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Buying Behavior

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Consumer Behavior

- Buying behavior of households, that purchase goods for personal consumption.



Cultural

Social

**Factors
Affecting
Consumer
Behavior**

Personal

Psychological

The Buyer Decision Process

Need Recognition

Information Search

Evaluation of Alternatives

Purchase Decision

Postpurchase Behavior



Business Buyer Behavior

- Buyer behavior of organizations, for use in productions of other products, or for employees use in the firm.

Environmental

**Factors
Affecting
Business Buyer
Behavior**

Interpersonal

Organizational

Individual

The Business Buying Process

Problem Recognition

**General Need
Description**

Product Specification

Supplier Search

Proposal Solicitation

Supplier Selection

**Order-routine
Specification**

Performance Review

Conclusion

- Buyer behavior means understanding what affects buyers decision.
- There are two types of buyer behavior: consumer and business.
- Each buyer behavior has four main factors that affect the purchase decision.
- Both consumer and business have a buying process.



& Harris, Lloyd & Piercy, Nigel. (2013). Principles of Marketing, P.g (145-162) and P.g (177-



Thank you!
Any Questions?