**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 2: ACTIVITY 2**

**INDIVIDUAL ACTIVITY**

**The buying decision**

If a marketer can identify consumer buyer behaviour, he or she will be in a better position to target products and services at them. Buyer behaviour is focused upon the needs of individuals, groups and organisations:

* Make decision.
* Action.
* Post-purchase behaviour i.e. did it meet your expectations? Did you use it? Was it reliable?

It is important to understand the relevance of human needs to buyer behaviour (remember, marketing is about *satisfying needs*).

Describe the Buying Decision Process for a mobile/smartphone.

Fit your description around the three stages that follow:

Recognition of a need:

Choice of level of involvement (i.e. justifying your time and effort e.g. low for bubble gum, high for a holiday).

Identification of alternatives.