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**ASSIGNMENT 2.1 - PATH TO PURCHASE.**

In this digital era, the path to purchase has evolved due to active internet, the digital innovation resulting in advanced technologies. Even though there has been digital revolution, the fact still remains that customers always encounter the same psychological stages of awareness, consideration, purchase, service and loyalty. However the path to purchase as a traditional linear, has reimagined to become more web based path to purchase and as normally customers tend to move back and forth between these psychological stages. The questions are into two parts and the author will answer the questions below accordingly:

**Part\_1:**

**A:** Western digital personal cloud storage product is a high involvement purchase.

B: My path to purchase are awareness (online ads), consideration (web search), purchase (website), service (mobile) and loyalty (email, discount on purchase).

**C: Mapping of my touchpoints**

**Part\_2:**

1. What was your final decision? What brand or company or travel destination did you settle on?

**Answer:**

Having purchased many electronic gadgets in recent times, western digital personal cloud storage is the highly involvement product that I have engaged or purchased. Purchasing that product made me consider many options in order to facilitate in settling on the right product. Arriving on the final decision involved awareness of planning, place (whether online or physical shops) and purchasing (price of the product and sales promotion) that influenced the final decision making by connecting my demands to what I wanted to buy.

1. Which touchpoints or interactions were most influential in making that decision?

**Answer:**

Video and photo ads on YouTube and websites respectively were the most influential in my decision making since they offered a lot of customer experiences.

1. Which touchpoints could have offered a better experience from the companies you considered?

**Answer:**

Offering a better experience is one of the real things I normally consider when buying a product but touchpoints like peer observation (seeing people using the same product), product and service reviews of rating the products, compliments and complaints in a public forum of a company website; and a proper ongoing customer relationship such loyalty programs and following up on the recent purchase via phone call or e-mail could enhance a better experience.

1. Did you (or would you) advocate for the brand you ultimately chose? Give reasons to justify your response. For example, did you share or talk about it on any digital media platform? If so, how did you share your own experience and your decision with others in a way that might potentially influence them?

**Answer:**

Yes but advocating for a product that I have purchased is something I normally do not share. However, purchasing western personal cloud storage product pleased and allowed me to share the experience with my family and friends via twitter and Facebook in order to get a quicker responses on the product that I have engaged. Upon that I was able to host important files for my friends so they can save space on their laptops and then get access to their files ubiquitously.