

activity: buyer decision making]



Identify the buying steps leading up to the purchase decision in each of the following scenarios

Participation questions

After reading the BDP chapter

- Consider a product that you have purchased & outline the steps of the buyer process that you took.
- Consider how different products have different types of risks outline the risks involved
- Discuss a purchase that had significant importance to you due to the situational factors
- Discuss how costs are greater than money
- Outline why a customer may postpone a purchase
- Outline why self production is greater than many think

Choosing a vacation - travelling solo



Choosing a vacation – with a friend



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What about choosing a family holiday?



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What is involved in choosing shoes?



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can a discount influence your choice?



What if you just bought a red dress?



Do you put the same effort into groceries?



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What do you look for when purchasing food?



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How important is advice with unfamiliar products?



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How do you choose a car?

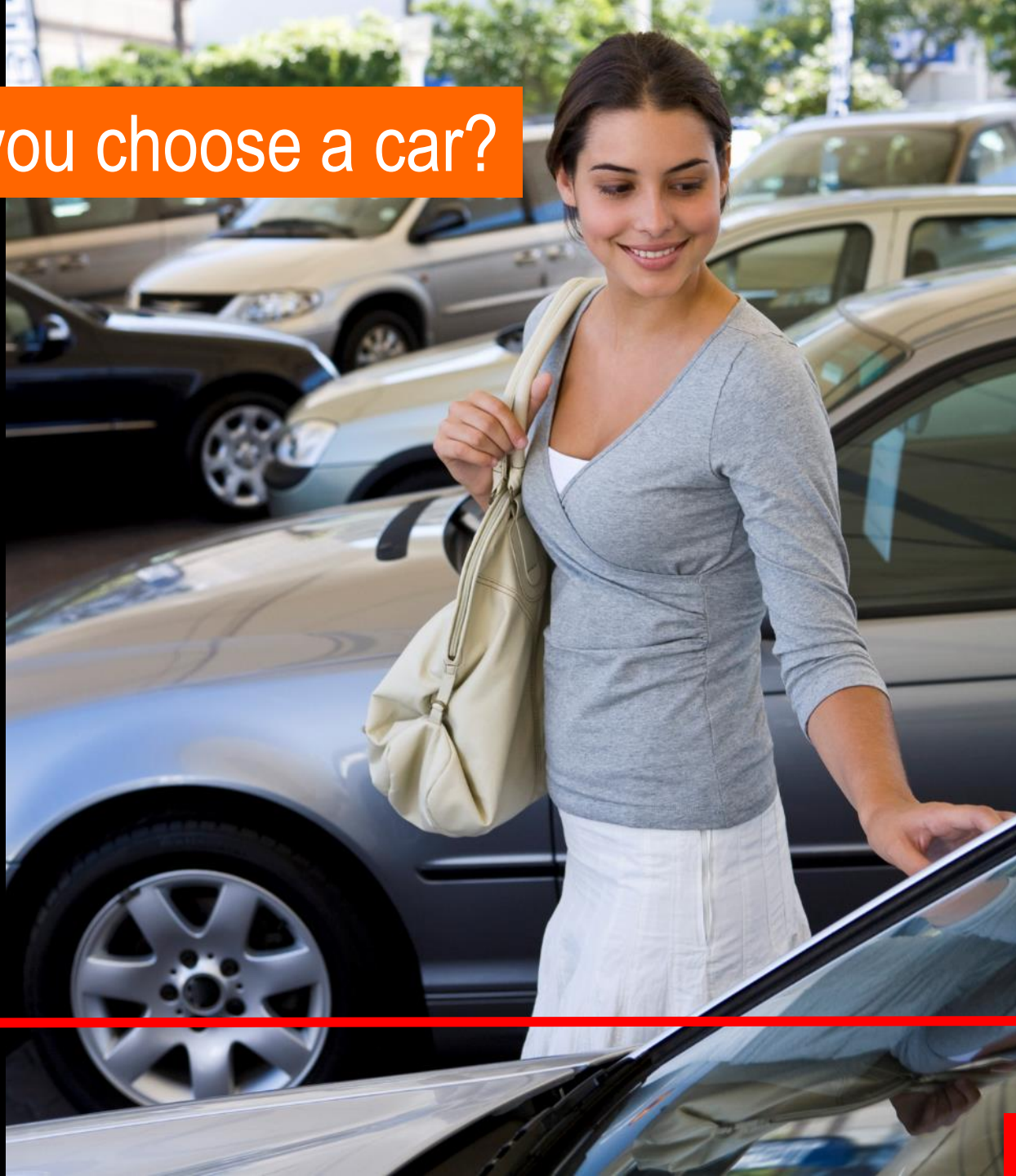


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How do you choose a mechanic?



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How do you choose a hairdresser?



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Can your friends influence your buying?



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Could children influence their parent's buying?



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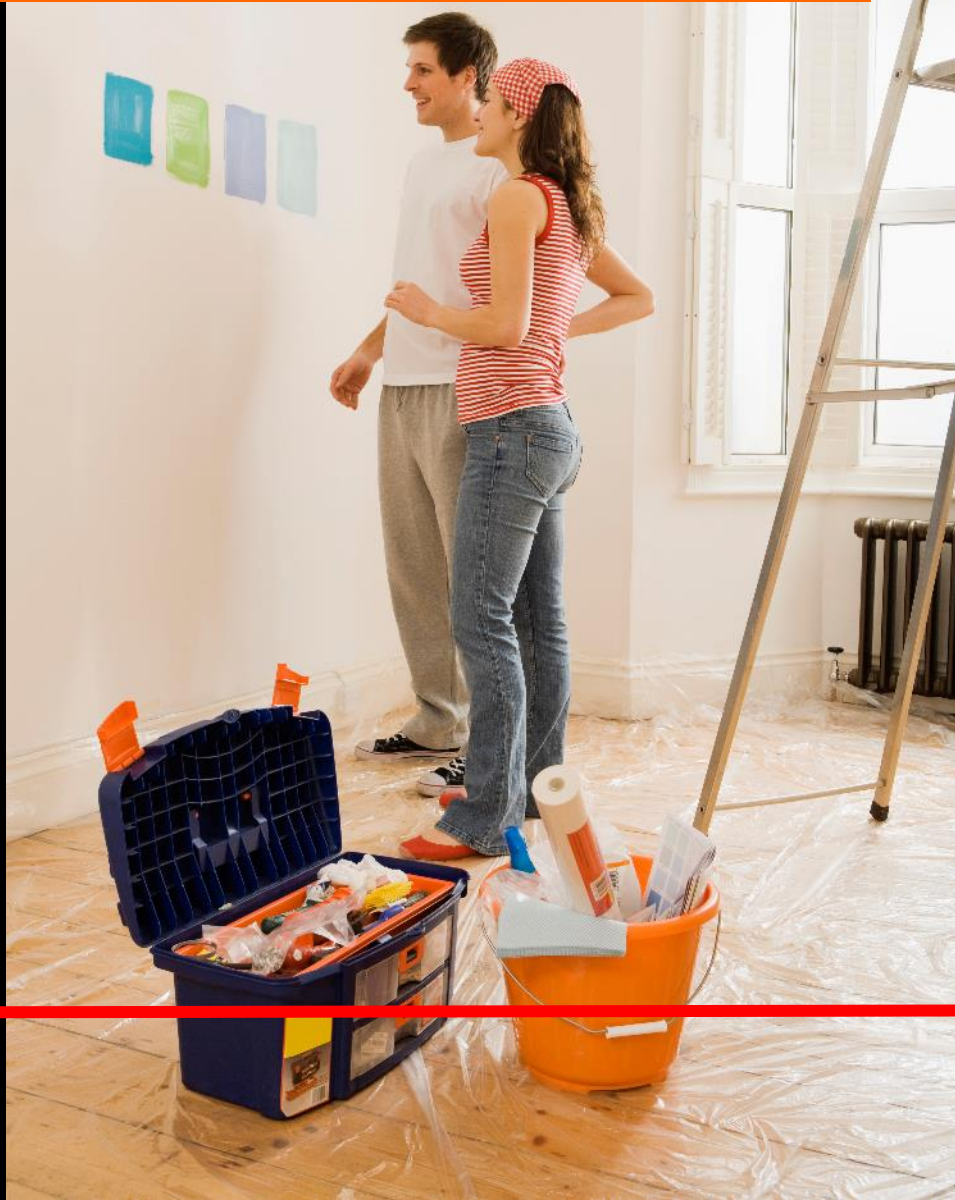
Could children influence their parent's buying?

Why are girls' toys pink?



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How do you choose a paint colour?



What senses do you use when buying fish?



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What are the considerations – engagement ring?



What senses do you use when buying online?



What is an impulse purchase?



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Who makes the washing machine decision?



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How important is advice for complex purchases?



When would you buy someone flowers?



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How important is trial?



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Could this be the start of a shopping list?