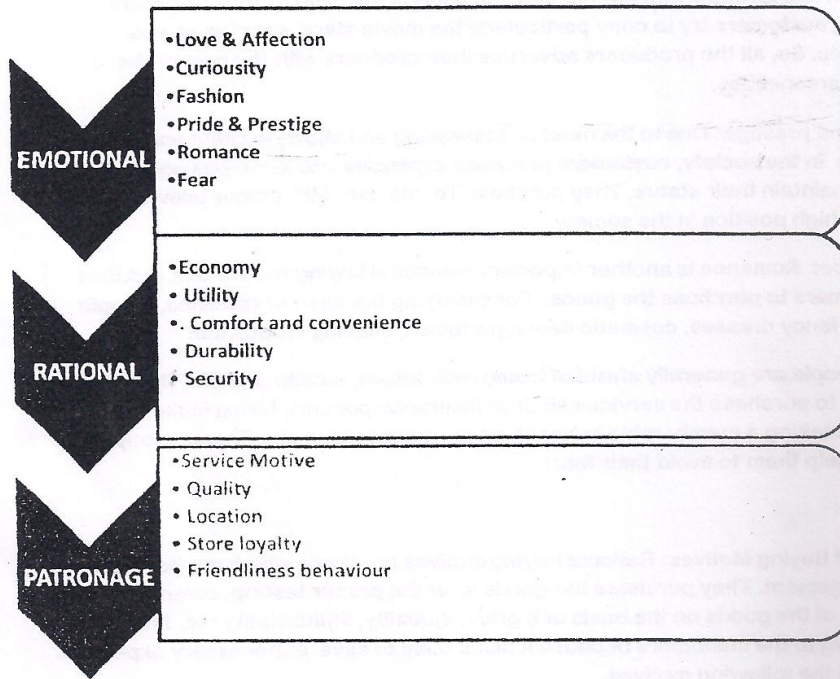
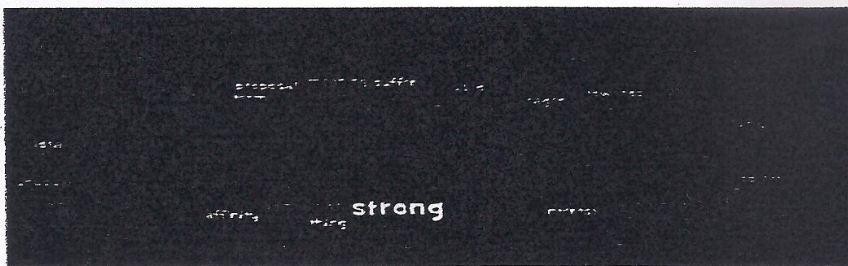


**Classification of buying motives:**



**1. Emotional Buying Motives:** Buying motives based on feelings or passions are known as emotional buying motives. These motives are not based on judgement, but they are purchased on the basis of emotion. There are some motives/elements which are as follows.



- ✓ a. Love and affection: **It is an important buying motive which includes the buyers to purchase the goods.** Due to love and affection to the children, we buy toys, dress biscuits etc. A husband may buy saris and cosmetics for his wife due to the love and affection.
- ✓ b. Curiosity: **Curiosity is the desire for new experience which motivates the people to buy the specific goods.** Thus, to get the new experience, customers purchase the goods. Eg. Trying new dishes at a restaurant, or going to see a new movie
- ✓ c. Fashion: **It is an important motive that can change the mind of the customers.** Generally, customers try to copy particularly the movie stars, sportsmen and athletes etc. So, all the producers advertise their products with the help of these popular personalities.
- ✓ d. Pride and prestige: **Due to the need of possessing and showing pride and prestige that exists in the society, customers purchase expensive and luxurious goods in order to maintain their status.** They purchase Toyota car, 59" colour television etc. to get the high position in the society.
- ✓ e. Romance: **Romance is another important emotional buying motive that induces the customers to purchase the goods.** For satisfying the need of romance, people purchase fancy dresses, cosmetic items, perfumes, shaving lotions etc.
- ✓ f. Fear: **People are generally afraid of losing their health, wealth and life. Thus, it motivates to purchase the services such as insurance policies, hiring lockers in banks and taking a membership in health clubs, gymnasiums etc.** These goods or services help them to avoid their fear.

**2. Rational Buying Motives: Rational buying motives are those which are based on sound judgement.** They purchase the goods after the proper testing, comparing and observing of the goods on the basis of i) price, ii) quality, iii) durability etc. This motive is important to the customers because it helps them to save unnecessary expenses. It includes the following motives.

- a. Economy: **Under this motives, the customers prefer that products which are more economical or cheap in price.** To get more profit and discount, customers purchase such goods. This element attracts and encourages the customers to buy such goods in large quantities. Eg. Nirma soap powder instead of Aerial
- b. Utility: **Customers want to purchase those goods which have more or higher utility.** Utility satisfies the wants of the customers. Eg. A multi purpose washing liquid or a mobile phone that has a camera also.
- c. Comfort and convenience: **Every person has the desire to live in comfort and convenience, and, as a result they get motivated to purchase such goods which provide comfort and convenience.** Customers purchase T.V., DVD players, motorcycles, washing machines, heaters, coolers, sofas set etc. for their pleasure and comfort.

**d. Durability:** It is another element of rational buying motive. Due to the durability of the products, customers are motivated to purchase the goods for example Toyota car, Pulsar motorcycle, Sony TV etc. are purchased due to their durability to use.

**e. Security:** It is important to the people. People feel insecure from the floods, earthquakes, theft, etc. So, the customers purchase the key lockers, open bank A/cs and keep watchmen etc. to feel more protected.

**3. Patronage Buying Motive:** When the customers purchase the goods or services on the basis of a particular place, a special discount, the present price, decoration, and behaviour and other facilities attached to the product, it is known as 'Patronage' buying motives. The following points are discussed under this motive.

**a. Service motive:** 'Service' is an important motive which inspires the customers to purchase goods. Customers purchase the goods to get services, such as i) credit facility, ii) home delivery iii) facility, iv) free installation, v) free repair and maintenance services.

**b. Quality:** Due to the quality of the goods, customers are motivated to purchase certain goods or services. If the products assure quality, the customers are even ready to pay a higher price of such goods.

**c. Location:** Location also affects the purchase of goods. Customers prefer to buy those goods which are easily available near their home or locality.

**d. Store loyalty:** Store loyalty is another important element which plays a significant role in buying motives. We purchase different goods due to the loyalty to the store such as i) attractive appearances, ii) trust in weight, quality and price etc.

**e. Friendliness behaviour:** The friendly behaviour of salesmen also affects the customers purchase of goods from the same suppliers which is also discussed under the patronage buying motives.

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### **Merits of middlemen**

- 1) The goods that are not readily available in the market could be got through this method.
- 2) The business could be operated from any place where the postal facility is available.
- 3) Since money is collected before the goods are delivered, no bad debts are suffered.
- 4) It widens markets and also helps the trader to discover untapped markets.

### Difference between Wholesalers and Retailer

S.No	Wholesalers	Retailers
1	Deals in large quantities and on a large scale.	Deals in small quantities and on a small scale.
2	Handles a small number of items and varieties.	Handles a large number of items and varieties.
3	Receives goods from Manufacturers/Producers.	Receives goods from wholesalers and sometimes from the manufacturers.
4	Specialises in the products he deals in.	Specialisation is not possible as he deals in a large number of products produced by different producers.
5	Does not provide after-sale service.	Provides after-sale service.
6	Location of a wholesaler's shop is not very important.	Location of retailer's shop near the residential areas is very important.
7	Sells to retailers and industrial users.	Sells to Consumers.