

Paper –CONSUMER BEHAVIOUR

Dr. James Hussain

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Assistant Professor (Guest Faculty)

MBA, Sem-III

Email.-mbajames123@gmail.com

Topic-The Webster & Wind Model

Webster and Wind Model

This complex model developed by F.E. Webster and Y. Wind, is an attempt to explain the multifaceted nature of organisational buying behaviour. This model refers to the environmental, organization interpersonal and individual buying determinants which influence the organisational buyer(s). The determinants influence both the individual as well as group decision-making processes the final buying decisions. Consequently, the final buying decision.

The environmental determinants comprise of the physical and technological factors, economic, political, legal and socio-cultural environmental factors. These are external factors which cannot be controlled, but an understanding of the same may be crucial to succeed. The organisational determinant is based on Harold Leavitt's four elements of buying organisation namely: people, technology, structure and task.

The buying concepts emphasise the fact that a number of people participate in the buying decision process which includes individuals and groups from the various functional areas within the organisation.

An individual may be involved in one or more buying roles during organisational buying. These roles are:

- (a) Users: The ultimate users who often initiate the buying process and help in defining specifications
- (b) Influencers: They may or may not be directly connected with the decision. But their views or judgements of a product or a supplier carry a lot of weightage.
- (C) Buyers: Those people who negotiate the purchase.
- (d) Deciders: The people who take the actual decision (they may be formal or informal decision makers)
- (e) Gate Keeper: The person who regulates the flow of information. This model is a valuable contribution and helps in revealing the whole range of direct and indirect influences which affect the organisational buying behaviour. However, the limitation is that this model provides a static representation of a dynamic situation.