



ANALYSIS OF CUSTOMERS And Their Purchasing Behavior

Course Introduction:

Customer behavior analysis is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing.

Course Objectives:

To achieve the course, students should meet the following learning objectives with no or only minor mistakes or errors:

- Demonstrate an understanding of the theories and models of consumer behavior.
- Apply theoretical models of consumer behavior to real world business problems.
- Describe how consumer behavior patterns can be used to effectively identify and target market segments.
- Demonstrate an understanding of simple models of behavioral economics.
- Describe how these models can be used to explain and predict consumer behavior.

Who Should Attend?

This program is designed for all those who are involved in Sales and Marketing Management.

Course Outline:

- Introduction to Consumer Behavior
- Preliminary Assignment due
- A Consumer Society
- Preliminary Assignment Due
- Behavioral Economics – Explaining the seemingly irrational
- Shopping, Buying, Evaluating – Individual Decision Making
- Mandatory Mid-term Assignment
- Perception and Self
- Motivation, Values, and Lifestyles
- Mandatory Mid-term Assignment Due
- Learning and Memory
- Attitudes and Attitude Change
- Group Influences and Opinion Leadership
- Family Structures, Social Class

- Culture and Consumer Behavior
- Comprehensive Review

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session