

Paper –Marketing Management

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Topic- Psychological Factors Influencing Buyer Behaviour

A person's buying choices are influenced by four major psychological factors namely motivation, perception, learning, and beliefs and attitudes.

Motivation: A person has many needs at any given time. Some needs are bioorganic i.e. they arise from physiological states of tension such as hunger, thirst, or discomfort. Other needs are psychogenesis i.e. they arise from psychological states of tension such as the need for recognition, esteem, or belonging. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act.

Perception: Perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. In marketing people's perceptions are more important than the reality. People can emerge with different perceptions of the same object because of three perceptual processes: selective attention, selective attention, selective distortion, and selective retention.

Learning: When people act, they learn. Learning involves changes in an individual's behaviour arising from experience as most human behaviour is learned. Learning is produced through the interplay of drives, stimuli, cues, responses, and reinforcement. A drive is a strong internal stimulus impelling action. Cues are minor stimuli that determine when, where and how a person responds.

Beliefs and Attitudes: By doing and learning, people acquire beliefs and attitude These in turn influence buying behaviour. A belief is a descriptive thought that person holds about something. People's beliefs about a product or brand influence their buying decisions.