Name : Ali Osman
ID : 221915006I
Program: Bsc in CSE
Course : 324. Principle of Marketing

Ans 1. (a)
Consumer buyer behavior and Business buyer behavior are two distinct approaches to purchasing decising Here are the key diffnences:

* Consumer buyer Behavior:-

① Individual decision making: consumers make purchasing decisions independently. often Influenced by personal preferences, emation and social factors.

② Limited Information: consumers typically have Limited information about the product or service and may real on ward-of-manth advertising. and packaging to make a decision.

③ Impulsive purchases: Consumers may make Impulsive Purchases. especially when it comes to low Involvement Products Like Snacks or entertainment.

④ Emotional Involvement: Emotions play a Significant role in consumer buying decision with factors Like brand Layalty, nostalgia and perceived value Influencing choices.

⑤ Short-term focus:- consumers typically focus on Short term benefits, such as metting immediate needs on wants.

* Business Buyer Behavior:-

① organizational decision making Busines Buyers make purchasing decisions on be behalf of the organization, often inf involving multiple stake-holders and a formal evaluation process.

② Abundant Information:- Businesses have access to vast amount of information about Products and services, ~~to vast amount~~ including technical specification pricing and performance Data.

③ Deliberate purchasing:- Business buyers tend to engage in more deliberate and thoughtful purchasing decision.

④ Rectional decision-making: Business buyers prioritize rotional factores like cost savings, Efficiency and return on investment when making purchasing decision.

⑤ Long term focus: Businesses consider long trem Implication of their purchassing decisions Including Potential future cost Scalability and Strategic alignment.

Ans to the q: No: 1(b)

-There are form types of buying decision behaviors that consumers exhibit when making purchasing decision.

① Complex Buying Behavior: This type of behavior occure when consumers are highly involvent in the purchase decision process and perceive significant differences among the available brand. an example. of complex buying behavior is when a consumen is buying a new car. consumen it will likely reeharle different brand model feature.

② Dissonance-Reduching Buying :- in this types of behavior. consumers are highly involvend in the purchaele desision process but perceive little difference between the brands. After the process thay may experience post. perchase dissonance on conformation that they made the right choice.

③ Habitual Buying Behavior: Habitual buying behavior occurs when consumers are low in involvement but perceive little difference among brands.

④ variety. seeking Buying behavior: this type of behavior occurs when consumers are low in involvement but perceive significant differeneese among brand. They may seek variety or novelty in their purchaces. traying different brands or products to sodisfy their curiosity or desire forchange-

Ans to the Q: NO-3 (a)

Definition of Segmentation: Segmentation is the process of dividing a large and diverse market into smaller, more Homogeneous groups of consumers with similler needs. characteristics. on behaviours. The allows marketers to focus on specific groups to consumers who are more likely to respond to their product or service.

* mayor segmentation variables: There are several mayor segmentation variables that can be used to divide a market into smaller group. These include

① Demographics: Age gender Income education Family size can structure; Geographic Location

② Psychographic segmentation: This segmentatation is based on consumers values lifestyles. attitudes intereste and personality traits By understand these espects. marketers can create products and compaigns that resonate with specific consume psychographics.

Be havioral segmentation: consumers are groupsed baased on thire behavior towards a Product or services such as usage rate Loyalty. buying occasion, Bennefits sought and eadiness to buy

Ans to the Q: No: 3 (b)

* Buzz marketing: Buzz marketing is a marketing technique that relies on creating buzz on word of mouth about a product or service often through unconventional or unexpected means it aims to generate excitement and interest among consumer. Leading to increased brand awareness and ~~sat~~ sales.

Exmple:- one example of Buzz marketing is the ALS Ice Bucket Challenge. The campaign went viral on social media as pepole filmed themselves dumping buckets of ice water over their heads to raise awareness for ALS.

* Co-branding: Co-Branding on the other hand is a marketing strategy where two or more brands come together to create a product or service that leverages the strengths of each brand. By collaborating, the brand aim to reach a wider audience enhance their brand image and increase sales.

example: A populer example of co-Branding is the partnership between nike and apple to create the Nike+ Apple watch. This collaboration combined Nikes expertise in athletic footwear and apparel with Apple technology to create a fitness tracking Device specifically designed for runners.

Ans to the Q: NO; 2

2 As a buyer in the Business buying process I go through several steps to ensure that I make information decision that align with my company's needs and goals:

* Identifing Needs: I start by Identifing the specfie needs and Reqairements of my company. this Involves understanding what products or services are needed. es well as any specific features or functionality that may ~~be~~ be reuireed.
* Researching suppliers: once I have Identified that needs of my company. I research potential suppliers who can meet thoes need. this Invoives Loking at factores such as the suppliees Reputation reliability pricing and ~~quo~~ cuality of their products or services.
* Reauesting Quotes: I reach out to the selected suppliers to reavest quotes for the products ~~or~~ needed.
* making a Decision once negotiation are complite I make a decision on which supplier to go with based on varioos factores such as pricing quality reliability and company needs.
* monitorning performance: After the purchase is finalized, I continue to monitoring the supplier's performance to ensure that they are meeting the agreed upon terms and delvering as Expected.

* Geographic segmentation: consumers are segmented based on their ~~tio~~ Location such as country. Region city or climate Different Regions may have unique preference and buying patterns. Impacting the types of products they purchase.