

Understanding various buyer behaviors essay examples

[Business](#), [Customers](#)



Buyer behavior refers to the study of how individuals or groups come up with their purchasing decision, including the processes they follow when selecting, buying, and disposing the products. According to studies, customers undergo a five-step decision-making process to help them make their purchases. The steps include recognition or awareness of the need, search for information, evaluation of choices, actual buying decision, and post-purchase assessment of the product (Anon.). For beginners, they typically follow the process in proper order, while for habitual purchasers, some steps are often skipped or reversed. In some cases, these steps are also governed by other factors such as knowledge, demographics, beliefs, personality, motivation, lifestyle, occupation, perception, and feelings (Cheung et al., 2013, p. 200).

In the case of a 25-year old, healthy worker who sees the same physician for minor medical needs, this individual is most likely to skip some steps, including evaluation of choices due to lifestyle and perception influences. Another reason is if the motive for seeing the doctor is a routine checkup, then the more the patient is likely to miss some steps on purpose. On the other hand, the retired individual who calls the state medical society to seek a second opinion is the type of consumer who will go through all the decision-making steps with particular emphasis on the evaluation of choices stage. This is brought about by the belief that understanding the problem and having options will provide the consumer with an informed decision prior to actually buying a product or availing of services. In addition, considering the risks involved, then a consumer must ensure to follow all the steps in order to come up with a decision (Anon.). Finally, the consumer who sees a

new brand on the shelf and tries the product is the type of consumer who is easily swayed by market choices considering the vast selection of options to choose from. This could be attributed as well to the immediacy of decision to come up with one, thus, naturally, when a perceived need is more likely to be solved immediately, then the consumer may find oneself making the decision at once. Likewise, the decision to switch brands may be brought about by a previous negative experience with a specific brand, thus, the consumer becomes more open to trying out new products.

References

- Cheung, C. M. K., Zhu, L., Kwong, T., Chan, G. W. W., & Limayem, M. (2013). Online consumer behavior: A review and agenda for future research. 16th Bled eCommerce Conference. Retrieved from [https://domino.fov.uni-mb.si/proceedings.nsf/0/c9beda3ca328c8b7c1256ea1002c72b8/\\$FILE/16Cheung.pdf](https://domino.fov.uni-mb.si/proceedings.nsf/0/c9beda3ca328c8b7c1256ea1002c72b8/$FILE/16Cheung.pdf)
- Anon. (n. d.). Consumer behavior. Retrieved from <http://www-rohan.sdsu.edu/~renglish/370/notes/chapt05/>