



# ICE 4 - Consumer buying behavior **BRSTS121**

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## 1. Purchasing Behavior Model :

### a) **Recognition of Need :**

- The consumer realizes the need for a new notebook, perhaps because the current one is getting slow or no longer supports the demands of work or study.

### b) **Information Search :**

- Consumers start searching on **Takealot.com** and other websites to compare brands, specifications and prices. They look at customer reviews and review videos, looking for the best value for money.

### c) **Consideration of Alternatives :**

- During the search, the consumer finds several options, such as models from Dell, HP, and Lenovo. They compare specifications such as processor, memory, storage, and price, trying to decide which one offers the best value.

### d) **Purchase :**

- After considering the alternatives, the consumer decides to buy a **Dell laptop** from **Takealot.com** because it offers the best balance between price and performance. He adds the item to the cart, chooses the payment method and completes the purchase.

### e) **Post- Purchase Consideration :**

- After receiving the product, the consumer evaluates their experience. If the notebook meets their expectations, they may leave a positive review on the website and recommend it to friends. If not, they may contact support to request a return or exchange.