## 7 O’s Framework of Consumer Behaviour

A framework is developed to understand consumer behaviour by addressing various issues involved in consumer behaviour. This framework is popularly known as 7 O’s Framework and is used for a basic understanding of consumer behaviour

7 Os Framework of Consumer Behaviour

1. **Occupants:** Who is the Consumer
2. **Object of Purchase:** What does the Consumer Buy
3. **Objective:** Why is the Consumer Buying
4. **Occasion:** When do they Buy or How Often do they Buy and Use
5. **Outlets:** Where do they Buy
6. **Operations:** How do they Buy
7. **Organisation:** Who is Involved

## Factors Influencing Consumer Behaviour

The consumer decision process explains the internal process as well as individual behaviour for making product or service decisions.

1. [Cultural Factors](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#cultural-factors)
2. [Social Factors](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#social-factors)
3. [Personal Factors](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#personal-factors)
4. [Psychological Factors](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#psychological-factors)
5. [Economic Factors](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#economic-factors)

(This will explain in the next notes)