TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL-111**
Course Title	**:**	**RETAIL CONSUMER BEHAVIOUR**
Assignment Code	**:**	**BRL-111/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the steps involved in retail consumer buying process? Write a note explaining the consumer buying cycle in retail industry. **(10)**

2. Why is product quality and pricing a barrier in building loyal customers? Explain. **(10)**

3. Briefly explain the role of post purchase evaluation and satisfaction in retail shopping. **(10)**

4. "More and more retailers are using social media for promoting their products and services". Discuss. **(10)**

5. How can retailers use AI and machine learning to improve customer segmentation and personalize marketing strategies? **(10)**

6. What are the differences between RFM analysis and Customer Lifetime Value (CLV), and how do retailers use these models to target potential consumers? **(10)**

7. How does store layout influence consumer navigation, product discovery, and purchase decisions in a retail environment? **(10)**

(B) Essay Type Questions

8. Discuss the impact of online reviews and ratings on consumer decision-making and buying behaviour. Explain how positive and negative reviews influence consumer perceptions, trust, purchase intentions, and brand loyalty, with suitable examples. **(15)**

9. a) State the factors influencing impulsive buying behavior of a consumer. **(8+7)**

b) What are the ethical considerations and practices in retailing? Explain.

1. What are the steps involved in retail consumer buying process? Write a note explaining the consumer buying cycle in retail industry. (10)

Answer

Consumer buying in retail is a decision process, not merely the act of paying at a counter. A shopper normally passes through need recognition, information search, evaluation, purchase and post-purchase assessment. These stages form a consumer buying cycle because experience from one purchase shapes the next. The time spent at each stage depends on product value, urgency, perceived risk, prior experience and the availability of alternatives. Buying a packet of milk may be almost automatic; selecting a refrigerator may involve several store visits and online comparisons.

Need recognition

The process starts when a consumer notices a gap between a present condition and a desired condition. Internal triggers include hunger or a need to replace worn shoes; external triggers include advertising, seasonal changes, a friend’s recommendation or seeing a product displayed. Retailers can respond through useful assortments, clear signage and timely communications, but responsible marketing should help customers identify genuine needs rather than manufacture anxiety.

Information search

A shopper next gathers information from memory, family, store staff, brand websites, online reviews, demonstrations and competing retailers. For routine purchases, familiar brands may make this stage brief. For unfamiliar or expensive goods, the customer considers specifications, warranty, delivery, return policy and after-sales service. An effective retailer makes accurate information accessible across the store, website and customer-service channels. A salesperson who explains a product honestly reduces uncertainty and search costs.

Evaluation of alternatives

Consumers compare shortlisted options by price, product quality, reliability, suitability, convenience, design and brand reputation. Evaluation is not purely mathematical: emotions, habit, social influence and perceived value also matter. A family shopping for a washing machine may weigh electricity consumption, capacity and servicing against the initial price. One consumer may prioritize affordability while another prioritizes a long warranty. Retailers can support an informed comparison using transparent prices, product demonstrations and meaningful, rather than misleading, promotions.