

Assignment no. 2

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How do the buyer's characteristics influence the buying behaviour of Asian and European consumers. Compare and Contrast.

In Asian countries like Bangladesh, Pakistan. Majority of people are dependent to buying that product that have integramt features and good. We know that this is 21<sup>st</sup> Century and the competitions become increase in all over the world. The buyer's want that the product they buy is well and attractive.



Consumer behaviour in Asia provides an invaluable guide to Western Companies seeking to maximize their marketing success in Asia.

For instance somebody believes that Samsung phones are best. He doesn't compare it with other companies e.g. Infinix, Vivo etc because Samsung is a brand. He doesn't care if he has to pay more for it. This aspect justifies his strong belief.

In European Countries like America, Germany, France etc. Almost, Most of the people are wealthy. These countries don't need to borrow money from other countries. Their currency value is much higher. Therefore



They used only brand products therefore their life style is higher.

The Asian and Western cultures along cultural dimensions such as Religion, tradition, and philosophy explaining the effect such differences have on communication styles, brand loyalty, perceptions of products offered, and effective advertising methods.