

and they may be influenced by factors such as availability, price convenience,

5. User or consumer: The user or consumer is the person who uses or consumes the product or services. It is important for businesses to understand the needs and preferences of the buyer.

Thus, the ~~buying~~ buying roles include the ~~two~~ initiator, influencer, decider, purchaser and user. From the marketer point of view, the buying roles of consumer plays a most significant place in the market.

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