

# and Management & Consumer Behavior

Session – 31 & 32

*By Dr. Sisir Ranjan Dash*

School of Management



CENTURION  
UNIVERSITY  
*Lives...  
Empowering Communities!*



## Learning Objectives:

After completion of this session, the learner will be able to know:

- What are the steps of consumer decision making process?

## *Consumer Decision Making Process*

## Topics to be Covered:

- Problem Recognition
- Search & Evaluation
- Purchasing Process
- Post-purchase Evaluation & Behavior

# What is consumer decision making process?

The consumer decision making process is the way in which people gather and assess information and make choices among alternative goods, services, organizations, people, places, and ideas.

 30%  30%

The consumer decision making process consists of six basic stages.

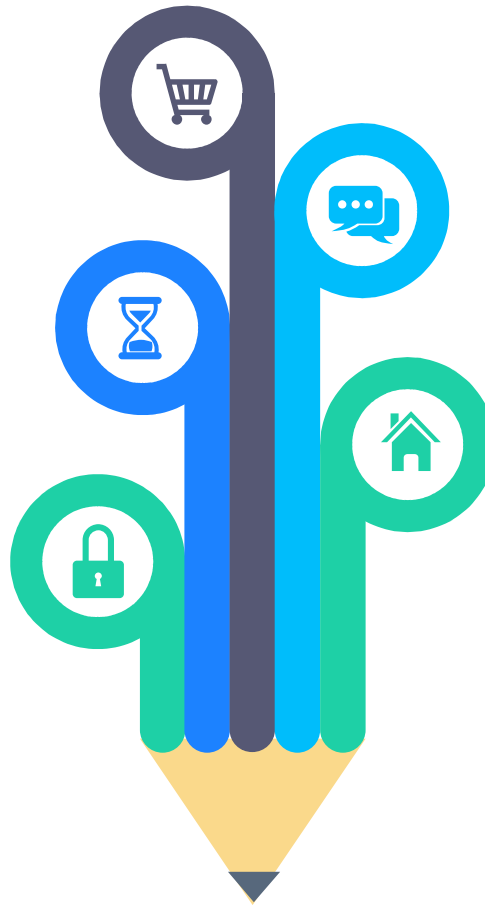
- Problem Recognition
- Search & Evaluation
- Purchasing Process
- Post-purchase Evaluation & Behavior



# Problem Recognition

## How does it start?

During problem awareness, the consumer recognizes that the good, service, organization, person, place, or idea may solve a problem of shortage or unfulfilled desire.



## When the consumer get awareness of the problem

Many consumers are hesitant to react to unfulfilled desires because there are risks and the benefits may be hard to judge.



# Search & Evaluation

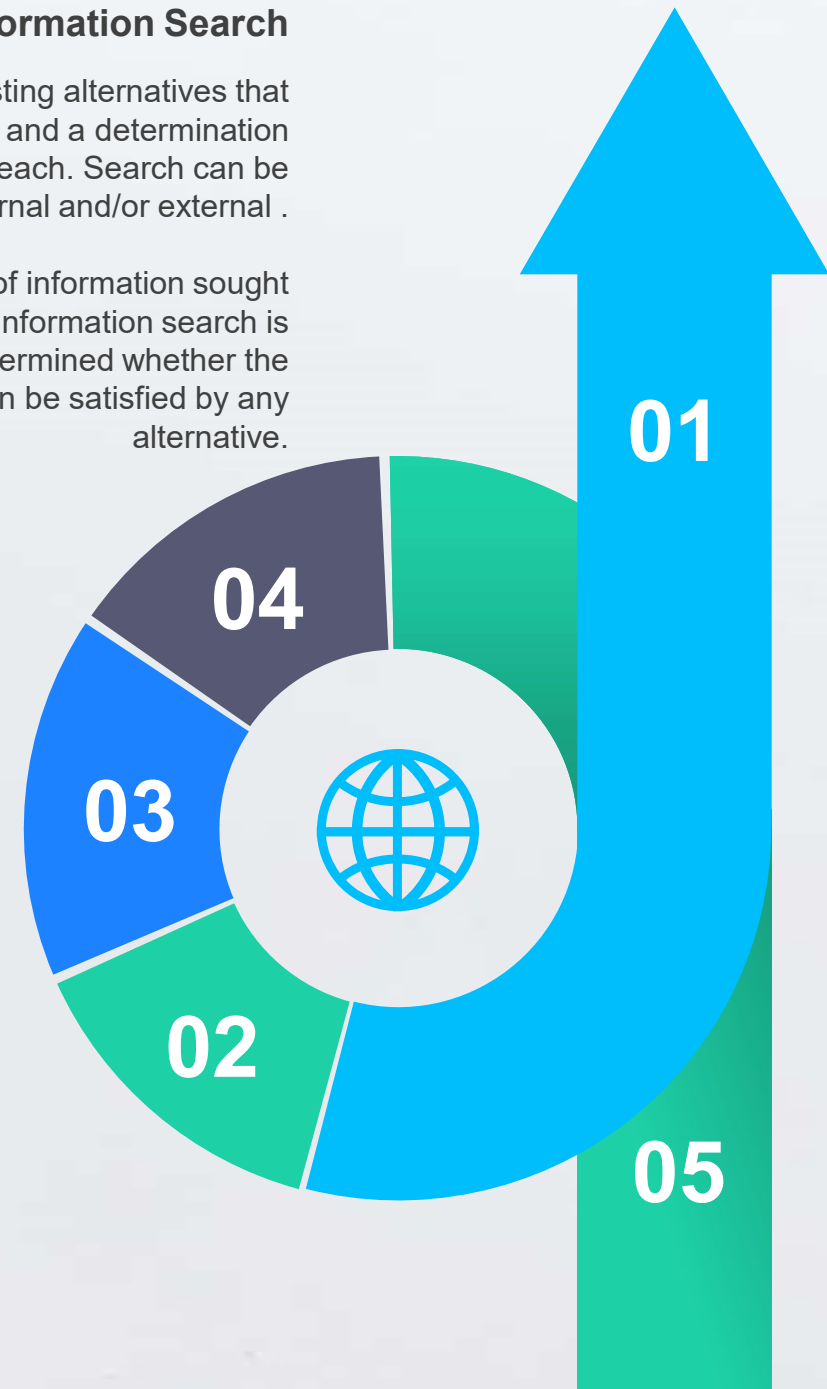
## Information Search

Information search involves listing alternatives that will solve the problem at hand and a determination of the characteristics of each. Search can be internal and/or external .

As risk increases; the amount of information sought also increases. Once the information search is completed, it must be determined whether the shortage or unfulfilled desire can be satisfied by any alternative.

## Evaluation of Alternatives

The alternatives are evaluated on the basis of the consumer's criteria and the relative importance of these criteria. They are then ranked and a choice made.

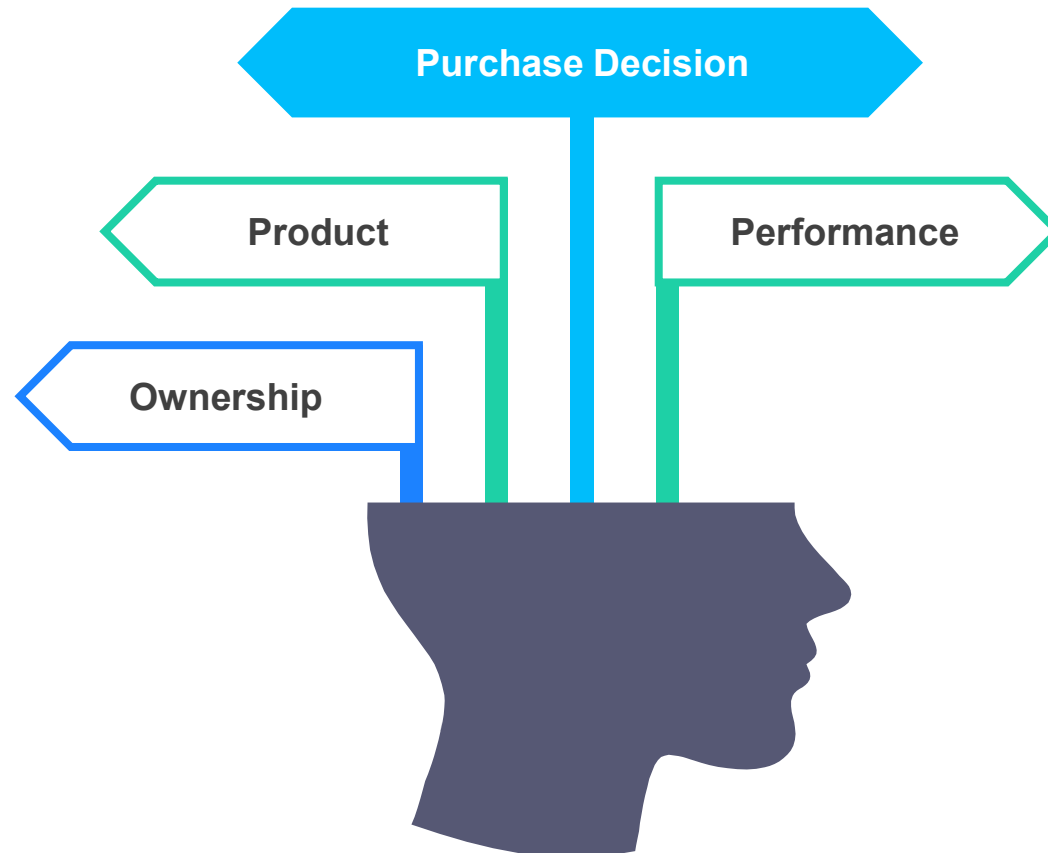


# Purchasing Process

## What is purchasing process?

The purchase act involves the exchange of money or a promise to pay for a product, or support in return of ownership of a specific good, the performance of a specific service, and so on. Purchase decisions remaining at this stage center on the place of purchase, Terms and Availability.

If the above elements are acceptable, a consumer will make a purchase.



# Post Purchase Behavior

## What is post-purchase behavior?

Frequently, the consumer engages in post-purchase behavior. Buying one item may lead to the purchase of another. Re-evaluation of the purchase occurs when the consumer rates the alternative selected against performance standards.

Cognitive dissonance, doubt that a correct purchase decision has been made, can be reduced by follow-up calls, extended warranties, and post-purchase advertisements.



“

Thank You

*My Curiosity is all Yours !*

”

