CHAPTER 2

PURCHASE BEHAVIOUR OF RETAIL CUSTOMERS

2.1 INTRODUCTION

Profits from customer relationship are the major aspect of all businesses. So, the basic objective of any business is profit maximisation through customer satisfaction. But, it is always difficult to get customer satisfaction.

In spite of such diversities among customers, there are many similarities among them. To find these, the study of target customers’ wants, perceptions and buying behaviour will be helpful as it will provide the information necessary for developing new products, prices, channels of communication and other retail marketing elements.

‘In the majority of markets, however, buyers differ enormously in terms of their buying dynamics. The task faced by the retail marketing strategist in coming to terms with these differences is complex. In shopper markets, for instance, not solely do patrons usually take issue in terms of their age, income, instructional levels and geographic location, however, a lot of basically in terms of their temperament, their lifestyles and their expectations.’

In other words, the total retail marketing effort must be so designed that the customer perceives its various features as providing an answer to his perceived problems and felt needs.

2.2 PURCHASE DECISION INFLUENCERS

2.2.1 Psychological Factors

- **Motivation**: Abraham Maslow’s model explains the assorted desires as shown below. The human issue perpetually moves towards satisfying
bound basic desires as explained by Maslow. Therefore, a study of why
and the way a client is motivated to shop for bound product and
services, helps in understanding the patron behaviour.\textsuperscript{2}

\textbf{Example:} During the survey, it is found that when the respondents at
the various malls and organized retail outlets were questioned regarding
their choice of making most of their purchases from the organized retail
stores, most of them responded that their lower level needs are already
fulfilled and so, they have an urge for getting recognition and status
which is fulfilled by the products, apparels and other similar things that
they get from this sector.

\begin{figure}
\centering
\includegraphics[width=0.5\textwidth]{maslows_need_hierarchy.png}
\caption{Maslow’s need hierarchy}
\end{figure}

- \textbf{Perception:} Perception could be a method through which a person
views and understand the world and events around him. In other words,
receiving the information and making sense out of it to create a
meaningful picture is termed as perception. Different people can
perceive the same object differently.\textsuperscript{3}
**Example:** One person may have a strong focus and eventually strong retention of a particular ad even if exposed to the ad once whereas, the other person may not remember the ad even if he is exposed to it several times. This occurs because people remember things which are of interest to them. Like, if you are looking to purchase a car, then the car advertisements will attract you and you will remember them whereas one who is not in a need for the car may not remember the ad even after seeing many times.

![Diagram: Different associations have different effects on consumer behaviour](image)

**Fig.2.2 Different associations have different effects on consumer behaviour**

The marketers have to spend a large amount of money to frame ads and get a positive attention of the customers for their products which is a very challenging task as there is stiff competition in the market with similar products ads and that is why creativity and innovativeness are required by the marketers to deliver their message to the consumers. Also, the ad created must capture a positive attention of the consumers which is again not enough. Continuous monitoring is necessary to check whether the positiveness of the ad is maintained and it is not distorted.
by competitive activity. Finally, seeing that the consumer interprets positive meaning of the message retained is a tough job.

- **Learning**: Learning is closely related to knowledge, skill and intention – three basic behavioural characteristics. It appears that knowledge and intention are acquired through experience and that skill comes from practice. Learning is not directly observed, but rather is inferred from a change in performance. This indicates that learning and performance are related, but distinct concepts with respect to behaviour.\(^4\)

**Example**: It is observed during the survey that many people are showing brand loyalty. A few of them when questioned, replied that for certain things they resort to a particular brand only because of the satisfaction from the previous purchase (learning). Learning enables the marketers to construct demand for a product by relating it to strong drives, employing the cues that are motivating and providing positive enforcement. All this can lead to brand loyalty and win customers to a specific product.

- **Beliefs & Attitude**: Beliefs, like values, are deep rooted in a person as they are developed from the very childhood. An attitude is a tendency to respond to a given product in a particular way. An awareness about attitudes helps the retail marketing managers because many behaviours of customers are related to attitudes.\(^5\)

**Example**: During the survey, it is found that certain people are of the belief that they get a particular type of thing at its best on a particular store or a particular area only and they are very firm with this belief. Like, for the bandhej and lehariya sarees, it is a strong belief in people that they are the best in Jaipur.
Attitude towards a particular product assist in the purchase decision. Like, it is seen that some people had a negative attitude towards the purchase of jewellery from the traditional retailers. Their attitude is favourable towards the organized players in the market. The marketers should identify the consumers who have a negative attitude for their products and then make efforts to change the attitudes by adjusting their marketing decisions accordingly. For it, the companies should closely monitor the loyal customers of the competitors in the market and pick the points why the customers are loyal to these competitors and then try to defeat the competitors on these issues. Alternatively, a company can locate the customers who are not liking the competitors products and try to gain them.

![Diagram of Consumer Beliefs, Feelings, Attitudes, Intentions and Behaviour]

**Fig.2.3 The Relationships between Consumer Beliefs, Consumer Feelings, Consumer Attitudes, Consumer Intentions and Consumer Behaviour**

- **Knowledge**

Knowledge means the aggregate of all information that one has irrespective of the fact that on which topic. Whatever a person knows, is a part of his knowledge world and this totally depends upon what kind of information an individual is exposed to and how he filters and sense the information.

Marketers need to know that how much knowledge one has about their product and it is found that most of the factors that influence consumer behaviour are related to the knowledge regarding the product. So,
efforts should be made (like, incentives given) by the marketers to encourage the consumers to have more information about the product which will affect the other factors simultaneously.

<table>
<thead>
<tr>
<th>Consumer's Sources of Knowledge</th>
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<tbody>
<tr>
<td><strong>PERSONAL</strong></td>
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<tr>
<td>BUSINESS CONTROLLED</td>
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<tr>
<td>Sales Personnel</td>
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<td>Service Personnel</td>
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<td>Paid product endorsers</td>
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<tr>
<td>NON-BUSINESS CONTROLLED</td>
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<tr>
<td>Family and friends</td>
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<tr>
<td>Co-workers</td>
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<tr>
<td>Other shoppers</td>
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<tr>
<td>Experts, opinion leaders, and influencers</td>
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<tr>
<td>Internet Forums &amp; bulletin boards</td>
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<tr>
<td>IMPERSONAL</td>
</tr>
<tr>
<td>Products</td>
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<tr>
<td>Point of Purchase materials</td>
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<tr>
<td>(e.g., Displays, store signage, advtg. circulars)</td>
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<tr>
<td>Advertising</td>
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<tr>
<td>Catalogs</td>
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<tr>
<td>Corporate websites</td>
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<tr>
<td>Yellow Pages</td>
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<td>Television &amp; radio shows</td>
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<td>Noncorporate websites (e.g., Blogs, Government sites)</td>
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<td>Books</td>
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<td>Government reports</td>
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<td>Newspapers</td>
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<td>Magazines</td>
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Fig. 2.4 Sources of Knowledge

2.2.2 Personal Factors

- **Personality and Self-concept:** Personality refers to a person’s consistent way of responding to a wide range of situations. Marketeers are interested in a personality as a way to target consumers. In consumer studies, personality is defined as consistent responses to environment stimuli. A consumer naturally buy goods and services that fits his self-concept (or self-image). All carry around a complex mental picture of themselves. Some purchases and possessions such as clothing, cars, furniture and houses, are more central to self-concept than others. Marketers of products that contribute strongly to self-image (hairstyling, shoes, perfume, jewellery, eyeglasses) need to assess their customers’ self-concepts.

**Example:** Consumers often choose and use those things or products that actually match with their personalities consistent with their own self
concept although in certain cases, the match may be based on the prejudice that what picture one wants to portray of himself. During the survey, it is found that the rajput ladies of Rajasthan preferred to buy ‘poshaks’ as they call for each occasion stating that it matches their personality.

Marketers should keep in mind that the purchases made by consumers are to support their self-concept and so the focus should be to identify the self-concept of consumers and satisfy them. For example, at times it happens that we provide products to consumers on the basis of demographic variables (age, sex etc.) but when we explore it deeply it may give totally different results as an old person may be interested in buying things that make him feel and look young as that persons self concept towards himself may be different.

- **Occupation**

The occupation a person is in has a large influence on his purchase behaviour. The job profile has a direct influence on purchases made.

*Example:* Out of the respondents surveyed, it is found that people who are at higher positions in the companies and are in good services made most of their purchases from the organized retail outlet whereas who are lower level or shop level workers are more inclined towards the unorganized retail outlets.

- **Lifestyle**

The way one lives in shapes his lifestyle. It is actually how one spends time and energy that gives a picture of one’s lifestyle. Lifestyles are usually shaped by the fact that people are money constrained or time constrained. Money constrained people are more prone to buying low cost products whereas the latter will prefer those products that are actually convenient and time saving.7
**Example:** It is noticed that most of the working women prefer to make *rotis* in the roti maker, wash clothes in the machines as against those traditional belief ladies who make rotis on their own and prefer hand-washed clothes.

The marketers should closely observe the target audience way of living and accordingly provide the products and services with various promotions and offers. This activity will actually help them to launch successful market strategies.

- **Age and life-cycle stage**

People buy various goods and services over a life time and that is actually affected by the age of a person and the family life cycle stage one is in. The purchase behaviour of an old age person is bound to differ from the purchase behaviour of a young person. Similarly, the purchases of a bachelor may not be similar with the purchases of a couple with a new born baby. 

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Stage</th>
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<tbody>
<tr>
<td>1.</td>
<td>Bachelor</td>
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<td>2.</td>
<td>Newly married couple</td>
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<td>3.</td>
<td>Full Nest I Stage</td>
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<td>4.</td>
<td>Full Nest II stage</td>
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<td>5.</td>
<td>Full Nest III Stage</td>
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<td>6.</td>
<td>Empty Nest X Stage</td>
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<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Buying Patterns</th>
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<tbody>
<tr>
<td>Fashionable and recreation goods</td>
<td></td>
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<tr>
<td>Fashionable and leisure articles, furnishings, utensils.</td>
<td></td>
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<tr>
<td>Child’s clothes, food and medical expenses</td>
<td></td>
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<tr>
<td>Child’s toys to bicycles and education of children</td>
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<tr>
<td>Educational expenses</td>
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<tr>
<td>(i) Travel or home improvements</td>
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Example: It is observed that the elderly people while making purchases for footwear looked for comfort and low heels whereas, the younger people demanded style and girls preferred heels. Similarly, the spectacles that the old people looked for are simple and the younger people look for stylish frames.

The bachelor’s purchases were mostly made for himself and consisted of the trendy clothes, footwear’s etc. whereas the couple with a new born baby spent on baby’s requirements mainly.

- Economic Situation/Income

The income of a person largely affects the purchase behaviour of a person. A person with high income tends to spend much on costly and branded things as against the one with lower income who has to make maximum purchases from the unorganized retail sector. Example: It is observed that high income people groups land in malls and make most of their purchases from there carrying big shopping bags when they land out of the mall. On the other hand, people in the low income group class just added to the footfalls in the mall. They could hardly purchase things from there and their purchases are mostly from the unorganized retail stores. In Jaipur, maximum people of this category said that they visit bapu bazaar, johari bazaar and the purohit ji ka katla at badi chaupar for their purchases.
2.2.3 Cultural Factors

Culture

Culture refers to a set of values, ideas, artifacts and other meaningful symbols that help individuals communicate, interpret, and evaluate as members of the society. Culture has been described as the blueprint of human activity, determining the co-ordinates of social action and productive activity.\

While studying buying behaviour of consumers in any society, one must recognize products not only as materially produced by the culture, but also as the culmination of abstract values, attitudes and related symbolism associated with this behaviour. Some Indian Cultural Values and Consumer Behaviour’s:

a) Tolerance: India is a secular democratic nation today, very much as a result of this cultural values. In fact, tolerance has been a hallmark of the Indian way of life.

b) Individuality: The value of individualism is quite well enshrined in our traditional concept the ‘self’.

c) Equality: The concept of equality is strongly ingrained in the Indian Constitution and, in many ways, pervades and influences all retail marketing and consumption activities.

d) Activity: This is an Indian Cultural value deeply rooted in the Indian philosophy of “karma”. It is taken from what Lord Krishna tells Arjuna, the proverbial seeker of knowledge in the Gita.

Example: The purchase decision of individuals is affected by the cultural values. The typical Rajasthani culture during festivals like teej is to purchase and enjoy eating ghevar (a rajasthani sweet). Womens are
seen in lehariya during this time. So, automatically the purchases that an individual is making are affected by their culture and they end up buying things that are in their culture.

Marketers use the tactic of cultural influence to convince the customers for the purchase of their products. They design the ads that reflect the culture of the customers and often use this point in their promotional appeals. In this way the customers are attracted towards the ads and eventually towards the marketers products.
• **Sub-Culture**

Each culture contains “sub-cultures” – groups of people with shared values. Sub-cultures can include nationalities, religions, racial groups, or groups of people sharing the same geographical location. Sometimes, a sub-culture will create a substantial and distinctive market segment of its own. For example, the “youth culture” or “club culture” has quite distinct values and buying characteristics from the much older “gray generation”\(^\text{11}\)

• **Social Class**

Every society possesses some type of people that are vital to the marketers because of the similarity in the shopping behaviour they have and so the selling activities may be tailored according to the different social categories. Here, one must always note, that people’s purchasing behaviour is not solely determined by financial gain, however, there are numerous different factors moreover such as: wealth, education, occupation etc.\(^\text{12}\)

Social class differ in their speech, dress, recreational patterns etc. and an individual can move up or down the ladder of the social class in life.

*Example:* The rich people are mostly seen in luxury and expensive cars and one can hardly find them in low cost cars.

2.2.4 **Social Factors**

• **Reference Groups**

Groups having a direct or indirect influence on one’s behaviour form the reference group. They are mostly the family members, friends and
the co-workers. These parties in some way or the other influence the purchases.

At times, the customer actually behaves in a manner in which his other group members behave and so they affect his purchase decisions. Usually these teams contain the Opinion Leaders or others who have a major influence on what the client purchases. The person makes the purchases keeping in mind the purchases of the opinion leaders.¹³

**Example:** During the period of survey, many females admitted the fact that their purchases are largely influenced by the purchases of their kitty friends and club friends. If their friend buys something from the big organized retail outlets, they also get influenced and buy the same even when at times it is not required.

The marketers task is to identify such groups and specially the opinion leaders in the group as once the opinion leaders are convinced, they will automatically convince the other people in the group as the people usually see and follow the opinion leaders.

- **Role & Status**

When in a group, how we feel our position is or how others perceive our position is what we term as role. Role may be having certain responsibilities associated with it at certain times. When consumers make a purchase, the role that they are fitting in influences a lot.¹⁴

**Example:** As an employee if one has to purchase snacks for a office party which even the boss is going to attend, higher quality snacks would be purchased as against those when the same have to be purchased for home. The role of the person differs in both situations and so his purchases also differ. Similarly, the Company presidents drive luxury cars, wear expensive suits that match the status they are holding.
Advertisers often show how the benefits of their products help the consumers while performing certain roles and so the underlying message of this promotional approach is to suggest that the consumers should use the advertiser’s products as it will raise their status.

- **Family**

Family has a strong influence on purchases made by an individual. It is also to be taken into consideration that purchases are largely determined by the decision taker in the family. If the decision taker is the wife, the purchase pattern will differ against if purchase decisions are taken by the male. Also, many a times, purchases are influenced by the children in the family.\(^\text{15}\)

**Example:** The family also has a large influence on purchases made. Like, if a decision is to be taken regarding the purchase of a refrigerator, the family opinion regarding which size, which brand, which colour etc. has an effect on purchases made.

### 2.2.5 Other Factors

- **Location of the outlet**

The location of the outlet at times act as a purchase decision influencer. People usually prefer to purchase from the outlets that are at convenient locations.

- **Range of products available**

The variety available in stores often influences one’s purchase from an organized or unorganized outlet. It is found mostly that organized retail stores have much variety than the unorganized retail stores.
• **Convenience while shopping**

The convenience felt while making purchases often acts as a decision influencer regarding where to make the purchases from. Some people are more comfortable with the unorganized retail while some are comfortable with the organized retail in this aspect.

• **Store image**

At times, the image of the store compels a customer to make purchases from there. The attractive image of the store, the beautifully displayed articles etc. gains the attention of many and the people end up making purchases.

• **Packing of products**

The beautiful and attractive packing oftens act as an influencer for the customers to make purchases. The customers get attracted towards the packages and at times make purchases just because of it. The attractive packing is mostly offered by the organized retail stores.

• **Parking facility**

Parking has become a big problem today as the no. of vehicles owned per family has increased. Whenever one goes for shopping, the first idea that comes in mind is regarding parking facility available in the shopping area. So, the parking facility available is a purchase decision influencer.

• **Entertainment**

Some people prefer to have an entertaining experience while shopping. Besides shopping, they prefer air-conditioned ambience, food courts,
game zones where they can leave their children and shop in the meanwhile, food courts, movie shows etc. and these kind of facilities available often stimulate people to make purchases from a particular kind of store.

- **Time saving**

  Often people look for the place where the purchases can be made quickly without wastage of time and so the formats which offer this facility attract the customers. So, it can be inferred that time saving while shopping can be a purchase decision influencer.
• **Behaviour of employees**

People of today are very much cautious regarding the manner in which the other people treat them and so the behaviour of the employees in the stores towards the customers acts as a purchase decision influencer.

• **Home delivery offered**

Most of the people want to be relieved of carrying the shopping bags with them. They prefer to get them delivered to their homes. So, home delivery facility available at the stores is a purchase decision influencer regards purchase made from an organized or unorganized retail outlet.

### 2.3 STAGES OF BUYING PROCESS

The process consists of variety of stages and is influenced by one’s psychological framework comprising individual’s temperament, motivations, perception and attitudes.

For certain commodities, the client takes his shopping for call like a shot with not a lot of thought. These are things of daily use. For a few alternative commodities, chiefly luxury or sturdy things, one thinks a lot of before taking a choice to buy it. Sometimes, the patron may additionally consult others. Generally, there are 5 stages that the customer passes in taking a choice for buying a selected artifact. These stages are:

#### 2.3.1 Need Recognition

The method starts with would like arousal that activates through internal or external stimuli. The fundamental desires of a typical man arise to a selected level and becomes a drive and he is aware of from his previous expertise the way to satisfy these desires like hunger, thirst, sex, etc., this is often a case of internal stimulant. A desire can even be
aroused by an external stimulant like the sight of recent product during a look whereas buying alternative usual merchandise.\textsuperscript{16}

\textbf{Fig. 2.5 Need Recognition}

There is a twofold significance of need arousal stage to a marketeer:

- The drive that actually compels the buyer to buy the product which can satisfy his needs must be identified by the marketer as it gives him the opportunity to satisfy the consumer.

- The marketer also knows the need levels and their time of fluctuations which can be capitalized by him.

\textit{2.3.2 Product Awareness/ Information Search}

After need arousal, the consumer tries to overcome it and so he gathers the sources and information about the product. Further, depending upon the intensity of need, it produces two states in an individual which are \textit{heightened attention and active information}. In \textit{heightened attention}, the consumer becomes more receptive to information regarding the item he needs.\textsuperscript{17} Like, if a consumer needs to purchase a television, he will
automatically pay more attention to ads for television and will also be influenced by the talks of friends and relatives regarding television.

**Fig.2.6 Search For Information**

If need is more intense, the individual enters a state of *active information* search in which he tries and collects more and more information regarding the product’s attributes and other information. There are four sources of consumer information:

- Personal Sources including family, neighbours, co-workers etc.
- Commercial Sources like advertisement, salesmen, dealers.
- Public Sources like the mass media, consumer-rating organisations.
- Experiential Sources including handling, examining, using the product

2.3.3 Interest

Interest may be viewed as a state of mind that exists when a consumer perceives a need and/or is aware of alternative products capable of
satisfying that need. Consumer interest is seen in the consumer’s willingness to seek further information about a product. At this stage, the consumer is actively involved in the buying process and pays attention to the product. However, if the interest is lost during this involvement, attention will be diverted and the buying-decision process will possibly break down.\textsuperscript{18}

\textbf{2.3.4 Evaluation And Intention}

Once, interest in a product is aroused, a consumer enters the subsequent stage of evaluation and intention. The evaluation stage represents the stage of mental trial of the product. During this stage, the consumer assigns relative value-weights to different products/brands on the basis of accumulated stock of product information and draws conclusions about their relative satisfaction-giving potential value. After this evaluation, the consumer develops the intention either to purchase or reject the product/brand. The final purchase can, however, depend upon the strength of the positive intention, that's the intention to shop for.\textsuperscript{19}

On the basis of evaluation of behaviour of consumers, the marketer can improve or develop the product and segment the market on the basis of product attributes.
Fig.2.7 Information Processing Stimuli
2.3.5 Purchase Decision

There are three more important considerations for taking the buying decision: (a) attitude of others such as wife, relatives and friends. Interestingly, it depends more upon the intensity of their negative attitude and the consumer’s motivation to comply with the other person’s wishes\(^{20}\); (b) anticipated situational factors as expected family income, expected total cost of the product and the expected benefits of the product and (c) unanticipated situational factors, like accidents, illness, etc.

![Diagram of Purchase Decision Process]

**Fig. 2.8 Purchase**

2.3.6 Post Purchase Feelings

If the product matches his expectations, the consumer is satisfied; if it exceeds, he is highly satisfied; and if it falls short of expectations, he is dissatisfied.

Post purchase behaviour refers to the behaviour of a shopper when his commitment to a product has been created. It originates out of shopper
expertise concerning the employment of the merchandise and is indicated in terms of satisfaction. This behaviour is mirrored in repeat purchases or abstinence from any purchase. If product use expertise indicates satisfaction, then repeat purchases can occur, otherwise not.  

![Diagram of Consumer Decision-Making Process](image)

**Fig. 2.9 Consumption and Post-Consumption Evaluation**

### 2.4 TYPES OF CONSUMER PURCHASE DECISIONS

Every day the consumers are faced with purchase decisions. However, some are complex and some are routine. Broadly, there are four types of consumer purchase decisions:

**2.4.1 Minor New Purchase** – Such types of purchases are not very important in a customer’s mind but are something new to the consumer.

**2.4.2 Minor Re-Purchase** – These are the routine purchases that are made without giving a second thought. Consumer’s brand loyalty is there in such cases.
2.4.3 *Major New Purchase* – These types of purchases are the most difficult as the consumer has no experience in making these decisions and the product that has to be purchased is important to the consumer. The consumer lacks confidence in making these purchases as no previous experience is there.

2.4.4 *Major Re-Purchase* - These purchase decisions are also important to the customer but here there is a confidence in making the purchases as there is an experience of buying the product previously.

‘Therefore, it is important from a marketers point of view to have a knowledge regarding the customers purchase decision. For the different types of purchase decisions, the marketing strategy will be different. In fact, the same company may face both situations at the same time; for some the product is new, while other customers see the purchase as routine.’

2.5 *TYPES OF BUYING DECISION BEHAVIOUR*

Buying behaviour differs greatly for different types of products. As participants and deliberation in the buying process increase, buying decisions become more complex.

2.5.1 *Complex Buying Behaviour*

This type of behaviour is reflected when the involvement of the consumers in making a purchase is high and when a significant difference in brands is perceived by them. Consumers’ purchase involvement is high when the product is costly, risky, purchased infrequently, and highly self-expressive. In such a situation, the consumer has much to know about the product category. For example, a personal computer buyer may not know what are the attributes that have to be considered. Many product features carry no real meaning: a “Pentium chip”, “Super VGA resolution”, or “8 megs of RAM.”
In this situation, the buyer will go through a learning process in which beliefs and attitudes are developed about the product. Marketers of such products need to know the information-gathering and evaluation behaviour of high-involvement consumers. They must guide the buyers so that they learn about the product-class attributes and the importance they hold, and about what the company’s brand offers on the important attributes. It is equally necessary to motivate store salespeople and the buyers acquaintances.

2.5.2 Dissonance- Reducing Buying Behaviour

Dissonance- reducing buying behaviour happens when consumers are highly involved with a purchase that is too risky and expensive. For example, customers buying split type air conditioner may face a high-involvement decision because air conditioning is costly and buyers may consider most air conditioner brands in a given price range to be the same. In these kind of situations, since the perceived brand differences are not wide, buyers may look around to learn what is available, but they buy relatively quickly. They may respond primarily to an attractive price or to purchase convenience.

Consumers might experience dissatisfaction post purchase when they notice certain disadvantages of the purchased air conditioner brand. This can occur also if the buyer hears favourable things about brands not purchased. To overcome such dissonance, the marketer should undertake proper after-sale communication and support to help consumers feel happy about their brand choices.

2.5.3 Habitual Buying Behaviour

‘Habitual buying behaviour happens in those situations where the consumer involvement is low and perceived brand difference is low. For example, take flour, consumers have insignificant involvement in this product category. They just go to a store and ask for a brand. If they keep on
asking for the same brand, it is not strong brand loyalty rather it is out of habit. Consumers usually have low involvement with products that are low-cost and most frequently purchased.

In cases of habitual buying, consumer behaviour does not follow the typical belief-attitude-behaviour pattern. Consumers do not look for extensive information about the brands. They do not evaluate brand features, and make strong decisions about which brands to buy. Instead, they receive information from the media to which they are exposed. Repetitive ads builds brand familiarity rather than brand conviction. As consumers’ involvement is low, they may not make post purchase evaluation. Thus, the buying process contains brand beliefs acquired through passive learning.’

2.5.4 Variety-Seeking Buying Behaviour

This type of buying behaviour is seen for products that are having low consumer involvement but have brand differences and so are often switched on quickly. For example, One may buy cookies out of habit of one brand but may be the next time, new brand cookies are purchased by him because he is bored of the same taste. Brand switching occurs for the sake of variety rather than because of dissatisfaction.
REFERENCES


   http://referaty-seminarky.sk/consumer-markets-influences-on-consumer-behaviour/
   on 28 July 2012.


