

## Buying Decisions

Consumer can make different types of buying decisions. Buying decisions of consumer are depends upon <sup>their</sup> level of task involvement and the time and effort. Following are the different types of buying decisions -

### ~~Routine~~ Routine

1. Routine consumer buying decision: Under this type of buying decisions, consumers make frequently and with little thought or effort, when the consumer buying out of habit, the consumer seeks to spend as little time as possible in shopping and often purchases the same brand. This type of decision making is used for regularly purchased items.
2. Limited consumer decision: Under this type of buying decisions, consumers make decisions with some thought and effort, but without extensive research or evaluation. Consumers may have some criteria in mind

When making these purchases, but they may not be looking at an extensive range of options.

3. Extended Consumer Buying Decisions:  
This type of buying decisions are made after considerable research and evaluation of options, consumers will typically spend a lot of time and effort comparing different brands, features, prices, and reviews before making a final decision. This type of decision making is usually required when choosing a college, durable items etc.

4. Impulse Consumer buying decisions:  
Under this type of buying decisions, consumers make on the spur of the moment, often without much thought or planning. Consumers may be influenced by sales or promotional or immediate desire.

5. Emotional Consumer Buying Decisions:  
Under this type of buying decisions, consumers make <sup>buying</sup> decisions on their emotions, consumers may be influenced by social pressure, status, and values etc.