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Primary Task Response

Name

Institution

Course

Instructor

Date

Primary Task Response

Ever since I was young, I have been involved in purchasing something online or physically. Therefore, I have understood my buying behavior partly, if not all. My buying behavior is always determined by the type of product or service I require because some of the products are expensive and thus will require more involvement before making a decision. For example, when I wanted to purchase my first car, I was devastated by the amount and this altered my buying behavior because the product requires a lot of cash. It was intricate and expensive; hence, I had to involve more participants, such as my parents and friends and consult the experts in the car industry.

I think I have a complex buying behavior because I always involve myself in the purchase decision regardless of how marketers promote their products and services. I am not a person that can easily decide on purchasing things based on what I hear from marketers, but I usually take my time to research intensely about the product or service first before buying. Moreover, as I grow up, I tend to buy products and services that I am unfamiliar with. This alters my buying behavior immensely because I have to research the product and ensure I land on what is best. This might involve consulting family members and friends that I know before making a decision. This will provide me with the right knowledge when I want to purchase similar products or services because I will have developed a good attitude towards the product or service.

This course has provided an eye-opener concerning my emotions and buying behavior. Previously I used to know that my choices come from a rational evaluation of existing alternatives. However, I have realized that emotions greatly influence my buying decisions. I usually feel varying emotions when buying different products. For example, when I purchased a

luxury watch, I felt my self-worth had increased as well as status in society and acceptance. Therefore, the emotions make someone feel engaged and passionate by the interaction with the product and service. Another emotion that I feel when purchasing communications gadgets such as a smartphone and computer is the connection with friends and family members as well as a wider network of people across the world. Also, I always purchase cologne and perfumes to target the emotions of relationship and love. Therefore, I believe different products and services satisfy different emotions because when I buy athletic products and participate in athletics competitions, I usually target emotions associated with adventure and glory by participating in the competition.

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