

Modeling complex buying behavior pdf download

Types of Buying Decisions



Complex buying behavior occurs when consumers deeply engage in purchasing and perceive significant distinctions among brands. This level of involvement often arises when the product carries a high price tag, involves risk, is bought infrequently, and serves as a means of self-expression.

For instance, a consumer investing in a personal computer may find themselves grappling with a multitude of technical specifications like "Pentium Pro chip," "super VGA resolution," or "megs of RAM." Such complexities demand a learning curve; buyers must first form beliefs about the product, then develop attitudes, and finally make a purchase decision.

In navigating this intricate process, marketers of high-involvement products must grasp their target consumers' information-seeking and evaluation habits. They play a crucial role in facilitating the buyer's education about product attributes and their relative importance, as well as highlighting the unique value propositions of their brand.

Marketers may employ strategies to effectively differentiate their brand, such as leveraging print media with detailed content to elucidate product benefits. Additionally, they must motivate in-store sales personnel and the consumer's social circle to influence the ultimate brand selection. This comprehensive approach ensures that consumers can make informed decisions in complex purchase scenarios.