

Paper –CONSUMER BEHAVIOUR

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Topic- Types of Buyer Behaviour

Types of Buyer Behaviour

consumer decision-making varies with the type of buying decision. there are great differences between buying a tube of toothpaste, a cricket bat, a personal computer and a new car. the more complex and expensive decisions are likely to involve more buyer deliberation and more buying information.

Henry Assael distinguished four types of consumer buying behaviour based on the degree of buyer involvement in the purchase and the degree of differences among brands.

Complex Buying Behaviour

Consumers go through complex buying behaviour when they are highly involved in a purchase and aware of significant differences existing among brands. Consumers are highly involved in a purchase when it is expensive, bought infrequently, risky and highly self-expressive. Typically, the consumer does not know much about the product category and has much to learn. For example, a person buying a personal computer may not even know what attributes to look for. This buyer will pass through a cognitive learning process characterized by first developing beliefs about the product, then moving toward attributes and their relative importance, and finally making a deliberate purchase choice.

In such cases, the marketer needs to develop strategies to assist the buyer in learning about the attributes of the product class, their relative importance, and the high standing of his brand on the more important attributes.

Dissonance Reducing Buyer Behaviour

sometimes, the consumer is highly involved in a purchase but sees little differences in the brand. the high involvement again is based on the fact that the purchase is expensive, infrequent and risky. in this case, the buyer will shop around to what is available but will buy fairly quickly because brand differences are not pronounced. the buyer may respond primarily to a good price or the convenience of purchasing at that time or place. (e.g. carpet).

Habitual Buying Behaviour

many products are bought under condition of low consumer involvement and the absence of significant brand differences. (e.g. salt). consumers have little involvement in this product category. they go to the store and reach for the brand. there is good evidence that consumers have low involvement with most low-cost, frequently purchased products.

Variety Seeking Buying Behaviour

some buying situations are characterized by low consumer involvement but significant consumers are often observed to do a lot of brand switching. brand switching occurs for the sake of variety rather than dissatisfaction.

The marketing strategy is different for the market leader in this product category and the minor brands. the market leader will try to encourage habitual buying behaviour by dominating the shelf space, avoiding out-of-stock conditions and sponsoring frequent

reminder in advertising. challenger firms, on the other hand, will encourage variety seeking by offering lower prices, deals, coupons, free samples, and advertising that features reasons for trying something new.