



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



19BAT611 – Marketing Management

Unit II – Consumer Behaviour



Presented by

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# Guess the Topic!!!

Buyer Behaviour





# Recap



*Let's  
Recap*





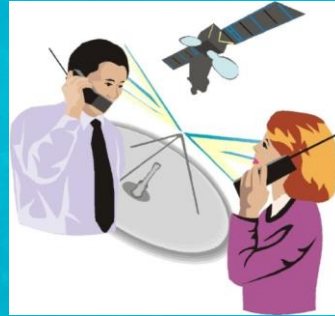
# Discussion about....

- Why to study the buyer behaviour
- Consumer vs Organization behaviour
- Model of buyer behaviour
- Types of buying behaviour
- Participants in buying behaviour
- Business process
- E-Procurement





# Reason to study Buyer Behaviour





# Definition

## Consumer Buying Behavior

- x Buying behavior of individuals and households that buy products for personal consumption.

## x Consumer Market

- x All individuals/households who buy products for personal consumption.



# Consumer versus Organizational Buyers



*Consumer buyer behavior* refers to the buying behavior of individuals and households who buy goods and services for personal consumption

- x *Business (organizational) buyer behavior* refers to the organizations that buy goods and services for use in the production of other products and services that are sold, rented, or supplied to others



# DIFFERENCE BETWEEN CONSUMER AND ORGANIZATIONAL BEHAVIOUR

## *Consumer Buyers*

- Purchases for individual or household consumption
- Decisions usually made by individuals
- Purchases often made based on brand reputation or personal recommendations with little or no product expertise
- Purchases based primarily on emotional responses to product or promotions
- Individual purchasers may make quick decisions
- Products: consumer goods and services for individual use

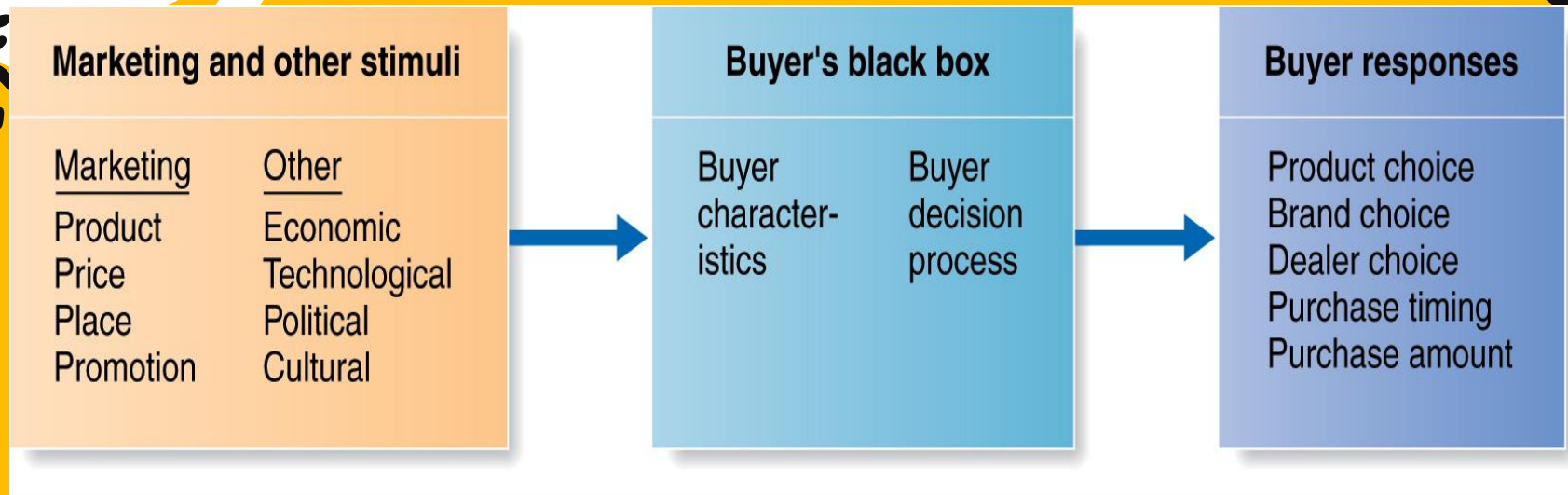
## *Organizational Buyers*

- Purchases made for some purpose other than personal consumption
- Decisions frequently made by several people
- Purchases made according to precise technical specification based on product expertise
- Purchases based on primarily rational criteria
- Purchasers may engage in lengthy decision process
- Products: often complex; classified based on how organizational customers use them





# MODEL OF BUYER BEHAVIOUR





# Model of Consumer Behaviour

## Stimulus Response Model

- x Marketing and other stimuli enter the buyer's "black box" and produce certain choice / purchase responses.
- x Marketers must figure out what is inside of the buyer's "black box" and how stimuli are changed to responses.



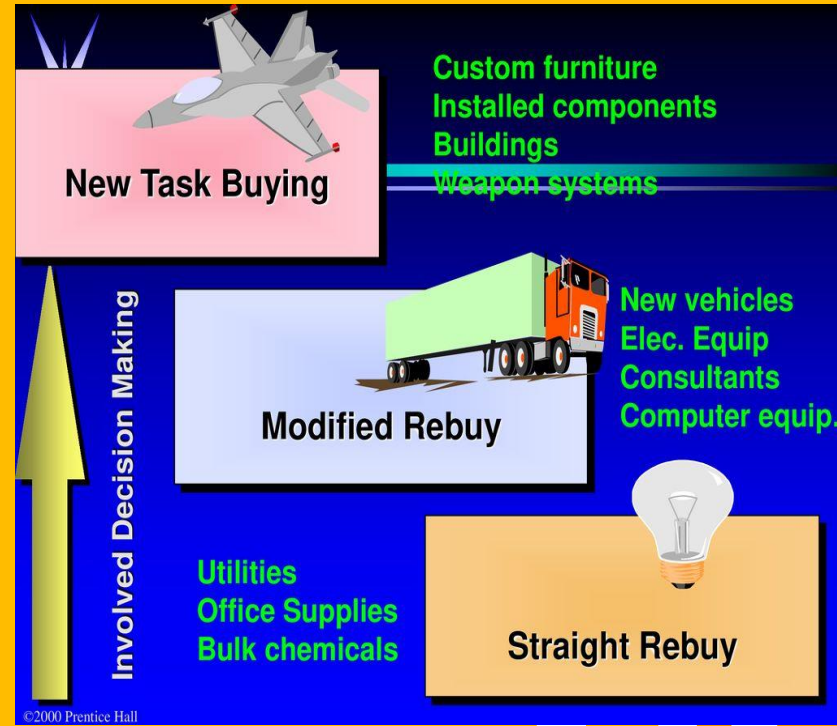
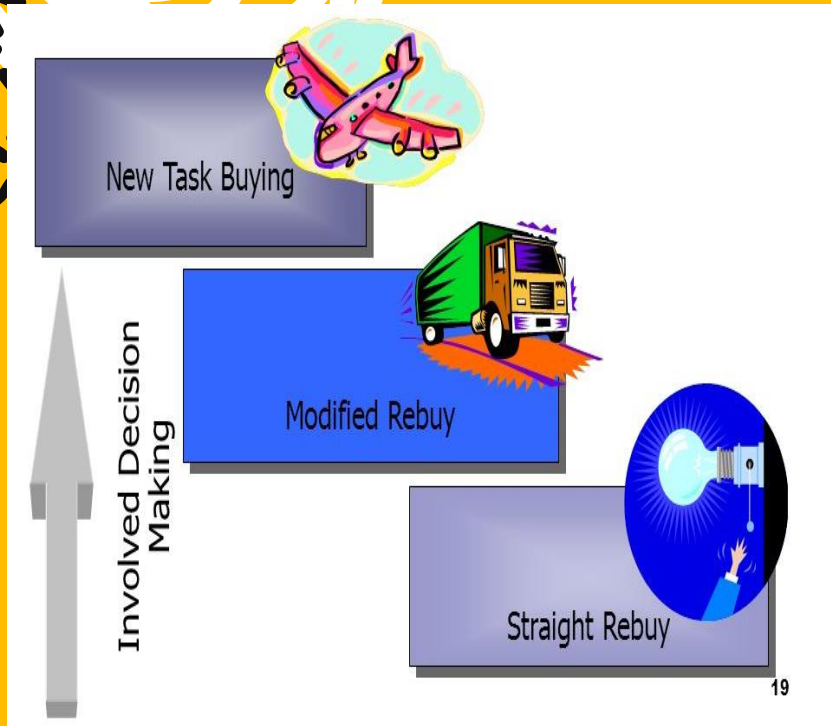
# TYPES OF BUYING BEHAVIOUR



	High involvement	Low involvement
Significant differences between brands	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior

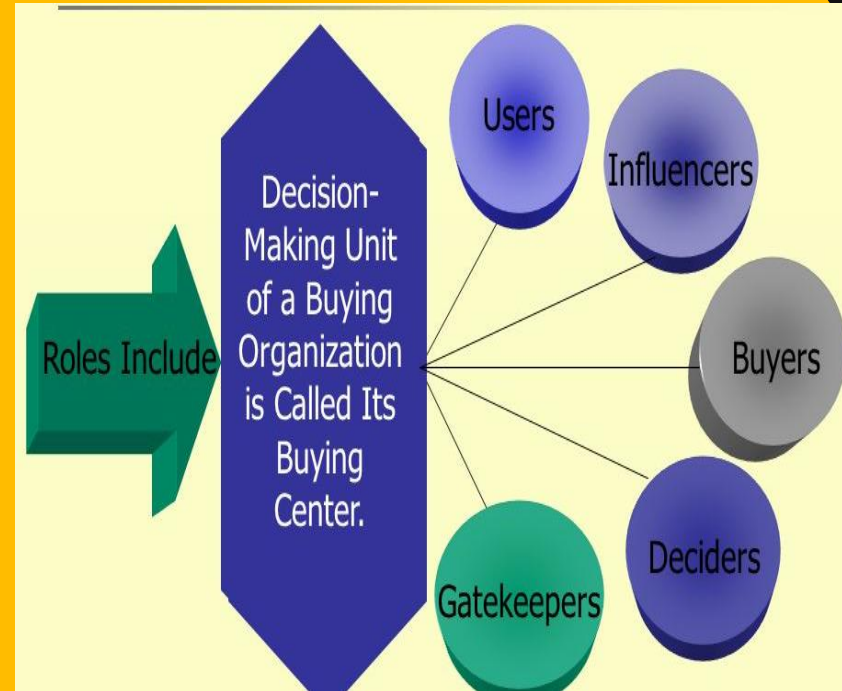


# MAJOR TYPES OF BUYING SITUATIONS





# PARTICIPANTS IN BUSINESS BUYING PROCESS





# MAJOR INFLUENCES ON BUSINESS BUYER BEHAVIOUR





# BUSINESS BUYER BEHAVIOUR: BUSINESS PROCESS





# BUSINESS BUYER BEHAVIOUR: E-PROCUREMENT







# Knowledge Check

“----- is the action and decisions process or people who purchase goods and services for personal consumption.”

- X a. Consumer behavior
- X b. Consumer interest
- X c. Consumer attitude
- X d. Consumer interpretation



**Consumer Behaviour**



# Summary



- Why to study the buyer behaviour
- Consumer vs Organization behaviour
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# References



<https://snov.io/glossary/buyer-behavior/>



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# Thanks!

