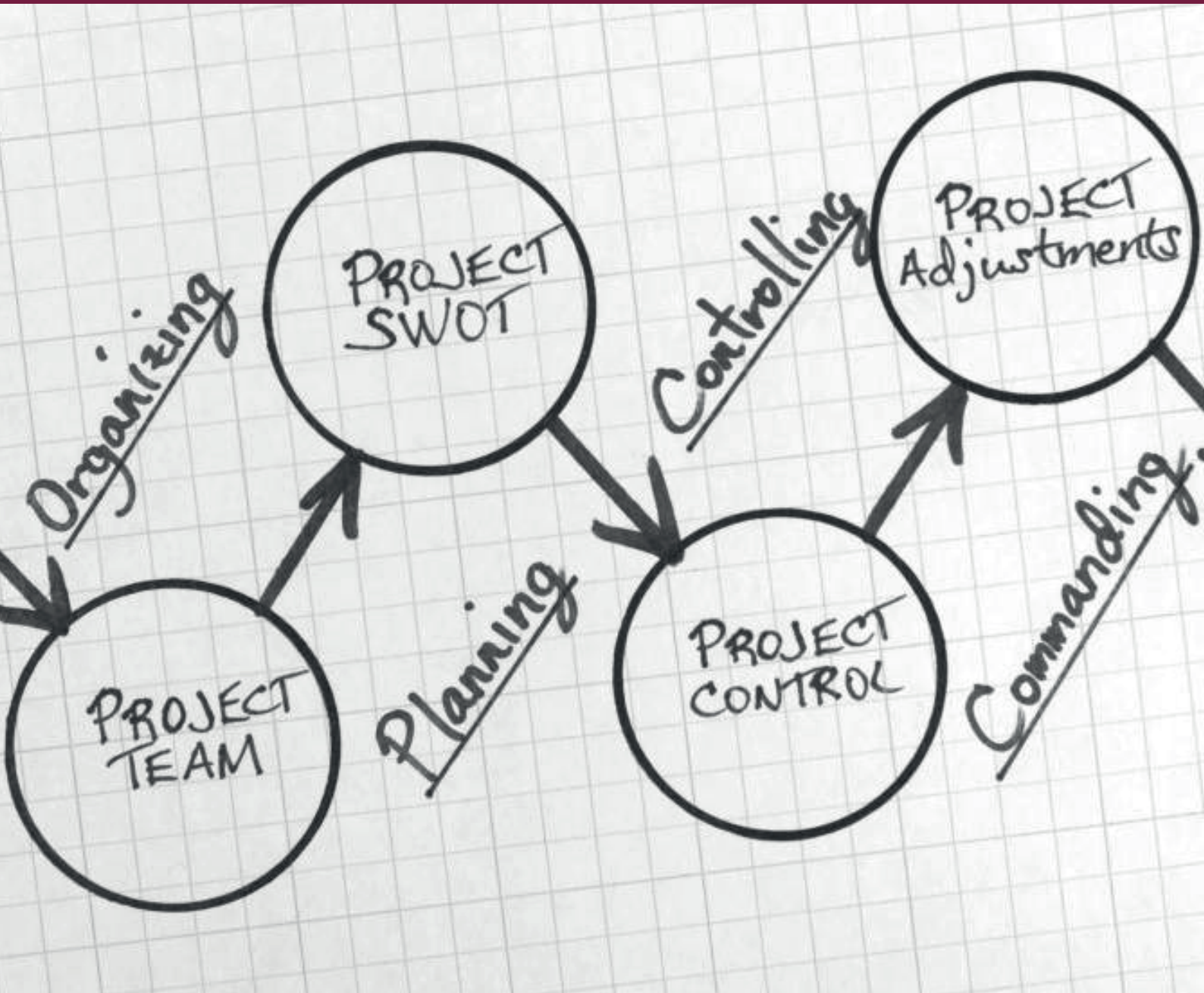




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## READY RECKONER



**Introduction to Marketing**



## Types of Buying Decision Behavior

	High involvement	Low involvement
Significant differences between brands	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior



## Buyer Decision Process

