



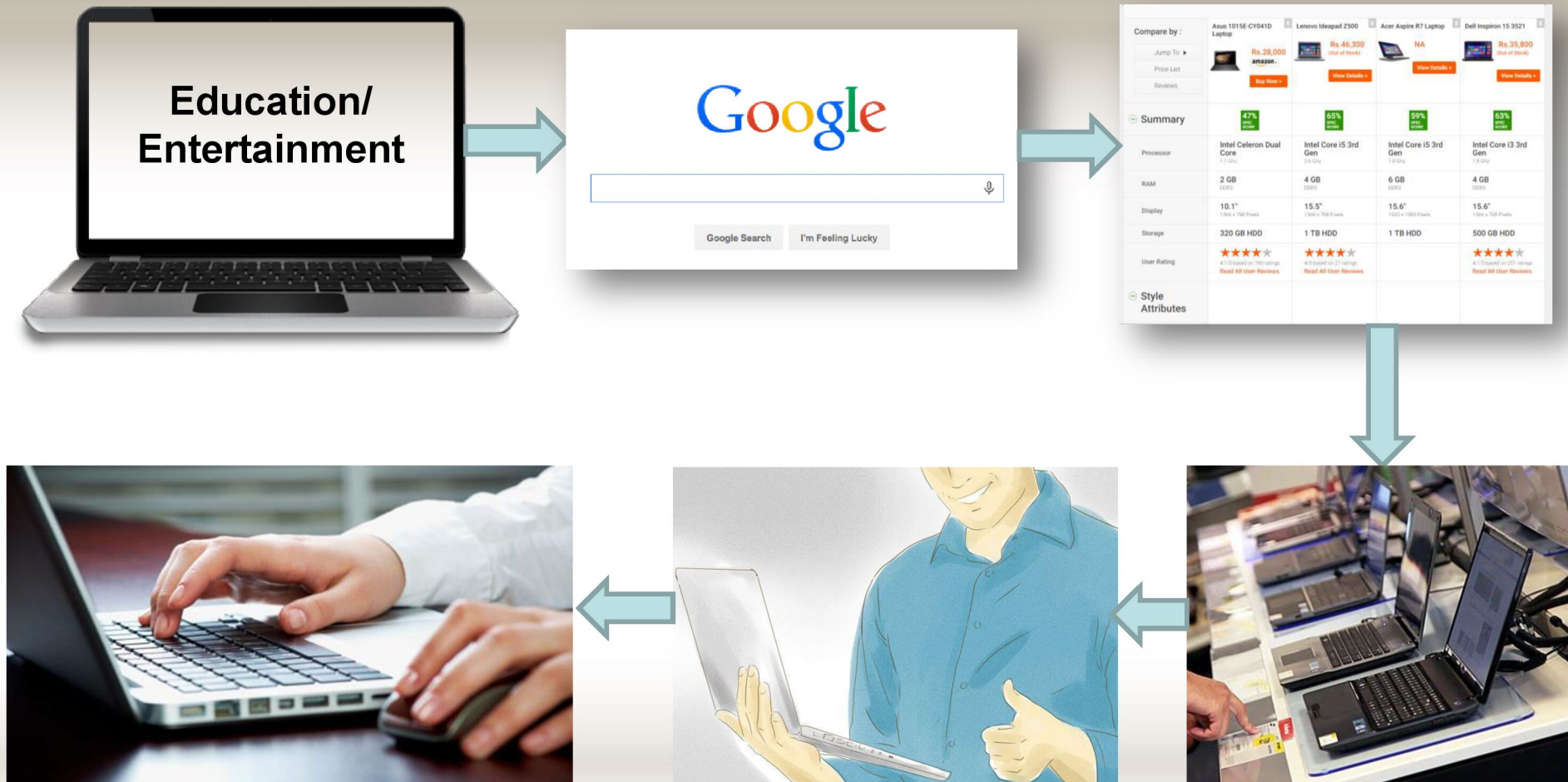
Consumer Buying Behavior

Consumer Buying Behavior

- The study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants



Laptop Purchase Decision



Stages in the Consumer Buying/ Decision-Making Process (Individual Buyer)



Types of Buying Decision Behaviour

	High Involvement	Low Involvement
Significant Difference Between Brands	Complex Buying Behavior	Variety-Seeking' Buying Behavior
Few Difference Between Brands	Dissonance Reducing Behavior	Habitual Buying Behavior

Types of Buying Decision Behaviour



- Habitual Buying Behavior/ Routinized Response
 - Straight Rebuy Situation(FMCG)
 - occurs when consumers have **low involvement** and there is **little significant brand difference**

Types of Buying Decision Behaviour



- Variety-seeking buying behavior
 - Modified Rebuy (Cloths/ Accessories)
 - occurs when consumers have **low involvement** and there are **significant brand differences**

Types of Buying Decision Behaviour



- Dissonance-reducing buying behavior
 - New task (Electronic Goods)
 - occurs when consumers are **highly involved** with an expensive, infrequent, or risky purchase but see **little difference among brands**

Types of Buying Decision Behaviour



- **Complex buying behavior**
 - Big Task (Car/ House)
 - occurs when consumers are **highly involved** with an expensive, infrequent, risky purchase and perceive **significant differences** among brands

Types of Buying Decision Behaviour

	High Involvement	Low Involvement
Significant Difference Between Brands	Complex Buying Behavior (Big Task)	Variety-Seeking' Buying Behavior (Modified Rebuy)
Few Difference Between Brands	Dissonance Reducing Behavior (New Task)	Habitual Buying Behavior (Straight Rebuy)

Factors affecting Consumer Decision-Making Process

- **Cultural**

- **Buyer's culture** – fundamental determinant observed & learned by consumers (E.g. Needs, wants, preferences, perceptions)
- **Buyer's Subculture** – provide more specific identification and socialization (E.g. religion, languages, beliefs, geographic regions)
- **Buyer's social class** - relatively homogeneous & enduring divisions in a society, sharing similar values, interests, and behavior (E.g. Upper, Upper Middle, Middle, Lower)

Factors affecting Consumer Decision-Making Process

- **Economical**
 - Income (Stages of Career)
 - Price (Offers/ PLC stages)
 - Marginal Utility (PC vs. Laptop, D2H vs. OTT)
- **Psychological**
 - Motivation
 - Learning (from the past experience)
 - Perception

Factors affecting Consumer Decision-Making Process

- **Social**
 - Reference groups (Membership groups, Aspirational groups, Opinion leader)
 - Family
 - Roles and Status (Occupation, Designation)
- **Personal**
 - Age
 - Occupation
 - Life Style