
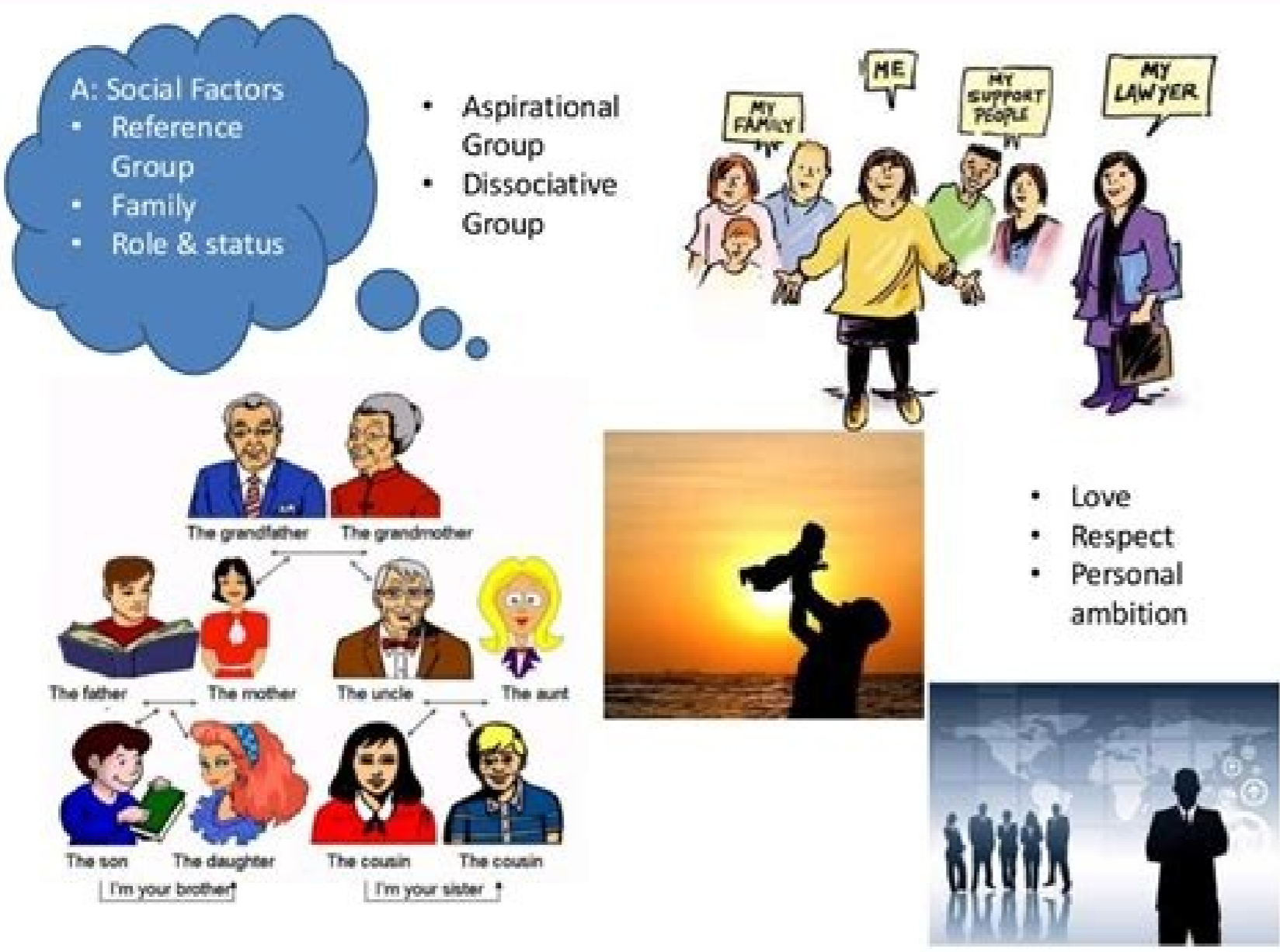
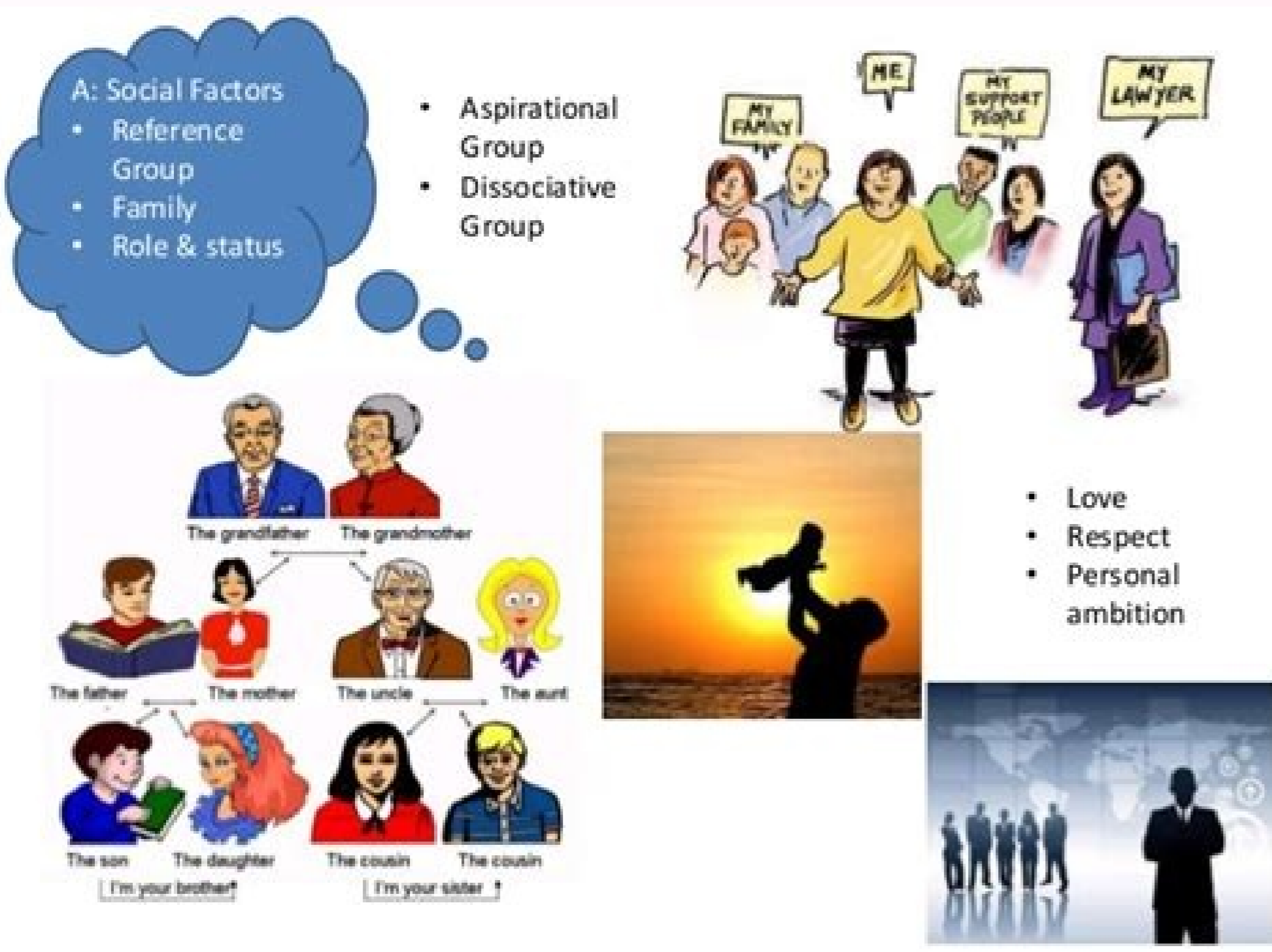
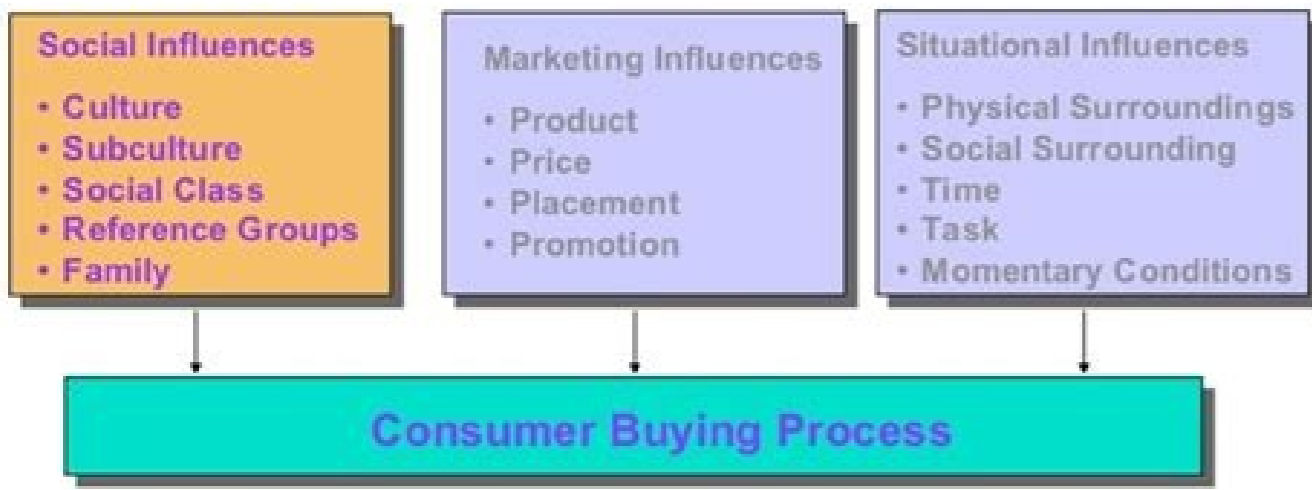


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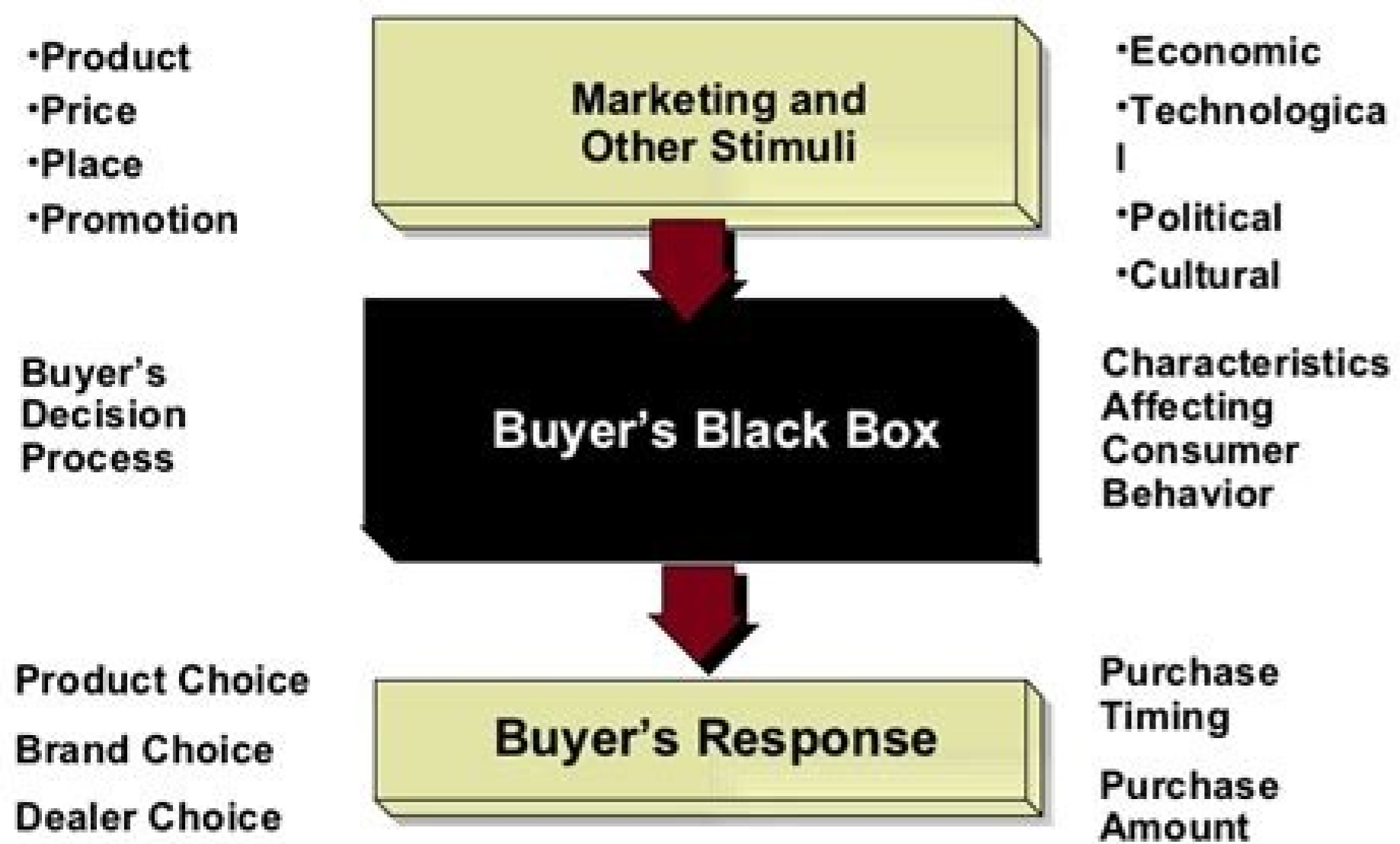
**Open**



**Influences on Consumer Behavior:**



**Model of Consumer Behavior**



# THE HEALTH-RELATED BEHAVIOUR QUESTIONNAIRE

The purpose of this questionnaire is to help your health authority to plan health care for young people, and to help your teachers plan work in schools. To do this, they need some information about yourself.

These questionnaires are confidential and will not be read by anyone connected with your school. All the analysis is carried out in Exeter.

- 1) Please answer all questions honestly.
- 2) Do NOT write your name on any page

Please do NOT write in shaded boxes

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Answer these questions in the box first, there is also a practice page on the back.

▼4

## A Are you male or female?

Please tick one answer  Male  Female

## B How old are you? Please write here \_\_\_\_\_ years

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## C Which school year are you in?

Please tick one answer  Year 8  Year 9  Year 10  Year 11  Year 12

## D What is your home postcode?

Please write on the dotted line \_\_\_\_\_

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## E Which of the following best describes your ethnic background?

Please tick the one that most describes you

<b>White</b>		<b>Black</b>	
White British <input type="checkbox"/>	01	Black African <input type="checkbox"/>	13
White Cornish <input type="checkbox"/>	02	Black British <input type="checkbox"/>	14
White Irish <input type="checkbox"/>	03	Black Caribbean <input type="checkbox"/>	15
Any other White background <input type="checkbox"/>	04	Black Cornish <input type="checkbox"/>	16
Gypsy/Roma <input type="checkbox"/>	05	Any other Black background <input type="checkbox"/>	17
Traveller of Irish Heritage <input type="checkbox"/>	06		
<b>Asian</b>		<b>Chinese</b>	
Bangladeshi Asian <input type="checkbox"/>	07	British Chinese <input type="checkbox"/>	18
British Asian <input type="checkbox"/>	08	Chinese <input type="checkbox"/>	19
Cornish Asian <input type="checkbox"/>	09	Cornish Chinese <input type="checkbox"/>	20
Indian Asian <input type="checkbox"/>	10	Any other Chinese background <input type="checkbox"/>	21
Pakistani Asian <input type="checkbox"/>	11	<b>Mixed</b>	
Any other Asian background <input type="checkbox"/>	12	Mixed White & Asian <input type="checkbox"/>	22
		Mixed White & Black African <input type="checkbox"/>	23
		Mixed White & Black Caribbean <input type="checkbox"/>	24
		Any other mixed background <input type="checkbox"/>	25
		Any other background <input type="checkbox"/>	26
		Prefer not to say <input type="checkbox"/>	27

Analyse the factors affecting buyer behaviour. Social factors affecting buyer behaviour. 1.3 analyse the factors affecting buyer behaviour. Internal factors affecting buyer behaviour. Factors affecting buyer behaviour pdf. Psychological factors affecting buyer behaviour. Cultural and psychological factors affecting buyer behaviour. Buying decision process and factors affecting buyer behaviour.

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In contrast, a weak economy reflects a market in difficulties that is impacted by unemployment and for the lowest purchase purchase Basic needs such as food, water, and sleep are in nature most pressing, while others are least pressing. Therefore, cultural factors have a strong influence on consumer buying behavior. In this way, marketing activities could be tailored according to different social classes. Reference Groups Reference groups are groups (social groups, workgroups, or close friends) a consumer identifies with and may want to join. Liquid Assets Liquid assets refer to those assets, which can be converted into cash quickly without any loss. Consumer behavior refers to the selection, purchase, and consumption of goods and services for the satisfaction of their wants. For example, if the product is visible such as dress or car, then the influence of reference groups will be high. For example, if a woman works as a finance manager, she plays two roles: finance manager and mother. It doesn't just affect what you buy; it affects how you shop. Cognitive learning the consumer will apply his knowledge and skills to find satisfaction and a solution from the product that he buys. On the contrary, when the disposable income reduces, parallelly the spending on multiple items is also reduced. Each age stage has different buying choices that differ from the other. Economic Factors Economic factors bear a significant influence on the buying decision of a consumer, and they can be on several aspects, as follows: Country Economic Situation Consumer buying habits and decisions greatly depend on the economic situation of their country. Selective retention where people forget information that contradicts their belief, even if it's quite relevant to them. When a nation is prosperous, the economy is strong, which leads to a greater money supply in the market and higher purchasing power for consumers. Roles and Status A role consists of the activities that a person is expected to perform. 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Here, marketing professionals try to keep information that supports consumers à € " fo sepyt gniniatnoc-taem ro raluger fo daetsni stcudorp nagev yub yllarutan dluow remusnoc nairategev a, elpmaxe roF .sesahcrup rieht gnidulcni srehto etatimi ot dnet yeht os, detpecca yllaicos eb ot hsiw elpoeP srotcaF laicoS .sdeen noitazilautca-fles dna, sdeen meetse, sdeen laicos, sdeen ytruces, sdeen lacigoloisyp sa hcus sdeen tnereffid sah nosrep yrevE .sgnidnuorrus reh / sih ni sgnit eht yb desserpxe si dna yteicos a ni sevil nosrep a yaw eht ot srefer elytsefil elytsefil & noitapuccO .JÀ Á Á Á Á .roivaheb remusnoc fo tnanimreted taerg a pu sekam ti, noitapucco htiv gnola .roivaheb gnisahcrup ralisim tibihxe ssalc laicos emas eht ni sremusnoc .eerged emos oT .ot gnoleb yeht ylimaf eht yb decneulfni ylgnotrs si roivaheb reyub ylimaF: era srotcaf laicos tnatropmi tson eht gnomA .STIART EUQINU SA™ à € € Nosrep A Sessapmocne DNA, TNEREFID ERA ELPOEP YHW WOHs SPLEH, NOITISOPSID SA™ essa diuql rehgh sah remusnoc a nehW .ytinumoc raicnitrapp a ot gnoleb taht seigoleodi dna sealav fo tes a htiv detaicossa si elpoeP fo puorg A srotcaF larutluC .gnitai-gnol era srehto dna yraropmet eb yam roivaheb remusnoc ecneulfni taht srotcaf emoS .seirxul dna strofmoc gniyub no erom dneps tonnac yeht, stessa diuql rewef evah yeht fi, dnah rehto eht nO .ylsuoenalumis sessercni rewop gnisahcrup eht, emocni elbasopsid rehgh a sah nosrep a nehW .sadedi ro, seinapmoc, seccives, stcudorp tuoba evah elpoeP seicnednet noica dna, snoitaulave elbarovafut ro elbarovaf, sgnileef lanotome ro À Á À € snitsoep latnemÀ Á À € gniurdne era sedutititA sedutititA? yub yeht od yHW) 3 .emocni ssorg eht morf sevax gnitcuded refta gniuniamer emocni lautca eht ot srefer emocni lanosrep elbasopsid eht emocni lanosrep .sutats a seirrac elor .1À Á, À Á, À Á, .srotcaf cimoonce dna, lanosrep, larutluc, laicos, lacigolohcysp: sgnit ynam yb decneulfni si roivaheb remusnoc 5) Where do they buy? À Á À Á À Á. Depending on these traits, marketers determine the consumer behavior for a particular product or service. 4) When do they buy? À Á À Á À Á5. Five questions support any understanding of consumer behavior: 1) Who is the market and what is the extent of their power regarding the organization? Selective distortion the misinterpretation of the intended message. A person develops preferences from his childhood by watching family buy products and continues to buy the same products even when they grow up. up.



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