

PRESENTATION  
ON  
**CLASS: S.Y.BMS**

**SUBJECT: CONSUMER BEHAVIOUR**

CHAPTER- 4

**CONSUMER DECISION MAKING MODEL & NEW  
TRENDS**

PRESENTED BY:  
**PROF. RAMESH P.GUPTA**



# ENGEL, BLACKWELL, MINIARD MODEL :

- James Engel, Roger Blackwell and Paul Miniard developed a model (EBM Model) on consumer decision making in 1995.
- The consumer decision model was originally developed in 1968 and has gone through numerous revisions.

RAMESH GUPTA

# The EBM Model consists of four elements :

- Information Input
- Informing Processing
- Decision Process
- Influences

RAMESH GUPTA

# CONTINUED...

## 1. Information Input :-

- The model suggests that information input is required in consumer decision process.
- The information can be obtained from marketing-dominated sources such as publicity, ads, salesmanship, etc provided by the marketer.
- Information can also be obtained from non-marketing dominated sources.

# CONTINUED...

## 2. Information Processing :-

- Pays attention to the information for which he has been exposed to.
- He understands the information.
- He accepts relevant information.
- He retains the required information in his memory.

RAMESH GUPTA

# CONTINUED...

## 3. Buying Decision Process :-

- It consists of Need identification, Search for alternatives, Evaluation of alternatives, Attitude development, Purchase Decision and Post-purchase Behaviour.

RAMESH GUPTA

# CONTINUED...

## 4. Influences :-

- The consumer buying decision is influenced by Individual Differences and Environmental Influences :

RAMESH GUPTA

# FEATURES OF E-BUYING :

## 1. Organised Activity :-

- Information search by the buyer.
- Placement of order by the buyer.
- Processing of order by the seller.
- Delivery of goods.
- Payment for the purchase by the buyer.
- After sale-service, if required.



# CONTINUED...

## 2. Exchange of information :-

- E-buying facilitates online exchange of information from the seller to the buyers.

RAMESH GUPTA

# CONTINUED...

## 3. Global Reach :-

- Across geographical boundaries.
- Eg- A buyer located at Mumbai can purchase online from USA, Europe, etc.
- Internet has global reach.
- Helps to reach large number of buyers.

# CONTINUED...

## 4. Benefits of Ubiquity :-

- E-commerce is ubiquitous, it's existence is every where.
- Ubiquitous lowers transaction costs for the buyer.
- The mental energy needed to buy a book online is far less than hunting for it at various book stores.

# CONTINUED...

## 5. Customization :-

- E-buying facilitates customization of products.
- The buyer can provide online his specific requirements to the sellers.
- Interested sellers may contact the buyers, get the order, design the product as per buyer needs and supply the same.

RAMESH GUPTA

The image features a large, irregular splash of teal watercolor paint centered on a white background. The splash has a soft, textured appearance with varying shades of teal and light blue. In the center of this splash, the words "Thank You" are written in a dark teal, elegant cursive script. At the bottom left corner of the image, there is a decorative graphic element consisting of a dark teal triangle with a fine, diagonal grid pattern, which overlaps a white background and a light blue gradient area.

*Thank You*