

MKT 201

Principle Of Marketing

Consumer Buying Behavior

Chapter 6

Makers

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CONSUMER BUYING BEHAVIOR

BUYING BEHAVIOR OF INDIVIDUALS & HOUSEHOLDS THAT BUY PRODUCTS FOR PERSONAL CONSUMPTION

-CULTURE, SOCIAL, INDIVIDUAL AND PSYCHOLOGICAL FACTORS AFFECT ALL STEPS IN CONSUMER DECISION-MAKING PROCESS

THE SCOPE OF CONSUMER BEHAVIOR

CONSUMER BEHAVIOR IS THE PROCESS BY WHICH INDIVIDUALS OR GROUPS SELECT, USE, OR DISPOSE OF GOODS, SERVICES, IDEAS, OR EXPERIENCES TO SATISFY NEEDS OR WANTS.



CULTURE

THE SET OF BASIC VALUES,BELIEFS,NORMS,AND ASSOCIATED BEHAVIORS THAT ARE LEARNED BY A MEMBER OF SOCIETY



SUBCULTURE

A HOMOGENEOUS GROUP OF PEOPLE WHO SHARE ELEMENTS OF THE OVERALL CULTURE SAS WELL AS UNIQUE ELEMENTS OF THEIR OWN GROUPS



SOCIAL CLASS

SOCIETYS RELATIVELY PERMANENT& ORDERED DIVISIONS,WHOSE MEMBERS SHARE SIMILAR VALUES,INTERESTS,& BEHAVIORS.

-MEASURED BY: -OCCUPATION,INCOME,EDUCATION,WEALTH AND OTHER VARIABLES


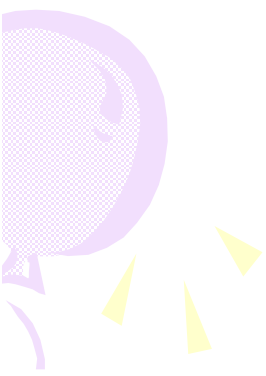


SOCIAL FACTORS

- A GROUP IN SOCIETY THAT INFLUENCES AN INDIVIDUALS'S PURCHASING BEHAVIOR
- **FAMILY:** -A GROUP OF PEOPLE RELATED BY BLOOD,MARRIAGE,OR OTHER SOCIALLY APPROVED RELATIONSHIP.
- **CONSUMER DECISION MAKING:FAMILY BUYING ROLES**
- INITIATOR, INFLUENCER,DECIDER,BUYER,USER



PSYCHOLOGICAL FACTORS

- **LEARNING-** PROCESSES THAT CHANGE BEHAVIOR
 - **TWO TYPES OF LEARNING:-**
 - **-EXPERIMENTAL LEARNING**
 - **- CONCEPTUAL LEARNING**
 - **PERCEPTION:-**THE PROCESS BY WHICH AN INDIVIDUAL SENSES,ORGANIZES,& INTERPRETS INFORMATION RECEIVED FROM THE ENVIRONMENT.
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INDIVIDUAL FACTORS

**BELIEF:AN ORGANIZED PATTERN OF
KNOWLEDGE THAT A PERSON HOLDS AS
TRUE OR FALSE**

**ATTITUDES:THE WAY WE CONSTANTLY
REACT TO SOMETHING.**

**MOTIVATION:-INNER DRIVE THAT
STIMULATE TO DO SOMETHING**

TYPES OF BUYING DECISION BEHAVIOR

1.COMPLEX BUYING

**BEHAVIOR:EXPENSIVE,RISKY,PURCHASED
INFREQUENT**

2.DISSONANCE REDUCING BUYING

**BEHAVIOR:-EXPENSIVE,RISKY AND INFREQUENT
PURCHASE AND POST PURCHASE CAN REDUCE THIS**

**3.VARIETY-SEEKING BEHAVIOR: DO A
LOT OF BRAND SWITCHING.FIRST HOLD A
BELIEF,CHOOSE A BRAND,CONSUME AND
EVELUATE.**

4.HABITUALBUYING BEHAVIOR

**:PASSIVELY RECEIVED INFORMATION THROUGH TV
AND MAGAZINE TO CREATE BRAND
FAMILIARITY,MAY NOT FOLLOWED EVALUATION**

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BUYER DECISION PROCESS

1.NEED RECOGNITION

2.INFORMATION SEARCH

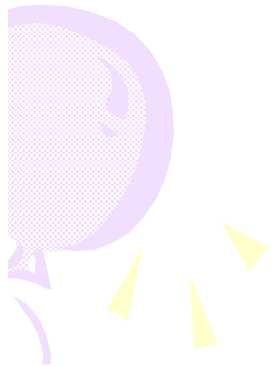
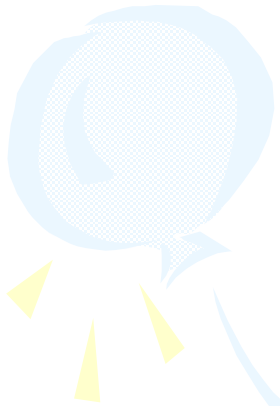
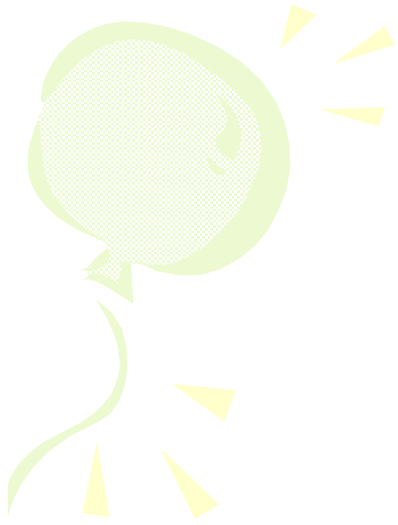
**3.EVELUATION OF
ALTERNATIVES**

4.PURCHASE DRCISION

**5.POST-PURCHASE
BEHAVIOR**

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