



ST. JOSEPH'S DEGREE & PG COLLEGE
DEPARTMENT OF BUSINESS MANAGEMENT
ACADEMIC YEAR 2020-21
I INTERNAL ASSESSMENT TEST- MAY 2021.

Subject Name/Course:- CB

Course code: 408

Date:- 23-6-21

Student roll no 121418 408020 Student name: Abbas Ali

Program:- BBA section: IT semester: VI

11) There are 4 types of decisions a consumer can make:-

→ Complex buying behaviour: Complex buying behaviour is encountered when consumers are buying an expensive product. In this type of transaction consumers are highly involved in the purchase decisions. Consumer will research thoroughly before commit to invest.

Eg: Consumer behaves different when buying a expensive product or when the risk of buying a product is high.

Eg: Buying a car



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→ Dissonance - reducing buying behaviour:

In Dissonance reducing buying behaviour consumer involvement is very high. This might be due to high price and infrequent purchase or there might be low availability of choices with less infrequent purchase. significant differences among brands. In this type, a consumer buys a product easily.

Eg: Consumer buying a collapsible table for camping.



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→ Habitual buying behaviour: This type of product decision is observed when a consumer has low involvement in a purchase decision. In this case the consumer is perceiving only a few significant differences between brands.

Eg. Buying everyday products like salt, sugar, bread. These decisions don't need information regarding purchases.

→ Variety seeking buying behaviour: In variety seeking buying behaviour, consumer involvement is low. There are significant differences between brands so here consumer do a lot of



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brand switching. # The cost of switching products is low and consumer might be tempted to try new products just because of curiosity. Consumer will buy different product just for to seek novel variety.

Eg: A customer buying cookies will choose without putting much thought in it but after while purchasing cookies next time he will select a different brand of cookies just to try different brands.



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Program:- BBA section: IT semester: VI

12) Consumer decision making process:-

i) Problem Recognition: In problem recognition, the consumer recognizes a problem or need or want. The buyer recognizes a difference between his actual state & some desired state.

It can be due to internal Sⁱ stimuli like: hunger, thirst etc.
or External Stimuli: Eg advertising, word of mouth.



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ii) Information Search: This step starts the movement a need is recognized. It is a deliberate attempt to gain appropriate knowledge about products, information about brands and their characteristics and knowledge of stores from where to purchase the goods is gained. Once optimum amount of information is obtained, a proper choice can be made. Information Search can be:

Internal	Passive	Hedonic Search
External	Active information	Utilitarian Search



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iii) Evaluation of alternatives: Evaluation of alternatives

is the third stage in consumer buying Decision process.

During this stage consumer evaluate all of their products / Services and brand options on scale of attributes which have the ability to deliver the benefit the consumer is seeking.

Every single Brand represents the alternative, the consumer will choose from.



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iv) Purchase decision: In this stage, the consumer prefer one, the most promising brand out of several brands. The former stage helps consumers evaluate various brands in the choice set. The brand that offers maximum benefits or satisfaction is preferred. Purchase decision maybe based upon Brand Decision, Vendor, Quality decision, Timing Decision and Payment Decision.



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*V) Partial purchase Behaviour: Consumer buys the product with certain expectations, but after consumption of the product there is guarantee of complete satisfaction. There is always possibility of variation between expected level of satisfaction and actual satisfaction. His subsequent behaviour is influenced by degree of satisfaction / dissatisfaction. His future behaviour is based on upon partial purchase this satisfaction / dissatisfaction.



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B.)

MASLOWS Hierarchy of needs

- i) Physiological needs: There are biological requirement for a human survival eg Air, water, drink, food, sex, clothing etc. If these needs are not satisfied the human body cannot function properly. These are the most important needs.
- ii) Safety needs: Once physiological needs are satisfied, the need for security & safety become salient.



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People want order & predictability in their lives.

Eg: & Emotional Security, financial security, Physical security.

iii) Love & belongingness needs: After physiological & safety needs, love & belongingness needs need to be met.

Belongingness refers to a human emotional need for interpersonal relationships, a feeling of being in group.



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- 4) Esteem needs: These needs include self worth, accomplishment & respect. It can be divided into two categories (i) esteem for oneself (ii) The desire for reputation or respect from others. The need it is more important for young children.
- 5) Self actualization needs: This refers to the realization of person's potential, self fulfillment, seeking personal growth & peak experiences. It is a desire to see accomplished



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everything one can, to become the most the one can be



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14) FREUD'S theory of motivation

Freudian motivation theory says that unconscious psychological forces, such as hidden desires & motives shapes an individual behaviour, like their purchasing patterns.

Pre Freud believed that human psyche can be broadly divided into conscious & unconscious mind:-

EGO: EGO represents conscious mind and is composed of perceptions, thoughts, memories and feelings.



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10. The unconscious mind is the Id which includes all instincts and psychic energies that existed since birth and is biologically determined. Sometimes customs behaviours are driven by unconscious motives.

Super Ego: Super ego represents the traditional ideas and morals of a society. It acts as a conscience and tries to curb the impulses that arise out of id.



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Superego forces the ego to do things that are according to the morals of the society. People do not act on every impulse since there is a conscience that suppresses certain thoughts.