# Paper MARKETING OF SERVICES

MBA IV SEMESTER (CBCS)

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Lecture on

Consumer Buying Behaviour

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### **Model of Consumer Behavior**

Marketing	Other
Stimuli	Stimuli
Products & services	Economic
Price	Technological
Distribution	Political
Communications	Cultural

### Consumer Psychology

Motivation Perception Learning Memory

#### Consumer Characteristics

Cultural Social Personal

#### Buying Decision Process

Problem recognition
Information search
Evaluation of
alternatives
Purchase decision
Post-purchase
behavior

#### Purchase Decision

Product choice
Brand choice
Dealer choice
Purchase amount
Purchase timing
Payment method

### **Consumer Buying Process**

Problem Recognition

**Information Search** 

**Evaluation** 

**Purchase Decision** 

Postpurchase Behavior

# **Problem Recognition**



## **Sources of Information**

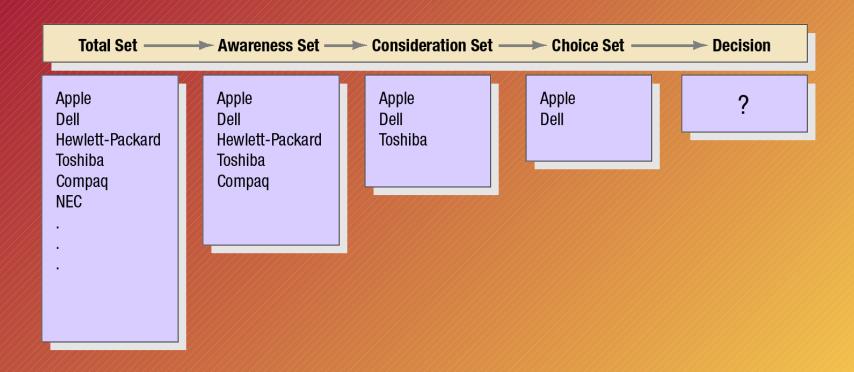
Personal

Commercial

**Public** 

Experiential

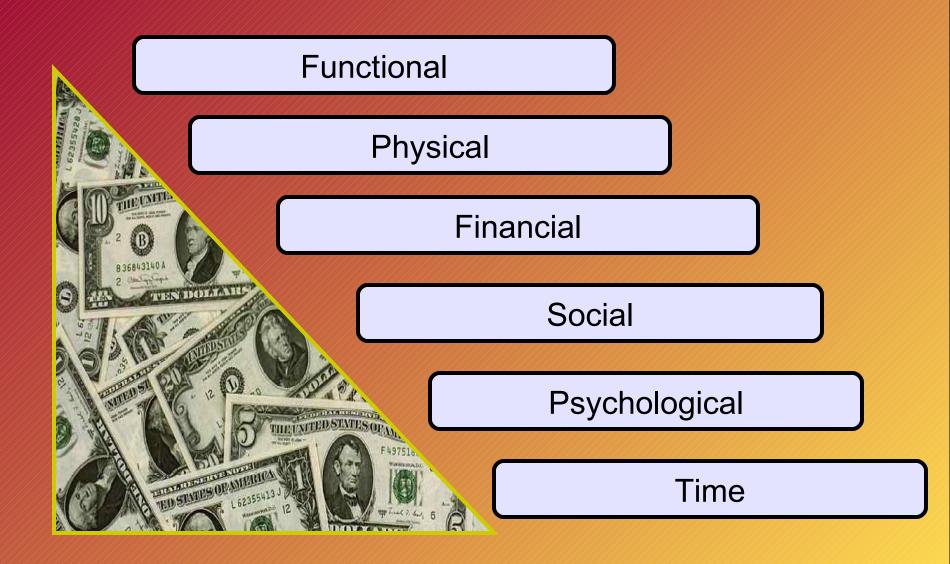
# Successive Sets Involved in Consumer Decision Making



### **Non-Compensatory Models of Choice**

- Conjunctive
- Lexicographic
- Elimination-by-aspects

## **Perceived Risk**



# Other Theories of Consumer Decision Making

#### Involvement

- Elaboration Likelihood Model
- Lowinvolvement marketing strategies
- Variety-seeking buying behavior

# **Decision Heuristics**

- Availability
- Representativene ss
- Anchoring and adjustment

### Reference

Marketing Management, Pearson Education, Inc. Publishing as Prentice Hall

### Thank You

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