

**Paper**  
**MARKETING OF SERVICES**

**MBA IV SEMESTER (CBCS)**

**(Batch 2018-2020)**

**Lecture on**

**Consumer Buying Behaviour**

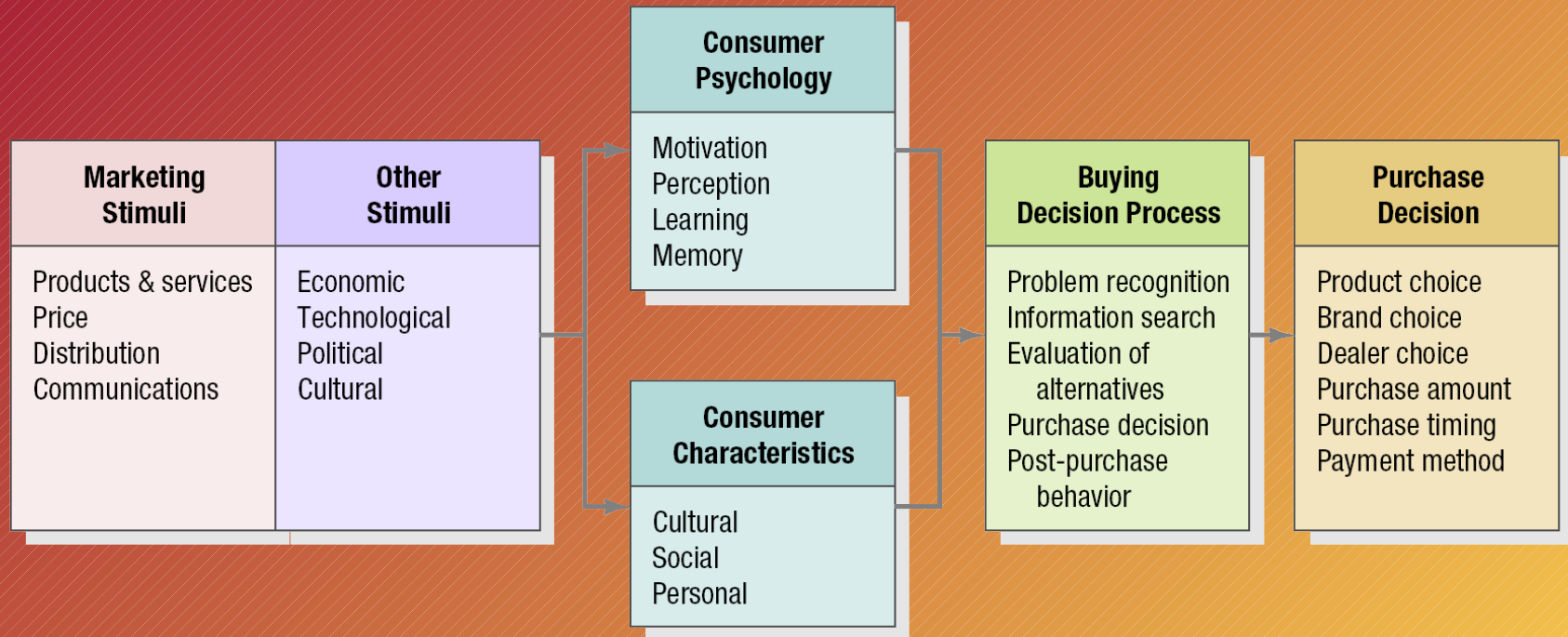
**Faculty**

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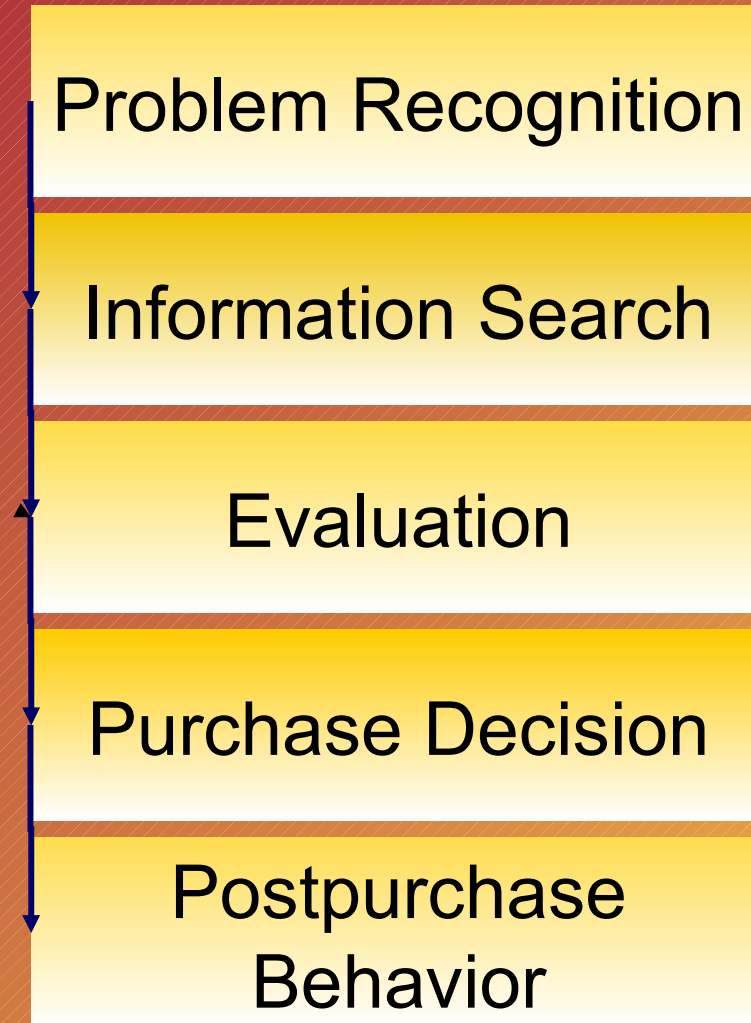
**Pandit Jawaharlal Nehru Institute of Business Management**

**Vikram University Ujjain (M.P)**

# Model of Consumer Behavior



# Consumer Buying Process



# Problem Recognition





# Sources of Information

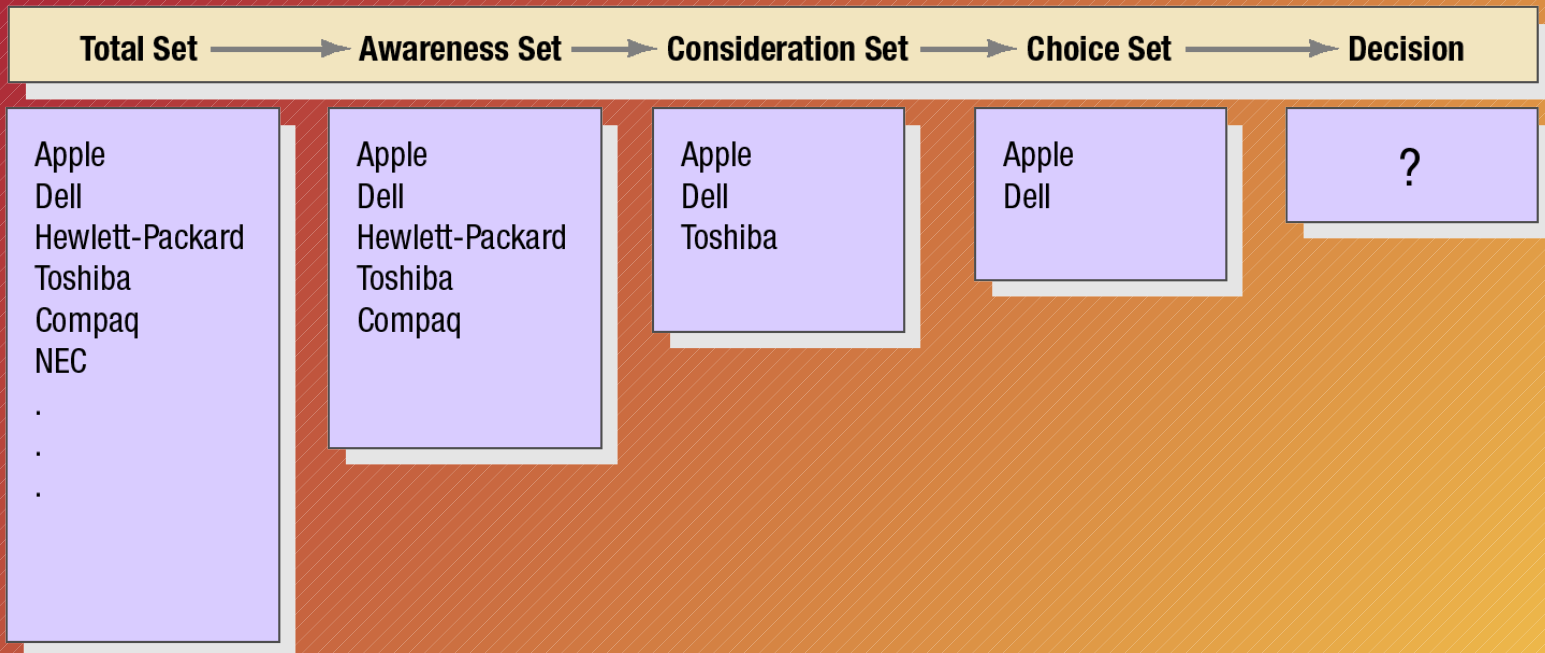
Personal

Commercial

Public

Experiential

# Successive Sets Involved in Consumer Decision Making



# Non-Compensatory Models of Choice

- Conjunctive
- Lexicographic
- Elimination-by-aspects

# Perceived Risk

Functional

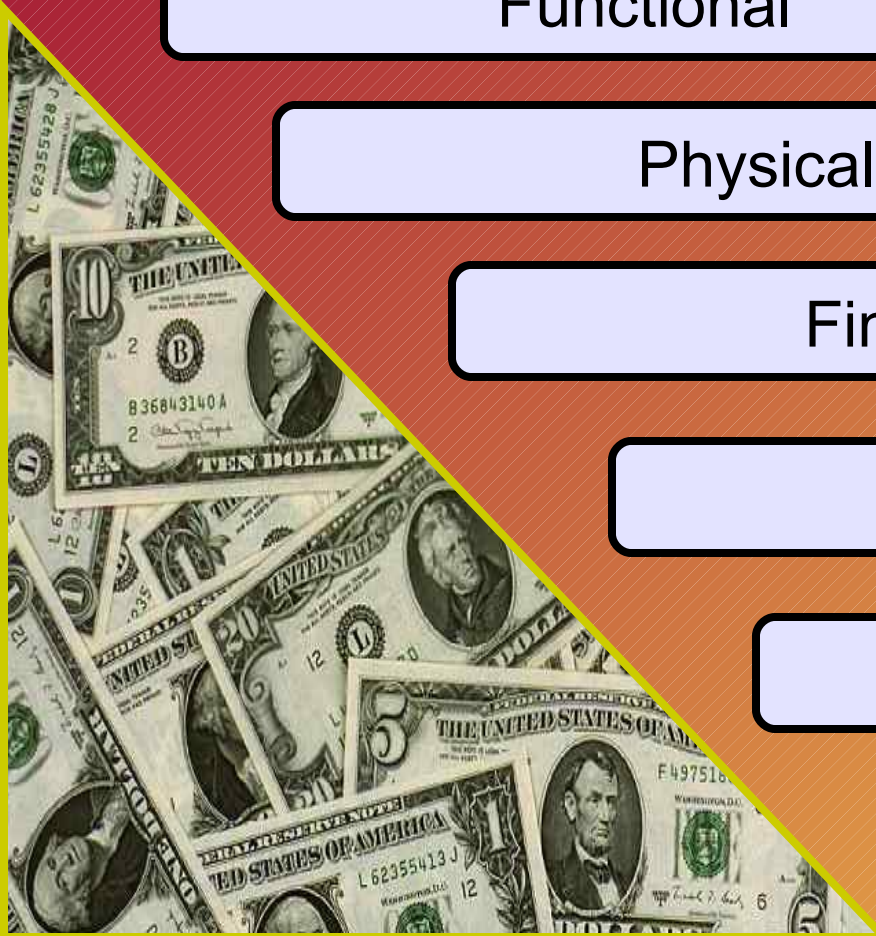
Physical

Financial

Social

Psychological

Time





# Other Theories of Consumer Decision Making

## **Involvement**

- Elaboration Likelihood Model
- Low-involvement marketing strategies
- Variety-seeking buying behavior

## **Decision Heuristics**

- Availability
- Representativeness
- Anchoring and adjustment

# Reference

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

# **Thank You**

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