

Business Management Department Session2024-2025 (Sem-IV)			
Subject: RSB		Load: L-3, P-2	
Month	Week	Lectures	Topic
Jan	1	1	Unit-I: Defining retail shopper behavior,
		2	need for studying retail shopper behavior
		3	need for studying retail shopper behavior
		4	distinction between buyer and consumer
		5	understanding retail consumer through research process
	2	1	understanding retail consumer through research process
		2	consumer segmentation
		3	targeting and positioning
		4	segmentation and branding
		5	UNIT II Customer Buying Decision Process
Feb	1	1	Stages of consumer buying decision process
		2	Stages of consumer buying decision process
		3	Problem recognition
		4	Problem recognition
		5	search and evaluation
	2	1	purchasing processes
		2	post purchase behavior
		3	models of consumer decision making
		4	Revision
	3	1	1st sessional test
		2	1st sessional test
		3	1st sessional test
		4	UNIT III Environmental Influences on Retail Consumer Behavior
		5	Factors influencing the retail consumer behaviour
	4	1	Factors influencing the retail consumer behaviour
		2	Social, Cultural, Psychological, Personal Influence of situational variables on shopping behaviour
		3	Social, Cultural, Psychological, Personal Influence of situational variables on shopping behaviour
		4	Physical setting, Social setting
March	1	1	Physical setting, Social setting
		2	behavior of rural retail shopper, rural markets
		3	behavior of rural retail shopper, rural markets
		4	UNIT IV Consumer Demographics Retail
		5	Consumer as an individual: Personality and self concept
	2	1	Consumer as an individual: Personality and self concept
		2	consumer motivation
		3	consumer perception
		4	Revision
	3	1	2nd sessional test
		2	2nd sessional test
		3	2nd sessional test
		4	Consumer attitudes and changing attitudes
		5	Consumer attitudes and changing attitudes
	4	1	consumer learning and information processing
		2	Retail Shopper Profile Analysis
		3	Retail Shopper Profile Analysis
		4	UNIT V Consumerism and Ethics Roots of consumerism
		5	Consumerism and Ethics Roots of consumerism
April	1	1	consumer safety
		2	consumer information
		3	consumer responsibilities
		4	marketer responses to consumer issues
	2	1	marketer responses to consumer issues
		2	marketing ethics towards consumers
		3	marketing ethics towards consumers
		4	Revision
	3	1	Revision
		2	Revision
		3	Revision
		4	Revision
	4	1	3rd sessional test
		2	3rd sessional test
		3	3rd sessional test
		4	Revision
		5	Revision
	5	1	Revision
May	1	1	Revision
		2	Revision

