

Introduction

Buying motives refer to the **reasons or driving forces** that influence a consumer to purchase a particular product or service. A buying motive is an inner urge or desire that prompts a person to take action and satisfy a need. In marketing, understanding buying motives is very important because it helps businesses design products, advertisements, and sales strategies according to consumer needs.

Buying motives may be **conscious or unconscious, rational or emotional**, and they vary from person to person.

Meaning of Buying Motives

A buying motive can be defined as the psychological force that leads a consumer to select one product over another. It is the cause behind purchasing behavior. For example:

- A person buys a car for comfort and convenience.
- A student buys books to gain knowledge.
- A customer buys branded clothes for status and prestige.

Thus, buying motives influence consumer decision-making.

Classification of Buying Motives

Buying motives can be classified into the following main categories:

1. **Product Buying Motives**
2. **Patronage Buying Motives**

They can also be classified as:

- **Rational Buying Motives**
 - **Emotional Buying Motives**
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1. Product Buying Motives

These motives influence a consumer to buy a particular product.

(A) Rational Buying Motives

Rational motives are based on logic, reasoning, and careful evaluation. Consumers consider facts such as price, quality, durability, and usefulness.

Main rational motives include:

1. Safety Motive

Consumers buy products for protection and security.

Example: Purchasing insurance policies from Life Insurance Corporation of India for financial security.

2. Economy Motive

Consumers prefer products that save money or provide value for money.

Example: Buying fuel-efficient cars.

3. Quality Motive

Consumers purchase products known for superior quality.

Example: Choosing smartphones of Apple Inc. for reliability and performance.

4. Convenience Motive

Consumers buy products that save time and effort.

Example: Online shopping from Amazon.

5. Durability Motive

Preference for long-lasting products.

(B) Emotional Buying Motives

Emotional motives are based on feelings, sentiments, and instincts rather than logic.

Main emotional motives include:

1. Pride and Prestige

People buy products to show status.
Example: Buying luxury cars like those of Mercedes-Benz.

2. Love and Affection

Purchasing gifts for loved ones.

3. Fear

Buying products to avoid danger or risk (e.g., insurance, health products).

4. Comfort and Pleasure

Consumers buy products for enjoyment and satisfaction.

5. Fashion and Imitation

People purchase trendy products influenced by celebrities and social media.

6. Social Acceptance

Buying products to be accepted in society.

2. Patronage Buying Motives

Patronage motives influence consumers to buy from a particular shop, brand, or seller rather than others.

Main patronage motives include:

1. Goodwill of the Seller

Customers prefer shops with good reputation.

2. Location of the Shop

Nearness and easy accessibility attract customers.

3. Credit Facilities

Shops offering easy payment options attract buyers.

4. Better Services

After-sales service, home delivery, and customer support influence buying decisions.

5. Variety and Availability

Stores offering a wide range of products attract more customers.

Importance of Buying Motives in Marketing

1. Helps in product design
2. Assists in advertisement planning
3. Guides pricing strategy
4. Improves sales techniques
5. Helps in market segmentation

Marketers analyze buying motives to create effective marketing strategies and increase sales.

Buying motives are the psychological and emotional forces that influence consumers to purchase goods and services. They may be rational or emotional and may relate to the product itself or the place of purchase. Understanding buying motives is essential for marketers to satisfy consumer needs effectively and achieve business success.