

the idea of buying the particular product or service.

2. **Influencer**: The influencer is that person who provides information or advice to the consumer during the decision making process. They may have expertise in the product or service under consideration, or they may be someone the consumer trusts and respects. Influence can play a significant role in taking buying decision of the consumer. An influencer may be a friend, brother, sister or other individual person.

3. **Decider**: The person who ultimately make the decision, whether to buy, what to buy, how to buy or where to buy. The decider makes buying decision after analyzing the various factors such as price, quality and convenience.

4. **Buyer**: The buyer or purchaser who actually makes the purchase. ~~Buyers~~ Buyers are responsible for executing the transaction and