# Formative Exercise 2B

## Distinguish Customer Purchasing Motives and Behaviours

## Instructions:

### Part 1:

Each person uses a complex number of techniques and references when making purchasing and buying decisions. You must choose a product from your company. You must now describe your purchasing motives/behaviours, using this framework:

1. Motive for choosing this product:
2. Need/Want, explain:
3. Describe what level of Maslow’s hierarchy this product satisfies and why:
4. Describe how you went through the 5 steps of customer purchasing decision. Describe the thought processes you went through in each step.
5. Was the decision: Routine/Limited/Extensive (underline the appropriate one). Explain why?
6. Explain how personal, social, cultural and psychological factors influenced your decision.
7. Explain how personal, social, cultural and psychological factors will influence different customer’s decisions.

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| **First Attempt** | **Second Attempt** | **Third Attempt** |
| Competent | Not Yet Competent | Competent | Not Yet Competent | Competent | Not Yet Competent |
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