

CONSUMER BEHAVIOR

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FINAL VS. BUSINESS CONSUMER

Final consumers

Personal purchase

Some examples:

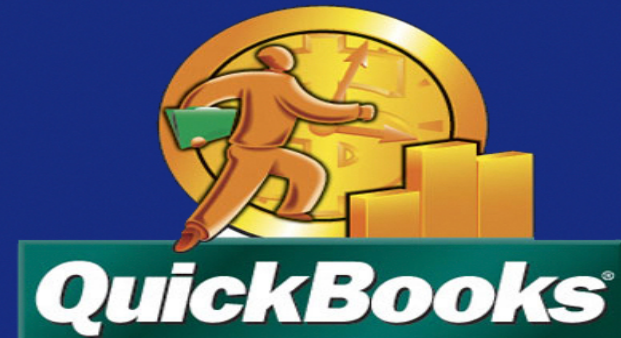
- I-Pad
- Shoes
- Cars/Trucks

Business consumer

To make something to offer the service

Some examples:

- Quick Books
- Industrial strength cleaner
- Instructional books



BUYING MOTIVES

Emotional

- Life insurance
- ADT security system

Rational

- Car
- House



Patronage

- Only buying Ford vehicles
- Only buying Apple products

CONSUMER DECISION-MAKING PROCESS

Problem Recognition

Need a new vehicle



Information research

Look at vehicle ratings and reviews on KBB.com

Alternative evaluation

Decide which vehicle fits your needs, if you can afford it, if it's big enough

Purchase

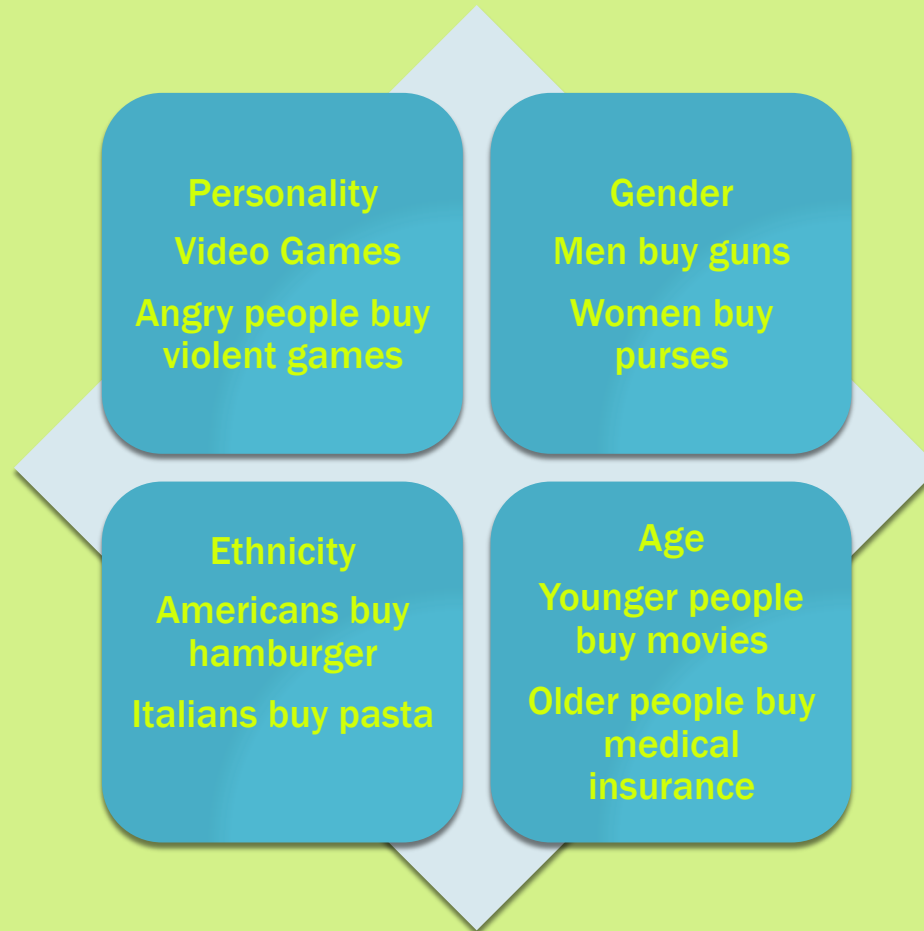
Buy a Car



Post purchase evaluation

The car fits you needs because car is cheap and reliable compared to a truck

INDIVIDUAL CHARACTERISTIC



DECISION MAKING

Routine

- Purchases that are made frequently
- Examples:
 - Pencils, snacks, water



Limited

- Takes more time than routine decision making
- Examples:
 - Clothes, cell phone, laptop



Extensive

- Go through all five step of decision making
- Examples:
 - Car, house, vacation

