

B. Com. Sem. IV MIC-4  
Subject. Consumer Behaviour

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## Buying Decisions

Consumer can make different types of buying decisions. Buying decisions of consumer are depends upon <sup>them</sup> level of involvement and the time and effort. Following are the different types of buying decisions -

### ~~Routine~~

1. Routine Consumer Buying Decision: Under this type of buying decisions, consumers make frequently and with little thought or effort, when the consumer buying out of habit, the consumer seeks to spend ~~as~~ as little time as possible in shopping and often purchases the same brand. This type of decision making is used for regularly purchased items.
2. Limited Consumer Decision: Under this type of buying decisions, consumers make decisions with some thought and effort, but without extensive ~~or~~ research or evaluation. Consumers may have some criteria in mind