup> Set (Part-B), III<sup>rd</sup> Set (Part – C) and Set-IV<sup>th</sup> (Case Study) must be sent together.
- Submit the assignments in IMT CDL H.O. along with the assignments Question Papers for evaluation .
- Only hand written assignments shall be accepted.

**A. First Set of Assignments**

5 Questions, each question carries 1.5 marks.

**B. Second Set of Assignments**

5 Questions, each question carries 1.5 marks.

**C. Third Set of Assignments**

5 Questions, each question carries 1.5 marks. Confine your answers to 150 to 200 Words.

**D. Forth Set of Assignments**

Two Case Studies : 7.5 Marks. Each case study carries 3.75 marks.

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#### SECTION - A

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- Why is bulk breaking considered the main function of the retailer? Why do manufacturers find it convenient to sell their products through retailers?
- (a) Comment on the challenges to food and grocery retailing in India.  
(b) Which is the largest segment in organized retailing in India? What are the various formats in this segment?
- (a) In what ways the knowledge of consumer behaviour is useful in the success of retail strategies?  
(b) What are the basic elements of psychographic profiling?
- What are VALS consumer profiles? Do you think the knowledge of VALS applicable to the Indian Market?  
Give reasons for your answer.
- Describe the customer buying decision process. Comment on the different triggers before a purchase takes place.

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#### SECTION - B

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- Discuss the process of segmentation by retailers. Which geographic and demographic variables should a hypermarket like Auchan consider while segmenting its markets .
- What are different types of buys in retailing? Briefly state the different type of customers a retail salesperson may face.
- Write short notes on:
  - Mall
  - Online retailing
  - Difference between B2B and B2C businesses
- (a) What are the different levels of decision when deciding a store location?  
(b) Briefly explain the points to consider while devising a Space Mix.
- (a) What are Planograms?  
(b) What are the different types of Layout Designs?

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## SECTION - C

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1. Explain the different sales closing techniques. What do you mean by post-closing?
2. What are the different phases of customer service? What do you understand by customer loyalty, customer satisfaction and customer delight?
3. Discuss the importance of CRM. Comment on the importance of Data Warehousing in retailing.
4. What are the key elements of Retail atmospherics? What is the role of Atmospherics in Retail Strategy.
5. (a) The advertisement of Sunfeast biscuits and the retailer selling the same will be different. Discuss why it is so.  
(b) What are the sales promotions that an Apparel Retailer can use?

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## CASE STUDY - 1

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### Milan Saree Centre

Milan saris and dress shop was started by Mr. Nagjibhai Shah 25 years ago at the Ambedkar Chowk. It was a low profile retail venture. Today, Milan is a prominent landmark in the station area of Thane, Maharashtra. Pravin, son of Mr. Nagjibhai, changed the layout of the small shop about 10 years ago. Milan was turned into an exclusive saris shop and fast emerged as speciality retail.

Milan's working hours are from 9 am to 9 p.m and it has an off day on Monday. They accept credit cards and also have the home delivery scheme. Accessibility is still a problem, but as one enters, one is amazed by the length and depth of the variety of goods at display. Being positioned as an exclusive saree shop Milan carries the comprehensive range of saris from highly premium to regular everyday wears.

The store holds a wide range of saris and also trendsetters for exclusive sarees. Exhaustive ranges, plush interiors, and warm service with personal attention have made Milan a favourite among Thaneites for a long time. They also provide dry cleaning of silk saris to prevent any damage of the material and ensure a long life for the exquisite garment. Milan's success initiated the opening of several other shops of its kind in the city.

### Questions

1. Describe the store format of Milan Saree centre.
2. List the customer service dimensions addressed by this store.
3. Discuss the retail marketing mix of Milan Saree centre.

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## CASE STUDY - 2

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The retailing success of Sarvana stores in comparison with Shopper's Stop is considered one of the distinctive retail successes in modern times. Shopper's Stop has outlets in all major cities and a total floor space of over 2,25,000 sq.ft. Its outlets are air conditioned, well maintained and having inviting store displays. Their advertising campaign is considered to be one of the best in the industry and the staff is well dressed and articulate. They have good loyalty programmes, and their service is reasonably quick and efficient.

On the other hand, Sarvana stores have only one outlet in Chennai, consisting of three divisions. It has a lower middle class clientele and a total space of around 25000 sq ft. The exterior of the store has not even been white washed for many years. There is a huge crowd round the clock. Goods are piled on top of one another or displayed along the wall. Signboards within the stores have a slightly peremptory note: for example, 'Trials not allowed' or pay money at the counter only. The staff is dressed in untidy uniforms, and courtesy towards customers is not expected from them. Billing and delivery can take almost 20-25 minutes.

Shopper's Stop has a total turnover of Rs.160 crore. Sarvana Stores has a total turnover in excess of Rs 600 crore-earned from 20,000 customers per day.

Sarvana in Chennai basically targets daily wage earners or govt. employees. Many of them have roots in villages or small towns. For them environment around Shopper's Stop does not seem very inviting.

**Questions**

1. What is the role of factors like store layout, atmospherics in case of Sarvana Stores.
2. In spite of doing everything right for retailing success, why does Shopper's Stop not seem inviting to customers of Sarvana.