



# **FACULTY OF JURIDICAL SCIENCES**

**COURSE: B.B.A.LL.B. IInd Semester**

**SUBJECT: CONSUMER BEHAVIOUR**

**SUBJECT CODE: BBL -203**

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# Lecture-37



# Models of Consumer Behavior

## Consumer Behavior Models

### Contemporary Models

#### 5. Nicosia Model

The Nicosia Model places emphasis on the business first and the consumer second. It argues that the company's marketing messages determines whether customers will buy. Simple, right?

While it's an attractive model because it places all the power on businesses, it's unwise to ignore the customer's internal factors that lead to a purchase decision. In other words, while you may offer the wittiest and most effective marketing copy ever, a customer's internal attributes may have more sway in some instances over others.

The model is comprised of four "fields":

- **One: The business' characteristics and the customer's characteristics.** What does your marketing messaging look like? And what's your customer's perception of that messaging? Are they predisposed to be receptive to your message? The latter is shaped by the customer's personality traits and experiences.
- **Two: Search and evaluation.** Similar to the Howard Sheth model's "limited problem-solving" stage, the customer begins to compare different brands here based on the company's messaging.
- **Three: Purchase decision.** The purchase decision will occur after the company convinces the customer to choose them as their retailer or provider.
- **Four: Feedback.** During the feedback field, the company will determine whether it should continue using the same messaging, and the customer will decide whether they will continue to be receptive to future messages.

## 6. Webster and Wind Model of Organizational Buying Behavior

The Webster and Wind Model is a B2B buying behavior model that argues there are four major variables that affect whether an organization makes a purchase decision. Those are:

- **Environmental Variables:** Environmental variables refer to any external factors that could sway a purchase decision. Customer demands, supplier relationships, and competitive pressure are a few examples. Broader variables apply, too, such as technology, politics, and culture.
- **Organizational Variables:** Organizational variables refer to internal factors that could sway a purchase decision, such as the organization's goals and evaluation criteria.
- **Buying Center Variables:** Who makes the final purchase decision? Who has the authority to sign the contract, and who influences the buying process? Buying center variables take all of this into account.
- **Individual Variables:** These variables refer to the demographic and psychographic information of the individual prospect at the business. What's their education and level of experience? What are their goals and desires?