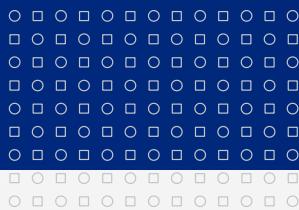


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# Customer behaviour

## Chapter 8



*Customer - client, buyer, or purchaser, is usually used to refer to a current or potential buyer or user of the **products***

## Types of customer

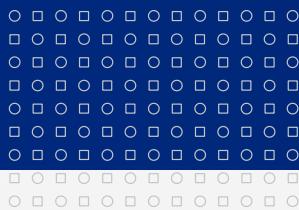
## Customer's needs

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

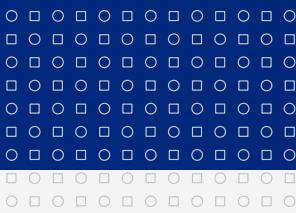




## Buying behaviour

- ☒ Need/want recognition
- ☒ Information search
- ☒ Search for alternatives (to satisfy need/want)
- ☒ Purchase decision
- ☒ Post-purchase evaluation

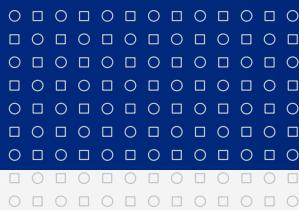




*consumer (B2C) behaviour*

*organisational/industrial behavior(B2B)*





## *Consumer (B2C) behaviour*

- ☒ Consumer behaviour
- ☒ Low in monetary value
- ☒ Low in volume/mass
- ☒ Swift purchase
- ☒ Transaction marketing-based
- ☒ Single buying instances
- ☒ Number of consumer is higher
- ☒ Individual/market-based demand

