Buying Motives of Consumers:

Every human activity has a motive behind it. So also, the buying activity of every buyer has a motive behind it. A buyer does not simply purchase something. He takes a decision to purchase something only when a motive (i.e., inner feeling or urge) make him to buy it.

Buying motives of a buyer refers to the influences or motivations forces which determine his buying. In other words, a buying motive is the inner feelings, urge, instinct, drive, desire, stimulus, thoughts, or emotion that makes a buyer buy a certain product or service to satisfy his needs.

Classification of buying motives or Types of Buying Motives:

Buying motives can be classified as follows:

1. Product buying motives
   a) Emotional buying motives
   b) Rational buying motives

2. Patronage buying motives
   a) Emotional buying motives
   b) Rational buying motives

1. Product Buying Motives:
   Product buying motives refer to those influences and reasons which prompt (i.e., induce) a buyer to choose a particular product in preference to other products.

   Product buying motives may be sub-divided into two groups, viz., emotional product buying motive, and rational buying motive

   Emotional Product Buying Motives:

   When a buyer decides to purchases a product without thinking over the matter logically and carefully, he or she is said to have been influenced by emotional product buying motives. Emotional product buying motives include the following

   a) Pride or Prestige: Many buyers are proud of possessing some product (i.e., they feel that the possession of the product increases their social prestige or status). In fact, many products are sold by the sellers by appealing to the pride or prestige of the buyers.

   b) Emulation or imitation: emulation i.e., the desire to imitate others, is one of the important emotional buying motives. For instance, a housewife may like to have a silk saree for the simple reason that all the neighboring housewives have silk sarees.

   c) Affection: many goods are purchased by the buyers because of their affection or love for others. For instance, a father may buy a costly watch for his son or daughter out of his affection or love
d) Comfort or desire for comfort: many products are bought because of the desire for comfort. For instance, fans refrigerators washing machine, cushion beds, etc. are bought by the people because of their desire for comfort.

e) Sex appeal or sex attraction: buyers buy and use certain things, as they want to be attractive to the members of the opposite sex. Men and women by cosmetics, costly dresses, etc. because of this emotional motive.

f) Ambition: ambition refers to the desire to achieve a definite goal. It is because of this buying motive that, sometimes, customers buy certain things. For instance, it is the ambition that makes many people, who do not have the facilities.

g) Desire for distinctiveness or individuality: Customers buy certain things because they want to be in possession of things which are not possessed by others. Purchasing and wearing a particular type of dress by some people is because of their desire for distinctiveness or individuality.

h) Desire for recreation or pleasure: desire for recreation or pleasure is also one of the emotional buying motives. For instance, radios, musical instruments, etc., are bought by people because of their desire for recreation.

i) Hunger and thirst: Hunger and thirst are also one of the important emotional buying motives. foodstuffs, drinks, etc., are bought by the people because of their motive.

Rational Product Buying Motives:

When a buyer decides to buy a certain thing after careful consideration, he is said to have been influenced by rational product buying motives. Rational product buying motives include the following:

1. Safety and Security: Desire for safety or security is an important rational buying motives influencing many purchases. For instance, iron safes or safety lockers are bought by the people because of this motive. Similarly, vitamin tablets, tonics, medicines, etc. are bought by the people because of this motive, i.e., they want to safeguard their health and protect themselves against diseases.

2. Economy: Economy, i.e., saving in operating costs, is one of the important rational buying motives. For instance, maruti Suzuki cars are preferred by the people because of the economy or saving in the operating costs.

3. Relatively low price: most of the buyers compare the prices of competing products and buy things which are relatively cheaper.

4. Suitability: intelligent buyers consider the suitability of the products before buying them. For instance, a buyer who has a small dining room, naturally, goes in for a small dining table that is suitable.

5. Utility or versatility: versatility or the utility of a product refers to that quality of the product which makes it suitable for a variety of uses. People, often purchase things which have utility.

6. Durability of the Product: Durability of the product is one of the most important rational buying motives. Many products are bought by the people only on the basis of their durability.

7. Convenience of the product: many products are bought by the people because they are more convenient to them.

Patronage Buying Motives:
Patronage buying motives refers to those considerations or reasons which prompt a buyer to buy the product wanted by him from a particular shop in preference to other shops. Patronage buying motives also may be sub-divided into two groups. They are:

a) Emotional patronage buying motives.
b) Rational patronage buying motives.

**Emotional Patronage buying motives:**

When a buyer patronizes a shop without applying his mind or without reasoning, he is said to have been influenced by emotional patronage buying motives.

Emotional patronage buying motives include the following:

1) Appearance of the shop: some people make their purchases from a particular shop because of the good or attractive appearance of the shop.
2) Display of goods in the shop: Attractive display of goods in the shop also makes the buying patronize a particular shop.
3) Recommendation of others: some people purchase their requirements from a particular shop because that shop has been recommended to them by others.
4) Imitation: people make their purchases from a particular shop just because other people make their purchases from that shop.
5) Prestige: Prestige is one of the emotional patronage buying motives of the buyers. For instance, some people consider it a prestige to take coffee from a five-star hotel.
6) Habit: some people make their purchases from a particular shop for the simple reason that they have been habitually making their purchases from that shop.

**Rational Patronage Buying Motives:**

When a buyer patronizes a shop after careful consideration, he is said to have been influenced by rational patronage buying motives. Rational patronage buying motives include the following:

1) Convenience: convenient location or proximity of a shop is one of the considerations influencing the purchases of many buyers from a particular shop. Many buyers, usually, buy their requirements from a nearby shop, as it is convenient to them to make their purchases.
2) Low price charged by the shop: if the price charged by a shop for a particular product is relatively cheaper, naturally, many people will make their purchases from that shop.
3) Credit facilities offered: people who do not have enough money to make cash purchases every time prefer to make their purchases from a shop which offers credit facilities.
4) Service Offered: the various sales and after-sale services, such as, acceptance of order through phone, home delivery of goods, repair services etc. offered by a shop also induce the buyers to buy their requirements from that shop.
5) Wide Choice: People, generally, prefer to make purchases from a shop which offers wide choice.
6) Treatment: people would like to purchase their requirements from a shop where they get courteous treatment.
7) Reputation of the shop: people would like to make their purchases from a store having reputation for fair dealings.