

## **Retail Stores: Understanding Retail Customers Behaviour**

Do you know consumer behaviour changed with the industrial revolution?

Do you know how to apply industrial revolution to optimise your business?

### **Introduction**

Studies of customer behaviour in retail stores usually deal with the identification of customers and their buying behaviour patterns. Such studies aim to ascertain who buys where, what, when and how. In addition, such studies endeavour to learn about customer response to sales promotion devices. The results of these studies are useful in the solution of an array of marketing problems. Understanding consumer behaviour has become one of the important elements of a marketing strategy, which enables marketers to understand and predict consumer behaviour in the effort to increase the chances of being successful in the market.

### **Program Objectives**

This program aims to:

- Ascertain who buys where, what, when and how
- Learn about responses to sales promotion devices

### **Learning Outcomes**

After completing this program, participants should be able to:

- Understand how consumer behaviour in retail stores
- Understand how customer learn, choose and purchase in a retail store
- Plan strategies for sales in retail stores
- Increase sales and profit through an effective sales strategy

### **Who should attend?**

First-line management, middle management, and anyone who wish to acquire in-depth knowledge in a retail store and consumer behaviour

### **Methodology**

Case studies, forum discussion, role-play, presentations, gamification

## Program Outline

Time	Day One
9.00am– 10.30am	<p><b>Understand the Concept of Retailing Consumer Behaviour</b></p> <p>In this initial module, the participants would learn the fundamental of retailing consumer behaviour. The participants would understand the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services and payment methods including the purchase experience.</p>
10.30am-11.00am	<p><b>Morning Break</b></p>
11.00am-1.00pm	<p><b>Market Segmentation and Strategic Targeting for in Retailing</b></p> <p>In this module, participants would identify bases for segmentation and determine the important characteristics of each market segment. Then, in strategic targeting the participants would evaluate potential and commercial attractiveness of each segment. The participant would need to select one or more segments. Then, the participants would learn tips to develop details of product positioning for the retailing.</p>
1.00pm-2.00pm	<p><b>Lunch</b></p>
2.00pm-3.30pm	<p><b>Personality and Consumer Behavior in Retailing</b></p> <p>In this module, the participants would understand the inner psychological characteristics that reflect how a person reacts to his environment. In this module, the participants would learn to create different strategies to address different consumer personalities.</p>
3.30pm-4.00pm	<p><b>Tea Break</b></p>
4.00pm-5.00pm	<p><b>Retailing Customer Motivation</b></p> <p>In this module, the participants would learn factors motivate consumers to purchase and the intention to purchase. In this module, the participants would also learn the decision-making process of a consumer, especially with the influence of the industrial revolution.</p>
Time	Day Two
9.00am– 10.30am	<p><b>Consumer Perception and Learning in Retailing</b></p> <p>Consumer perception and learning play an essential role in decision making. The participants would learn factors that influence consumer perception, including the advertisements, the exposure, image and branding. Besides, the participants would learn the process of learning</p>

	especially in new product and services in retail.
<b>10.30am-11.00am</b>	<b>Morning Break</b>
<b>11.00am-1.00pm</b>	<p><b>Consumer Attitude Formation and Change in Retailing</b></p> <p>In this module, the participants would understand the construct of attitudes. The values, beliefs, the perceived norms and perceived behavioural control are the elements that would be shared in this module as the fundamental of behavioural change in retailing.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch</b>
<b>2.00pm-3.30pm</b>	<p><b>Behavioural Economics and Nudging for Retailing.</b></p> <p>In this module, the participants would learn the fundamental of behavioural economics and how to apply to nudge in forming the “desired” consumer behaviour. The participants would have a practical session to design behavioural nudging strategies for their workplace.</p>
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<p><b>Big Data Analytics and Marketing Strategy in Retail</b></p> <p>In this module, the participant would learn the fundamental of big data analytics and the application of Hadoop as the tools to manage big data. The participants would understand the role and the principle of big data that includes the 6V principle - volume, variety, velocity, veracity, variability and the volume.</p>