

## Collection

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**Thread:**

Individual and Group Factors that influence customers descisions

**Posted Date:**

28 October 2022 21:30

**Status:**

Published

**Post:**

RE: Individual and Group Factors that influence customers descisions

**Author:**

I agree with your answers we chose similar factors, very well put .

(Post is Unread)

**Thread:**

Factors influencing customers behaviour

**Posted Date:**

28 October 2022 21:28

**Status:**

Published

**Post:**

Factors influencing customers behaviour

**Author:**

Three individual factors that influence a consumers decision would be the following:

Personality: Every individual has their own preferences this is influenced by their personality for example if the customer is a car enthusiast they will mostly likely not hesitate on spending their money on a car compared to a property enthusiast .

Economic condition: 1 The buying tendency of a customer is influenced by their income/earnings per month. How much an individual brings home determines how much he spends and on which products?

people with high income would buy expensive and premium products compared to people from middle and lower income group who would spend mostly on necessary items. It's very rear to find people in the middle to lower class spend their money on premium products they would be more interested in buying grocery items or products necessary for his survival.

Life style : this refers to to the living condition of of the client if a client lives in a posh Area and is a manager they are expected to live a certain standard of living and drive certain types of cars so if the car meets the standard of they lifestyle then they will most likely purchase they car . An individual's lifestyle is something to do with his style, attitude, perception, his social relations and immediate surroundings.

Three group factors that influence purchase:

Friends: we as humans often adapt and share similar interests with people that we hang around with the most we end up liking the same things and follow certain trends together as a group not only that but we value the opinions of our friends as we believe that they have our best interest at heart so if a customers friend likes the brand or perhaps has purchased something from the brand and they have a review they will then share that information with their friend and that could potentially influence the customer into purchasing the car since they trust their friend .

Socail media : if the brand has very good social skills this could attract the customer especially if a customers favourite celebrity or influencer is working with the brand then they would mostly likely purchase the car because they look up to that person and believes that they make good choices .

Culture : Peoples beliefs play a significant role in their life's most of their actions are based on what they were taught so for instance if a car was made by a specific country that doesn't necessarily have good history perhaps the customer might not purchase the car based on historical events that might have effected their culture .

(Post is Unread)

**Thread:** Factors influence  
**Post:** Factors influence  
**Author:** [REDACTED]

**Posted Date:** 28 October 2022 21:26  
**Status:** Published

(Post is Unread)

**Thread:**  
 Individual and Group Factors that influence customers descisions

**Posted Date:** 22 October 2022 12:01  
**Status:** Published

**Post:**  
 Individual and Group Factors that influence customers descisions

**Author:** [REDACTED]

**Attachment:**  [Ice task 3](#) [REDACTED] (96.505 KB)

(Post is Unread)

**Thread:** ICE Taks 3  
**Post:** RE: ICE Taks 3  
**Author:** [REDACTED]

**Posted Date:** 21 October 2022 21:33  
**Status:** Published

H [REDACTED]

I think you are absolutely spot on.

Age: their age might influence the style of car whether its sporty or family orientated.

Income: purchasing power of the couple is definitely is key factor.

ooccuoation: if the car will be used for work it might impact of the type of car, 4x4 or a car thats able to seat more people for carpooling.

(Post is Unread)

**Thread:**

Consumer purchasing behaviours

**Posted Date:**

21 October 2022 21:27

**Status:**

Published

**Post:**

Consumer purchasing behaviours

**Author:****Attachment:**

[REDACTED] rchasing decisions.docx (13.217 KB)

(Post is Unread)

**Thread:**

ice task 3

**Posted Date:**

21 October 2022 14:31

**Post:**

RE: ice task 3

**Status:**

Published

**Author:**

The 3 individual factors pertaining to a family of 5 would be lifestyle, need and motivation. Lifestyle is a factor because the individual would want to live a specific lifestyle and maintain their wanted lifestyle. Need is a factor as a family of 5 would need a car big enough and comfortable enough to transport the big family. Motivation would als be a need because the salesperson should motivate the buyer and give them enough reasons to want to buy the vehcile.

The 3 group factors that would relate to a family of 5 would be safety,family and social class. The family would all want to be safe in their new vehcile , therefore safety would be one of the top priorities when purchasing a vehcile. Family is a big factor and influence when buying a family car as the whole family is involved in the use of the car and the whole family should be taken into consideration when purchasing it. Social class is the last factor that has an influence in the buyers decision as they can afford certain things and would want to make purchases related to their social and economic class.

(Post is Unread)

**Thread:**

ice task 3

**Posted Date:**

21 October 2022 14:20

**Post:**

ice task 3

**Status:**

Published

**Author:**

(Post is Unread)

**Thread:**

Factors Influencing Consumer Behaviour

**Posted Date:**

21 October 2022 13:36

**Status:**

Published

**Post:**

Factors Influencing Consumer Behaviour

**Author:****Attachment:**  [\[REDACTED\]CE Task 3.pdf](#) (135.569 KB)

(Post is Unread)

**Thread:** ICE TASK 3**Posted Date:** 21 October 2022 11:21**Post:** ICE TASK 3**Status:** Published**Author:****Attachment:**  [ICE Task 3.docx](#) (14.215 KB)

(Post is Unread)

**Thread:** ICE Taks 3**Posted Date:** 20 October 2022 12:38**Post:** ICE Taks 3**Status:** Published**Author:****Attachment:**  [Ice task 3 \[REDACTED\].docx](#) (4.168 KB)

(Post is Unread)

**Thread:** Factors - Consumer Behaviour**Posted Date:** 20 October 2022 12:01**Post:** Factors - Consumer Behaviour**Status:** Published**Author:****Attachment:**  [\[REDACTED\]e Task 3.docx](#) (11.523 KB)

(Post is Unread)

**Thread:**  
Factors influencing consumer behaviour**Posted Date:** 14 October 2022 13:31**Post:**

Factors influencing consumer behaviour

**Status:** Published**Author:****Attachment:**  [\[REDACTED\]ctors influencing consumer behaviour.docx](#) (14.312 KB)

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← OK