

Unit 2

Consumer Behavior



Understanding Individual Buyer Behaviour

- Consumer behaviour is the study of consumer and the processes they use to select, purchase and dispose of the goods and services.
- Consumer behaviour is also termed as consumer buying behaviour, end user behaviour or buyer behaviour. It is decision making process of individual to allocate their potential resources, i.e., time, effort and money for consumption purpose.

Consumer Behaviour

Definition

According to Leon G. Schiffman and leslie lazar kanuk, Consumer behaviour can be defined as the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

Buying motives of consumers

1. Personal Motives

- i. Role playing
- ii. Diversion
- iii. Learning about new trends
- iv. Sensory stimulation

2. Social Motives

- i. Social Experience
- ii. Status and authority
- iii. Pleasure of bargaining

Buying Roles of Consumers

1. Initiator
2. Influencer
3. Decider
4. Gatekeeper
5. Buyer
6. user

