

Consumer Behaviour Assignment-1

Consumer decision making process

Product:sofa

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Product : Sofa

Consumer Decision making process: Consumer decision making process involves the consumer to identify their need, gather information, evaluate alternatives and then make their buying decision.

Stages of consumer Decision making process:

- 1) Need recognition: Identification of needs.
- 2) Information Search: Gathering information
- 3) Evaluation of alternatives: Comparing different options
- 4) Purchase decision: Making the purchase.
- 5) Post purchase evaluation: Analyzing whether product was useful or ~~no~~ Not.

1) Need recognition: Need recognition occurs when a consumer exactly determines their needs to address this issue so as to fill in the gap.

When you purchase a new home / rent a home you will have no place to sit / rest. Sofa provides us utility of sitting.

In this example the need identified is find a place to sit in the house, this need can be fulfilled by purchasing furniture (Sofa).

2) Information Search: In this stage of consumer Decision making process the buyer continues to obtain more & more information about products which satisfy their needs. Information can be gathered through internet, advertisement, family & friends.

In the previous stage we have identified the need for a place to sit which can be fulfilled by buying a sofa (furniture). Then now he will research about different types of sofa. He might also research various chairs, stools other places furniture he can sit on.

3) Evaluation of Alternatives: This step involves evaluating alternatives that are available in the market that fulfill his needs. This evaluation can be based upon different factors like quality, price, colour etc. Once it is determined by the customer what can satisfy their needs, they will start seeking the best option available.

Once the customer knows sofa can satisfy their need. He'll he will look at various sofas available and compare them according to size, colour, comfort level, aesthetics etc. and select a product which suits him the most.

4) Purchase Decision: Based upon the information gathered and various alternatives gathered, evaluated the customer finally decides to make a purchasing decision. At this stage, the consumer has evaluated all facts and has arrived at logical conclusion.

After evaluating ~~multiple~~ multiple options the customer finally selects a blue, 3 three person sofa from IKEA.

5) Post Purchase Evaluation: The purchase of the product is followed by post purchase evaluation which refers to analyzing as to whether the product was useful for the consumer or not. If the consumer finds that the product has matched or exceeded his expectations he will perform routine purchases and become a brand ambassador who shares his experience with other.

If the customer likes the sofa will be recommend his peer to buy from ~~the~~ IKEA too,

else he ^{will} share negative experience with his peers & tell them to avoid IKEA.