

B. Com. Sem. IV MIC-4
Subject - Consumer Behaviour

Consumer Buying Behaviour

Buying Behaviour is the decision processes and acts of people involved in buying and using products. Marketer must identify who makes the buying decision, the type of buying decision that is involved and steps in the buying process. For many products, it is fairly easy to identify the buyer. On other hand, the decision-making unit consist of more than one person. So, the marketer must realize that a set of purchase roles exist and come into play within the family.

The roles played by buyer at the time of making purchase decision include as follows:

1. Initiator; The person who initiates the purchase process and suggests

the idea of buying the particular product or service.

2. Influencer: The influencer is that person who provides information or advice to the consumer during the decision making process. They may have expertise in the product or service under consideration, or they may be someone the consumer trusts and respects. Influence can play a significant role in taking buying decision of the consumer. An influencer may be a friend, brother, sister or other influential person.

3. Decider: The person who ultimately make the decision, whether to buy, what to buy, how to buy or where to buy. The decider makes buying decision after analyzing the various factors such as price, quality and convenience.

4. Buyer: The buyer or purchaser who actually makes the purchase.

~~Buyers~~ Buyers are responsible for executing the transaction and

and they may be influenced by factors such as availability, price convenience,

5. User or consumer; The user or consumer is the person who uses or consumes the product or services. It is important for businesses to understand the needs and preferences of the user.

Thus, the ~~buying~~ buying roles include the ~~two~~ initiator, influencer, decider, purchaser and user. From the marketer point of view, the buying roles of consumer plays a most significant place in the market.
