



Consumer Buying Behaviour

Chapter 5

Consumer Purchase Decision Process



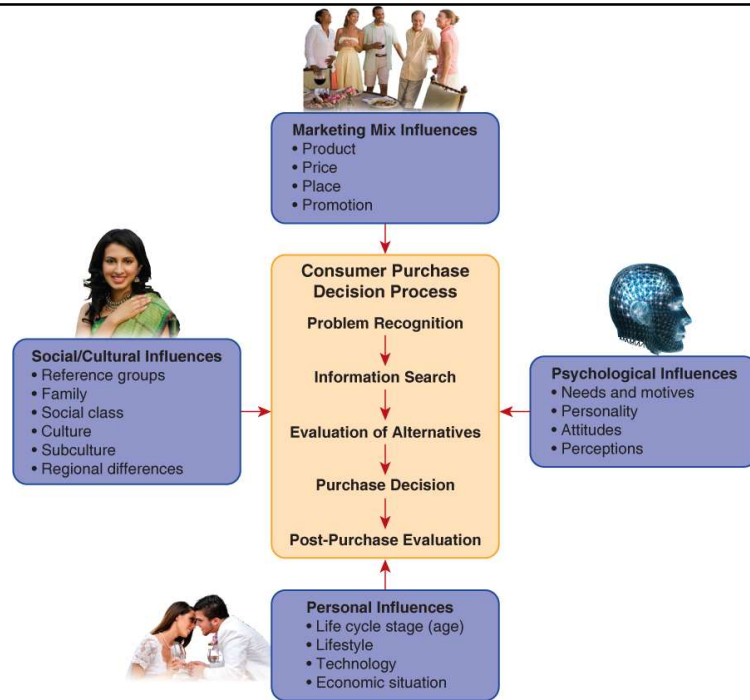
Consumer Purchase Decision Continuum

Factors That Influence a Purchase Decision	Consumer Involvement		
	Low	←	→ High
	Routine Decision	Limited Decision	Complex Decision
Time needed to make purchase decision	Minimal	Moderate	Extensive
Number of alternatives evaluated	Minimal	Several	Many
Brand preferences	Existing familiar product	Open to new products	Very open to new product information
Purchase frequency	Frequent	Occasional	Infrequent
Risk	Low	Medium	High
Experience with product/product category	A lot	Some	Very little

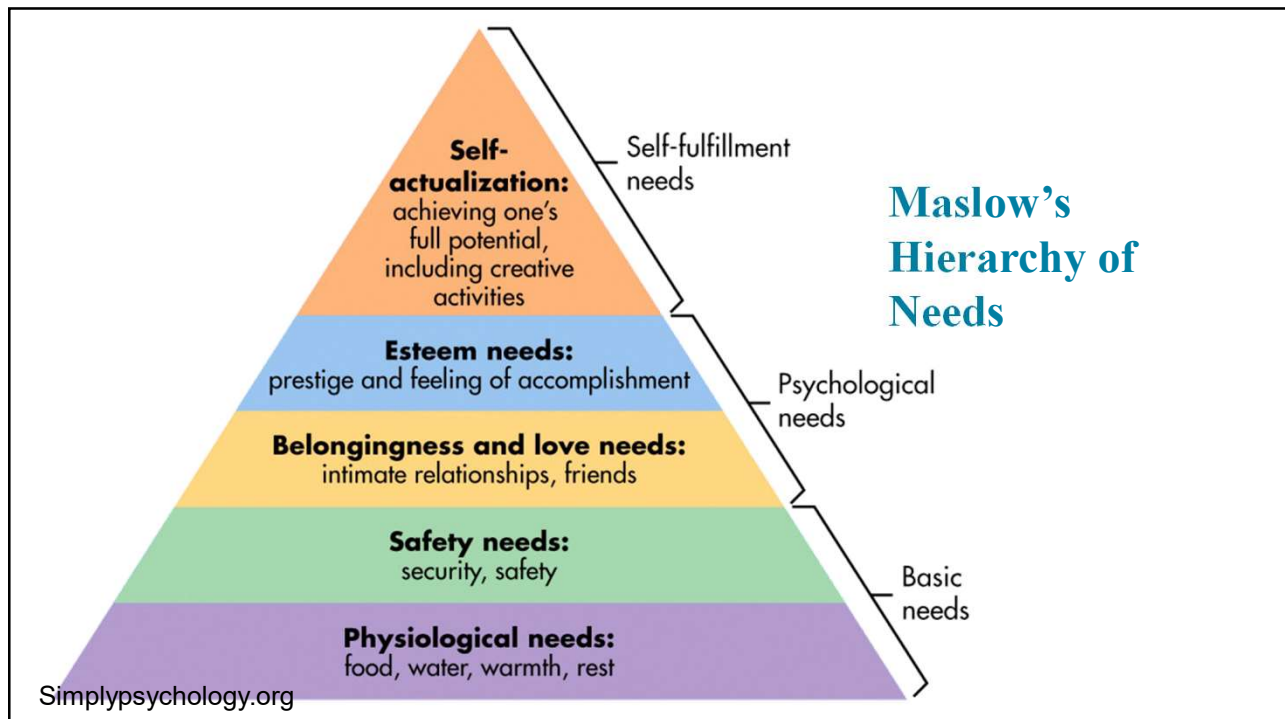
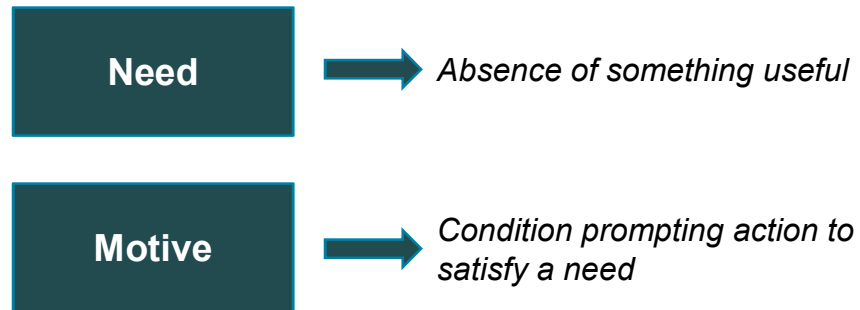
Figure 5.3
The Consumer Purchase Decision Continuum

Influences on Consumer Behaviour

exercise



Psychological Influences



The Self's Four Components

Real Self

An objective evaluation of one's self.
You as you really are.

Self-Image

How you see yourself.
It could be a role you play with yourself.

Looking- Glass
Self

How you think others see you. Such a view can be
different from how they actually see you.

Ideal Self

How you would like to be. What you aspire to be.

Perception

How Individuals receive and interpret messages.

Selective Exposure

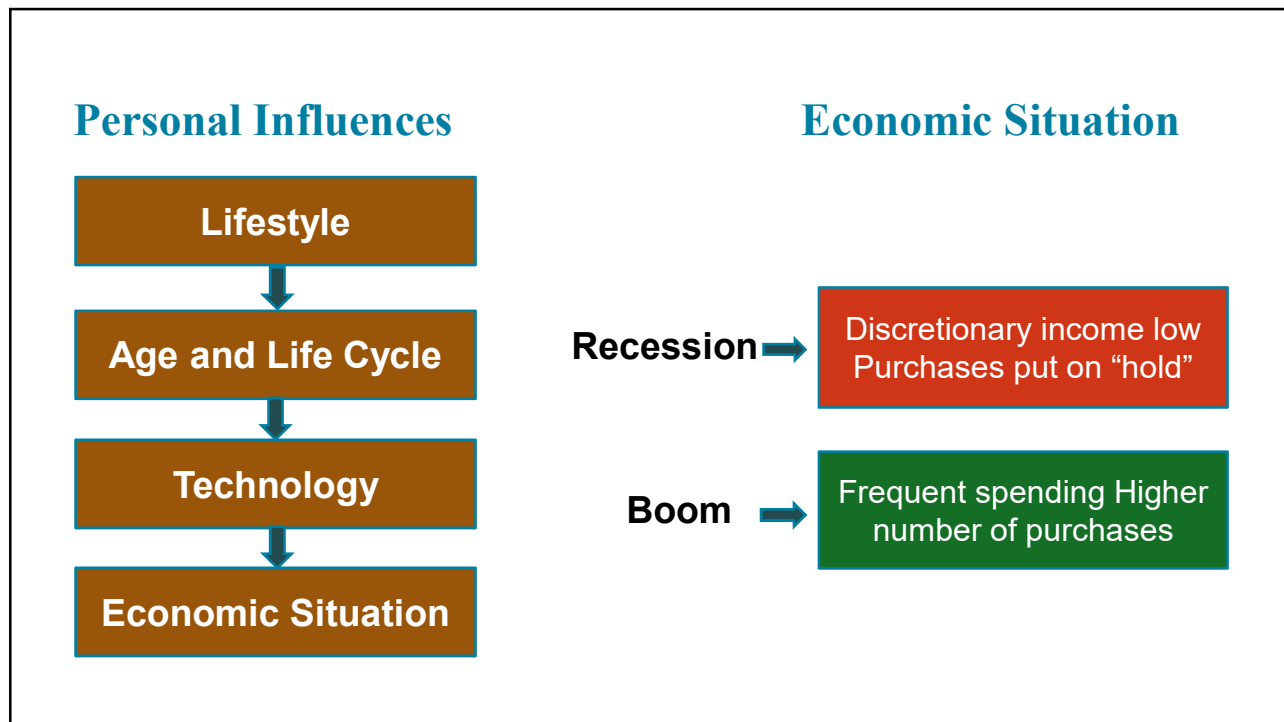


Selective Perception



Selective Retention





Social Influences

- **Reference Groups** –people with common interests influence attitudes and behaviour.
- **Family** – think and act as individuals; decisions made can influence household purchases.
- **Social Class** – groups based on similar values, lifestyles, and social history.

Cultural Influences

Behaviour learned from external sources influence value systems that hold strong sway.

Regional Influence

- Location and culture have an influence on attitudes and values.
- The significance of the differences dictates the need for unique regional marketing strategies.