

WEEK 4 – BUYER BEHAVIOUR

Buying roles:

- **Initiator:** starts the process
- **Influencer:** shape and influence how people think about the process
- **Decider:** make final purchase decisions
- **Buyer:** people who execute the purchase
- **User:** may not be the same people who buy or decide on the product
e.g. food for dinner (did you decide it or did someone decide it for you?)
- **Payer**

What impacts buyer behaviour?

Decision making process is the central part of buyer behaviour

- **Environment**
- **Marketing stimuli**
- **External influences** such as friends and family
- **Situational influences** such as the involvement, time and the type of purchase
- **Internal influences**

* these influence buyer behaviour

There is more than one buyer involved in consumer decisions such as the above buyer roles can be played by different people

DECISION MAKING PROCESS:



Problem recognition <ul style="list-style-type: none">- Buyer recognising a need	Can be internal or external need Internal stimuli – hunger External stimuli – marketing communication McDonalds ad
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Information search <ul style="list-style-type: none"> - Search for information to use in decision making - Information about the purchase you are about to make 	Commercial sources (marketing-driven) <ul style="list-style-type: none"> • Inform the buyer Personal sources (friends/family) <ul style="list-style-type: none"> • Legitimise or evaluate products Public sources (media) <ul style="list-style-type: none"> • Reviews, articles Experiential sources (personal experience) <ul style="list-style-type: none"> • Remembering from experience
Evaluation of alternatives <ul style="list-style-type: none"> - Once information is gathered about the purchase, evaluate the alternatives 	<p>Depends on:</p> <ul style="list-style-type: none"> - Individual consumer - Buying situation <p>If marketers can understand these processes, then they may be able to influence the buyer's evaluation</p> <p>Marketers should understand the type of value consumers are looking for in a product (i.e. functional, experiential or symbolic value), as these can influence how consumers look at the alternatives</p>
Purchase decision <ul style="list-style-type: none"> - Customer buys the most preferred alternative - Makes decisions of the product category, brand retailer, quantity 	<p>Influenced by</p> <ul style="list-style-type: none"> - Attitudes of others - Unexpected situational factors <p>e.g. going into a store and do not have the product in stock, you reevaluate other alternatives</p>
Post-purchase behaviour <ul style="list-style-type: none"> - Consumers take further action based on satisfaction or dissatisfaction - Experience will influence future behaviour 	<ul style="list-style-type: none"> - Word of mouth communication - Cognitive dissonance (post-purchase regret)

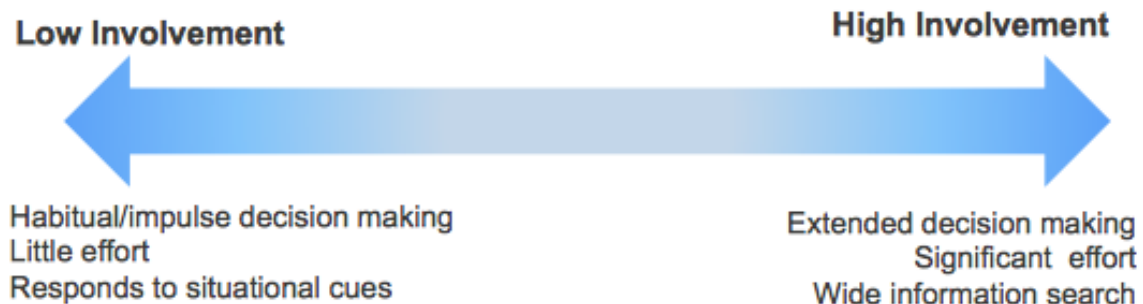
INVOLVEMENT

Shapes the way the decision process unfolds

Influences the effort put into the decision

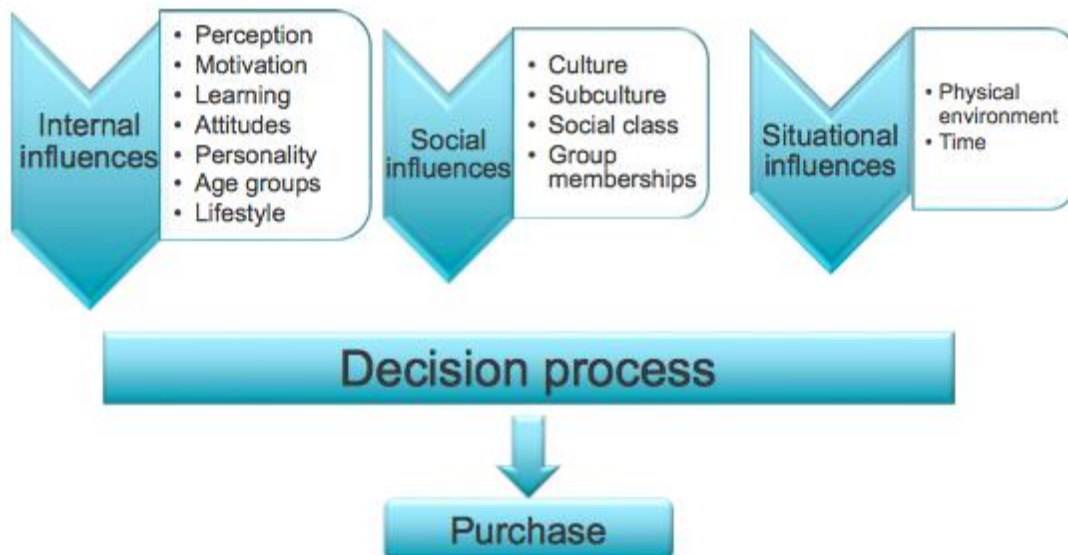
Perception of risk

- Financial
- Social
- Emotional/psychological
- Physical
- Functional



- ❖ High involvement you use all of the buyer decision making process
- ❖ Low involvement you skip some of the times or don't use the process at all (compressed process)

INFLUENCES ON BUYER BEHAVIOUR



Things that influence buyer behaviour and the decision making process

Internal influences (perception, motivation, attitudes, personality, etc.) social influences (culture, subculture, social class) and situational influences (physical environment and time) can be associated with low or high involvement