

B. Com. Sem. IV MIC-4

Subject - Consumer Behaviour

Topic - Consumer Buying Behaviour

Consumer buying behaviour is the study of what, why, when, where, and how often they purchase and how they use the purchased product. In addition, it encompasses all the behaviours that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

Stages of Consumer Buying Behaviour

Following are the stages of consumer buying behaviour -

1. Identify the Problem
2. Search for Information
3. Evaluate alternatives
4. Make a purchase
5. Post-purchase evaluation