

3.03 Definition of Consumer buying behavior

ভোক্তার ক্রয় আচরণের সংজ্ঞা

Consumer behavior is the buying behavior of final consumer. Consumer market consists of individuals and households that they buy goods and services for personal consumption. Consumer behavior consists two words: consumer and behavior. A **consumer** is a person (or group) who pays to consume the goods and/or services produced by a seller (i.e., company, organization). On the other hand, **behavior** is the stimulus response process of human being.

According to **Philip Kotler and Gary Armstrong**, "Consumer buyer behavior is the buying behavior of final customers – individuals and households who buy goods and services for personal consumption."

According to **Berkman and Gilson**, "Consumer behavior may be defined as the activities of people engaged in actual or potential use of market items – whether products, services, retail environments or ideas."

From of the above discussion, we can find the following characteristics of consumer buying behavior:

- It is a decision making process.
- It is motivational behavior.
- Various elements effect on consumer behavior.
- Consumer behavior may differ due to time and attitude.
- Expression of different behavior at the time of purchase.

Finally, we can say that consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.



What is meant by consumer buying behavior? Define consumer buying behavior.

3.04 Types of Buying Decision Behavior

ক্রয় আচরণের প্রকারভেদ

Buying decision behavior is the decision processes and acts of people involved in buying and using products. Buying decision behavior is divided into four types.