

5 Steps Consumer Behaviour

5 Steps Consumer Behaviour - Step 5 of consumer buying behavior – Post purchase behavior. This is because they know that post purchase, customer will like to sell their existing cars after a certain period of time. At the same time, there are other customers who are ready to buy second hand cars. Top 5 Stages of Consumer Buying Process. Mostly, consumers follow a typical buying process. Marketer must know how consumers reach the final decision to buy the product. According to Philip Kotler, the manager can learn about the stages in the buying process through four methods. Each method gives hint regarding the steps in the consumer buying process. THE FIVE STAGES OF CONSUMER BEHAVIOUR. However, the term consumer behavior is a broader term which emphasizes not only on the actual buyer or customer, but also its users, i.e, consumers. Sometimes a product is purchased by the head of the family and used by the whole family-example; a refrigerator or a car. Consumer Buying Process (5 Steps) The consumer-buying process begins when a consumer decides to buy a product or service to satisfy his/her unmet demand. The primary objective of studying consumer- buying process is to understand what make consumers to buy or not buy a particular product. In the world of retailing,...