

Buying Cycle of Consumers in Times of Depression

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The typical consumer behavior purchasing process consists of 6 basic elements. Our most common consumer is the female or man grownup shopper.

1. The No. 1 driver is the **budget** - a price range
2. **Design** is the next factor when buying
3. In the **price range**, the consumer is trying to see the relevant products within the budget \$
4. The consumer is considering a few **finishes/looks** among the relevant models
5. The female/man shopper will try to find a **green** added value
6. Customers are looking for best **value** for their money

