CH5

1. Consumer buyer behavior refers to the buying behavior of final consumers—individuals and households who buy goods and services for personal consumption.
2. Culture is the most basic cause of a person’s wants and behavior. And, behaviour is mostly learnt growing up in a particular society
3. Opinion leadersarepeople within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert social influence on others
4. Online social networksare online spaces where people socialize or exchange information and opinions
5. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one’s own environment
6. A brand personality is the specific mix of human traits that may be attributed to a particular brand
7. A motive (or **drive**) is a need that is sufficiently pressing to direct the person to seek satisfaction
8. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
9. Selective attention is the tendency for people to screen out most of the information to which they are exposed.
10. Selective distortiondescribes the tendency of people to interpret information in a way that will support what they already believe.
11. Selective retention means that consumers are likely to remember good points made about a brand they favor and forget good points made about competing brands.
12. Learning describes changes in an individual’s behavior arising from experience
13. A belief is a descriptive thought that a person has about something.
14. Attitude describes a person’s relatively consistent evaluations, feelings, and tendencies toward an object or idea
15. A new product is a good, service, or idea that is perceived by some potential customers as new.
16. Awareness: The consumer becomes aware of the new product, but lacks information about it.
17. Interest: The consumer seeks information about the new product.
18. Evaluation: The consumer considers whether trying the new product makes sense.
19. Trial: The consumer tries the new product on a small scale to improve his or her estimate of its value.
20. Adoption: The consumer decides to make full and regular use of the new product.
21. Innovators are venturesome—they try new ideas at some risk.
22. Early adopters are guided by respect—they are opinion leaders in their communities and adopt new ideas early but carefully.
23. The early majority are deliberate—although they rarely are leaders, they adopt new ideas before the average person.
24. The late majority are skeptical—they adopt an innovation only after a majority of people have tried it.
25. Laggards are tradition bound—they are suspicious of changes and adopt the innovation only when it has become something of a tradition itself

26-Relative advantage: the degree to which the innovation appears superior to existing products.

27-Compatibility: the degree to which the innovation fits the values and experiences of potential consumers.

28-Complexity: the degree to which the innovation is difficult to understand or use.

29-Divisibility: the degree to which the innovation may be tried on a limited basis.

30-Communicability: the degree to which the results of using the innovation can be observed or described to others.