

**Paper –Consumer Behaviour**

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## **Topic-Types of Buying Motives**

### **Buying Motives**

Buying Motives are defined as all the impulses, desires and considerations' which persuade or motivate a buyer purchase a specific product. the study of buying motives helps marketers to reach the consumers affectively and develop better marketing strategies.

### **Types of Buying Motives**

There are two different types of buying motives: product motive and patronage motives. product motives are the impulses, desires and considerations which make people buy a specific product. product motives can be classified into emotional motives, rational motives, operational motives, and socio-psychological motives,

### **Emotional/Rational motives**

Impulses that appeal to the buyer's ego, desire to imitate others, or to be distinctive are emotional product motives. the emotional motives urge the buyer to do impulsive purchases without reason or logic. Rational product motives, on the other hand, involve a logical analysis and reasoning of the purchase before deciding most products have a utility dimension and a prestige dimension. The buyer could get satisfaction from using the product or possessing the product for its **socio-psychological value**. here, the utility dimension becomes the **Operational Motive** and Prestige

dimension becomes the socio-psychological product motives. eg., luxury cars and motorcycles. the impulses and influences which persuade a buyer to buy from particular shops or company explain patronage motives. **Patronage motives** can also be emotional and rational the buyer may buy from a specific shop without man (emotional or may select a shop because he knows that offers a wide selection (ration) however, in all purchases there will be a mix of the rational and emotional motives. the marketing people's success depends on knowing these motives and appealing to them by means of the product offer, communication and also formulation of marketing programmes.

### **Buying Roles**

we can distinguish several roles people might play in a buying decision. these are given below:

1. Initiator
2. Influencer
3. Decider
4. Buyer
5. User

The initiator is the person who first suggests or thinks of the idea of buying the particular product or service. an influencer is a person whose views and advice carry some weight in making the final decision. the decider is a person who ultimately determines any part of, or the entire buying decision—whether to buy, what to buy, how to buy or where to buy.

The buyer is the person who makes the actual purchase. the user is the person or persons who consume or use the product or service. a company needs to identify these roles because they have implications for designing the product, determining messages, and allocating the promotional

budget. knowing the main participants and the roles they play helps the marketer fine-tune the marketing programme.