

The background is a dark blue gradient with a subtle grid pattern. A large, light blue abstract shape, resembling a stylized arrow or a folded piece of paper, points towards the center. A white banner with a slight shadow is attached to this shape, containing the title text. On the right side, there are several thin, white, curved lines that sweep across the frame.

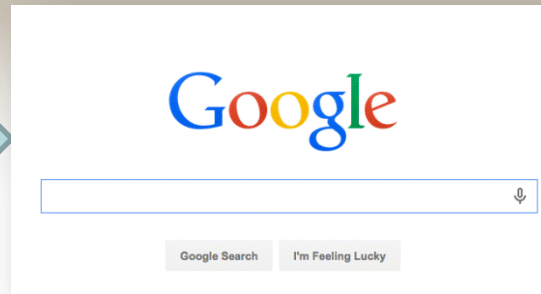
Consumer & Organizational Buying Behavior

Consumer Buying Behavior

- It refers to the buying behavior of final consumers — individuals and households who buy goods and services for personal consumption



Laptop Purchase Decision



Compare by:	Asus 1015E-CY041D Laptop	Lenovo Ideapad Z500	Acer Aspire R7 Laptop	Dell Inspiron 15 3521
Jump To	Price List	Reviews	Price List	Reviews
Summary	47% OFF	65% OFF	59% OFF	63% OFF
Processor	Intel Celeron Dual Core 1.6 GHz	Intel Core i5 3rd Gen 2.3 GHz	Intel Core i5 3rd Gen 2.3 GHz	Intel Core i3 3rd Gen 2.3 GHz
RAM	2 GB	4 GB	6 GB	4 GB
Display	10.1" 1366 x 768 Pixels	15.5" 1366 x 768 Pixels	15.6" 1366 x 768 Pixels	15.6" 1366 x 768 Pixels
Storage	320 GB HDD	1 TB HDD	1 TB HDD	500 GB HDD
User Rating	★★★★☆ 4.1/5 based on 190 ratings Read All User Reviews	★★★★★ 4.5/5 based on 27 ratings Read All User Reviews	★★★★★ 4.5/5 based on 27 ratings Read All User Reviews	★★★★★ 4.1/5 based on 251 ratings Read All User Reviews
Style Attributes				



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

Roles in Consumer Decision-Making Process

- **Initiator**
- **Influencer**
- **Decider**
- **Buyer**
- **User**

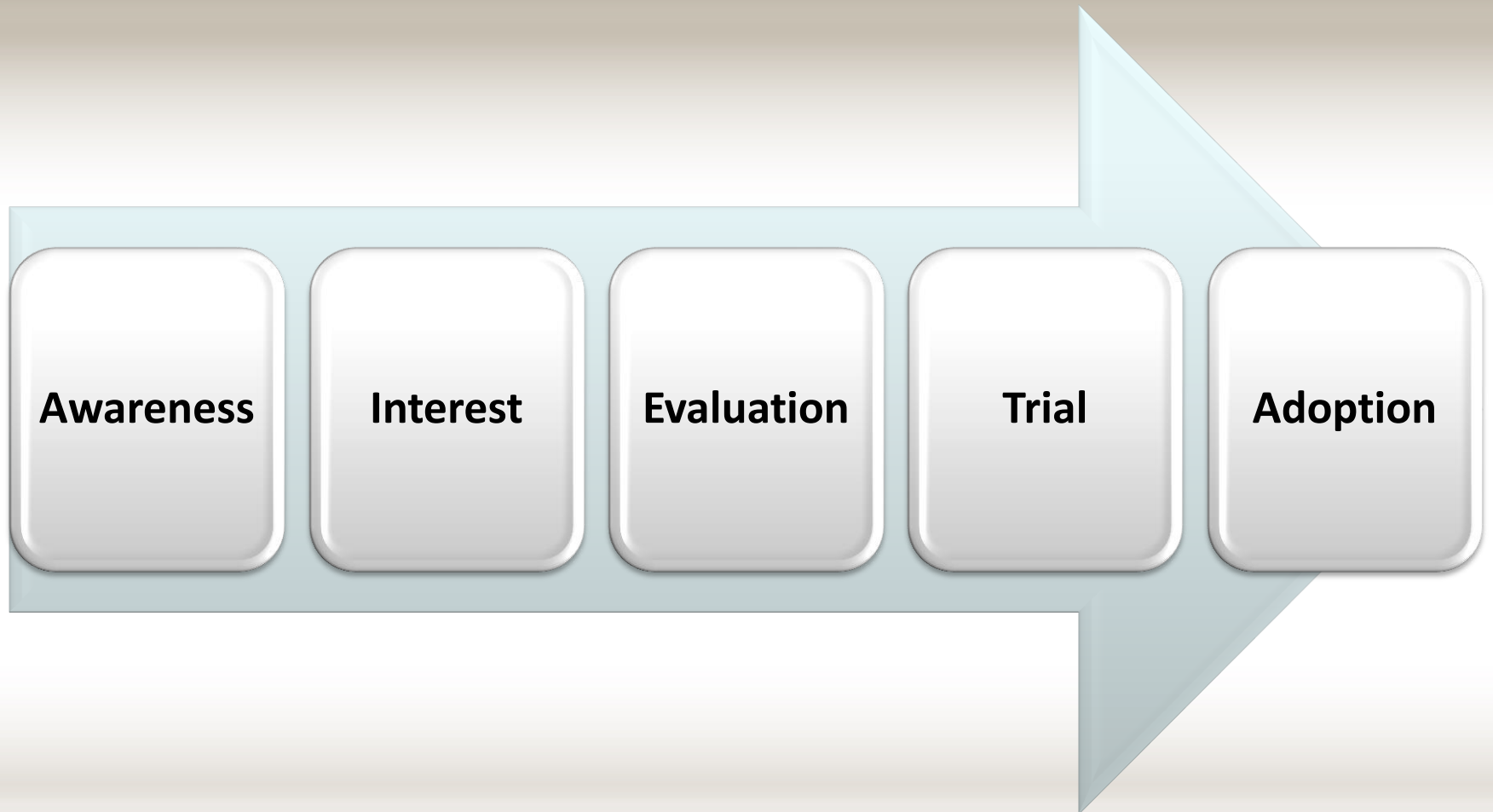
Factors affecting Consumer Decision-Making Process

- **Economical**
 - Income
 - Price
 - Marginal Utility
- **Psychological**
 - Motivation
 - Learning (from the past experience)
 - Perception
- **Cultural**
 - Buyer's culture
 - Buyer's social class

Factors affecting Consumer Decision-Making Process

- **Social**
 - Reference groups
 - Family
 - Roles and Status
- **Personal**
 - Age
 - Occupation
 - Life Style

The Buyer Decision Process for New Products



Organizational/ Industrial Buying Behaviour

- It is the decision making process by which formal organizations establish the need for purchasing products & services and identify, evaluate & choose among alternative brands and supplies.

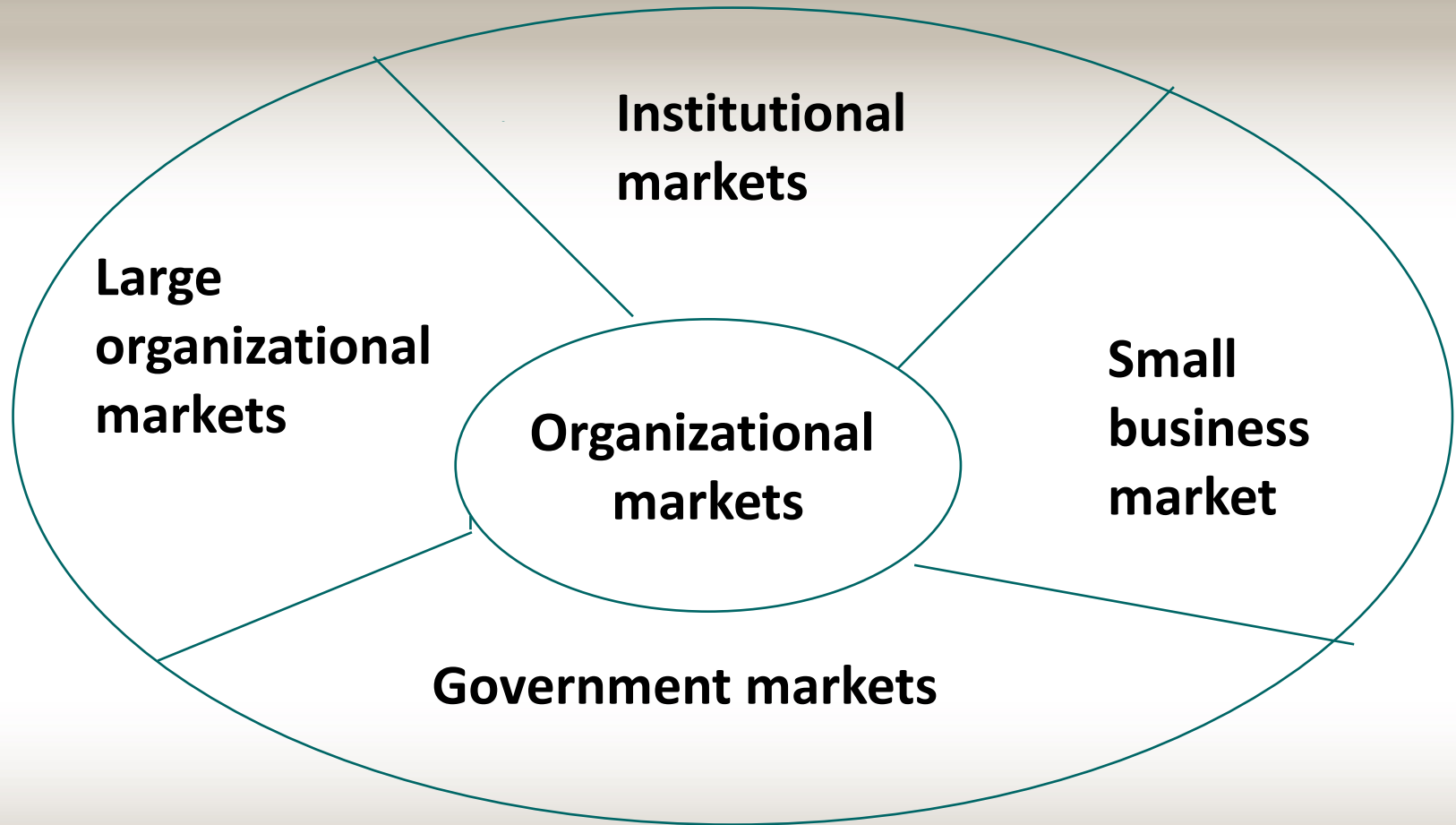
PURCHASING
Department



Stages in the Industrial/ Organizational Buying Process



Organizational Markets



Factors Influencing Organizational Buying Decisions

- Purchase Policy & Rules
- Group Decisions
- Buying Situations
- Personal Factors
- Environmental Factors
- External Regulators
- Negotiations & Contracts