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Understanding Consumer Markets: Decision making models



At the end of this lesson you will be able to:

- Explain how marketing stimuli influences consumer choices using the stimulus response model.
- Explain the different types of consumer buyer behaviour.
- Use the Engel-Kollat-Blackwell Model to discuss the stages in the buyer decision process.
- Suggest ways in which marketers can engage customers and affect how they think and respond to their marketing offerings.

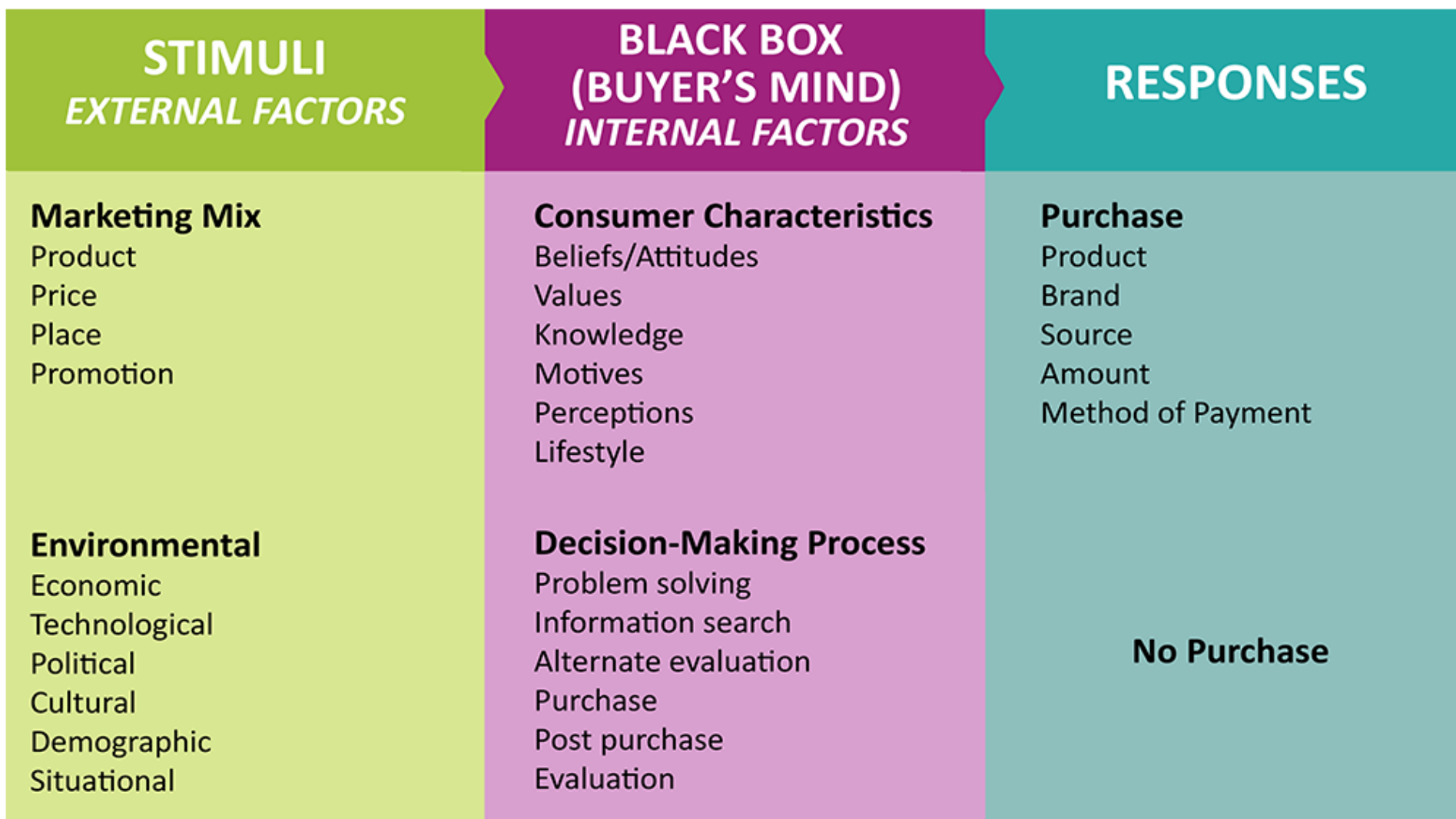
Understanding Consumer Behaviour

Consumer buyer behaviour refers to the buying behaviour of final consumers – individuals and households that buy goods and services for personal consumption. Consumers make many buying decisions every day, and the buying decision is the focal point of the marketer's effort. The aim of marketing is to engage customers and affect how they think and act.

Marketers are interested on how consumers respond to various marketing efforts the company might use?

Model	Description
Stimulus-response model Also referred to as the Black Box Model	Explains how consumers react to marketing and environmental stimuli when making purchasing decisions. It is based on the idea that external factors (stimuli) influence a consumer's internal decision-making process, leading to a purchase response.
Engel-Kollat-Blackwell Model	The EKB Model (Engel-Kollat-Blackwell Model) is a consumer decision-making model that explains how individuals process information and make purchasing decisions in five stages.
Henry Assael types of buyer behaviour	Henry Assael (1987) identified four types of consumer buying behavior based on the level of involvement and the degree of perceived differences among brands.

THE STIMULUS – RESPONSE MODEL



Engel-Kollat-Blackwell Model of Consumer Behavior

5 Stages of Buying Process



Need Recognition



Information Search



Evaluation of Alternatives

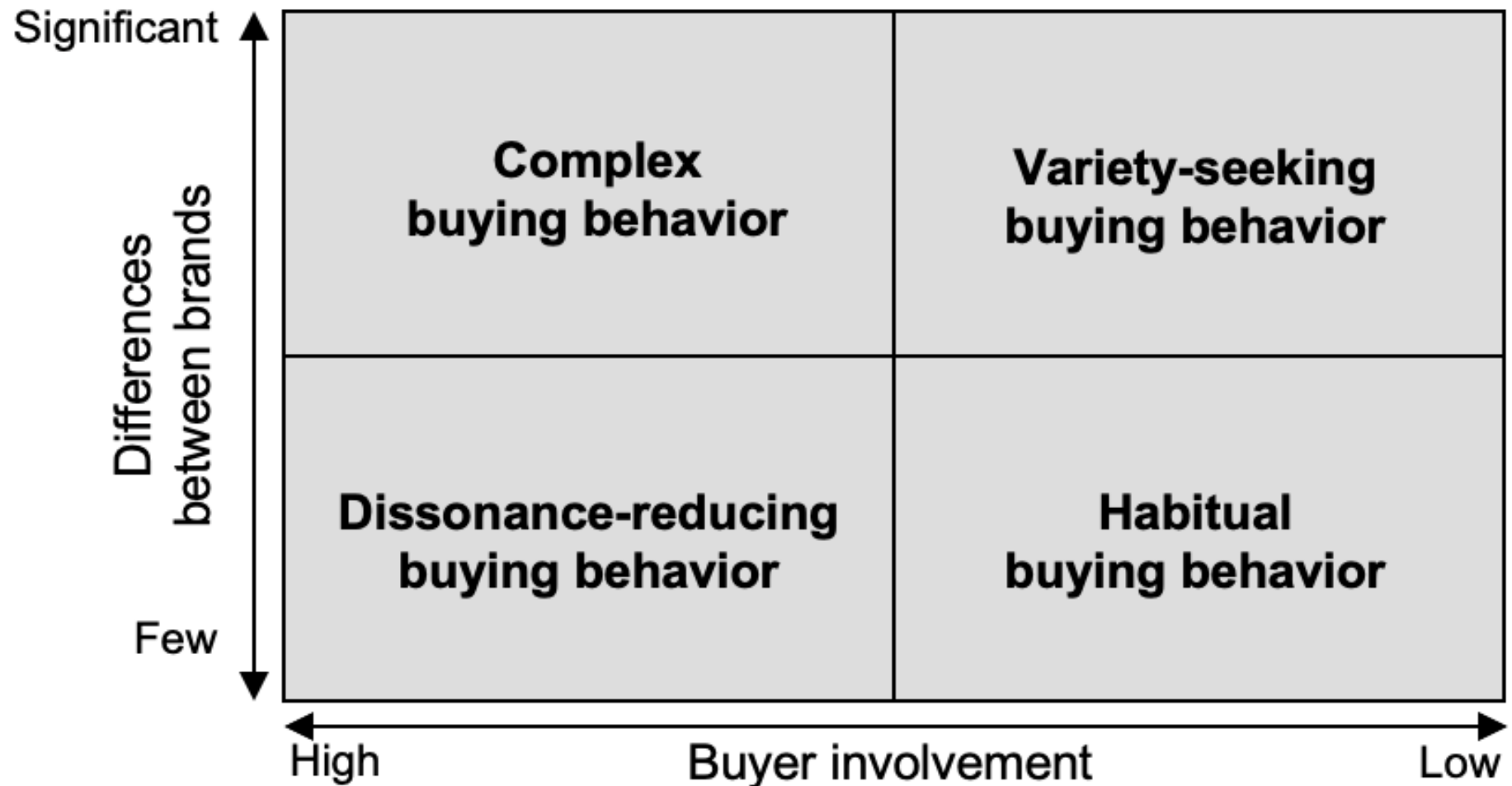


Purchase Decision



Post Purchase Behaviour

Types of buyer behaviour





THANK YOU

