



MASARYKOVA UNIVERZITA

# 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