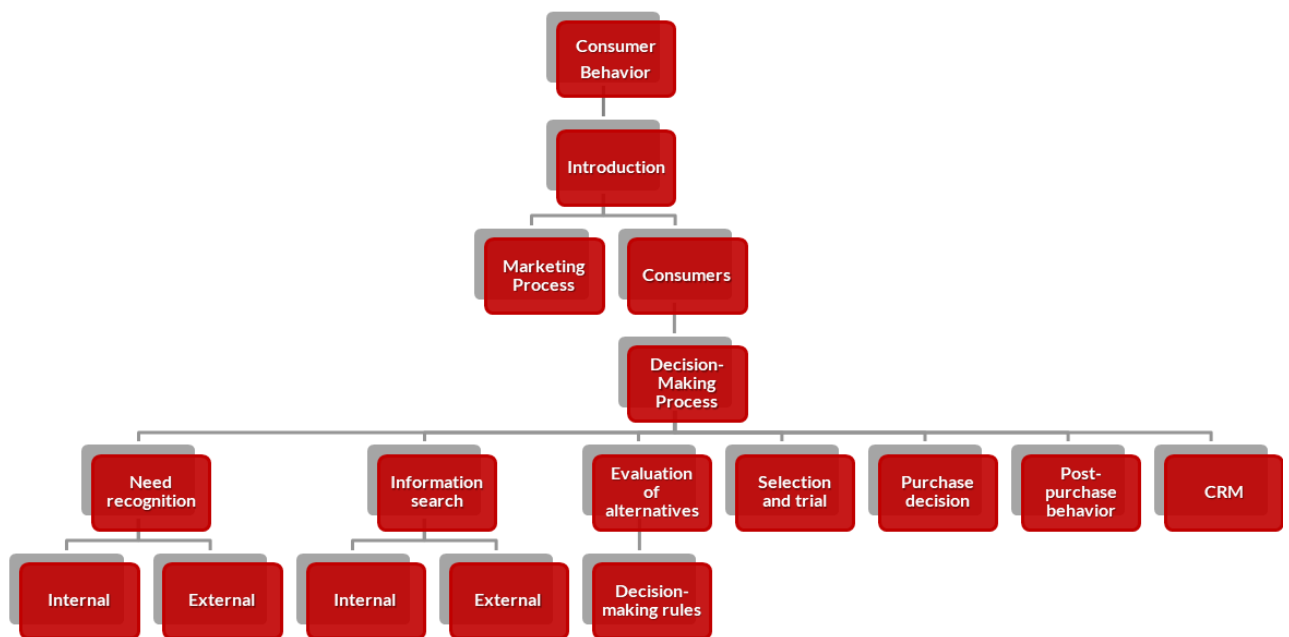


Summary

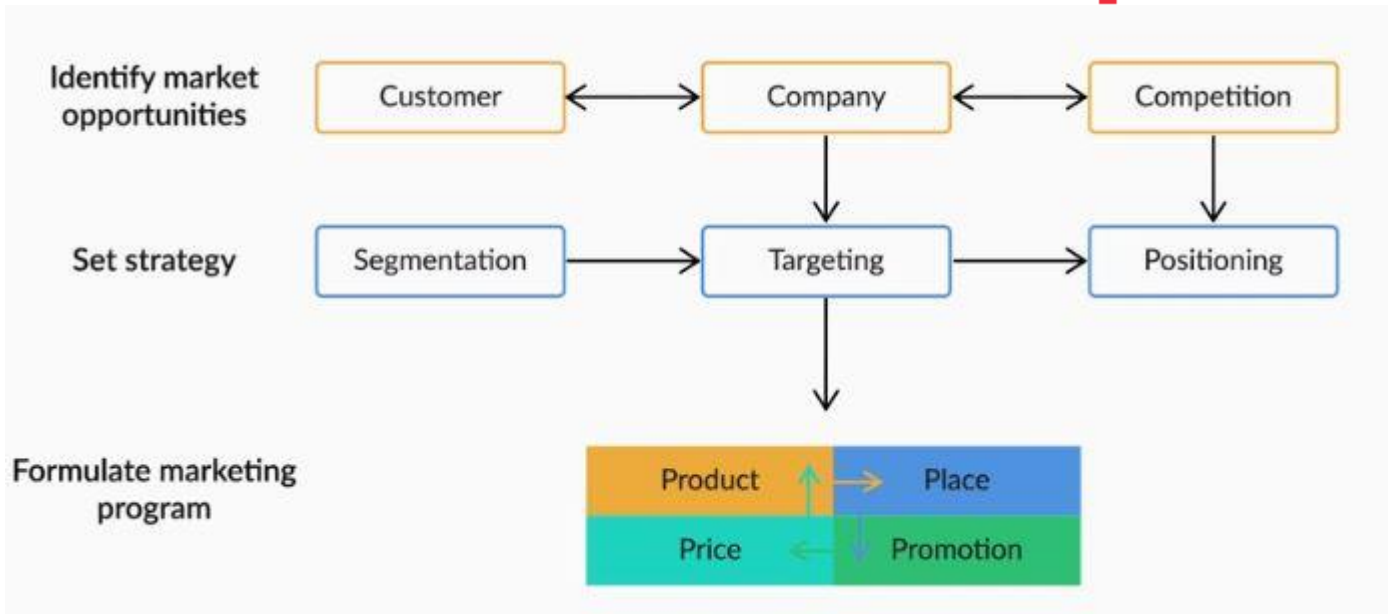
Consumer Decision-Making Process

The consumers or customers or buyers- no matter what you call them- they need to be at the very center of your marketing efforts and strategy.



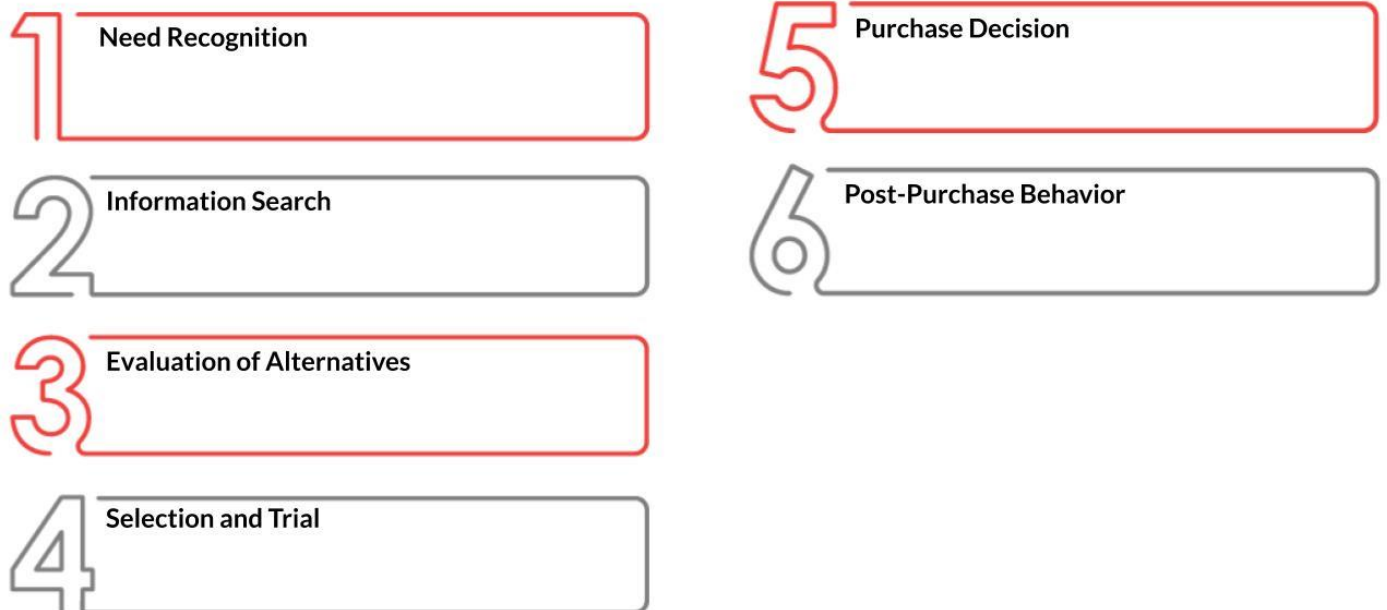
The Marketing Process

The marketing-process can essentially be summarised in just 3 steps:



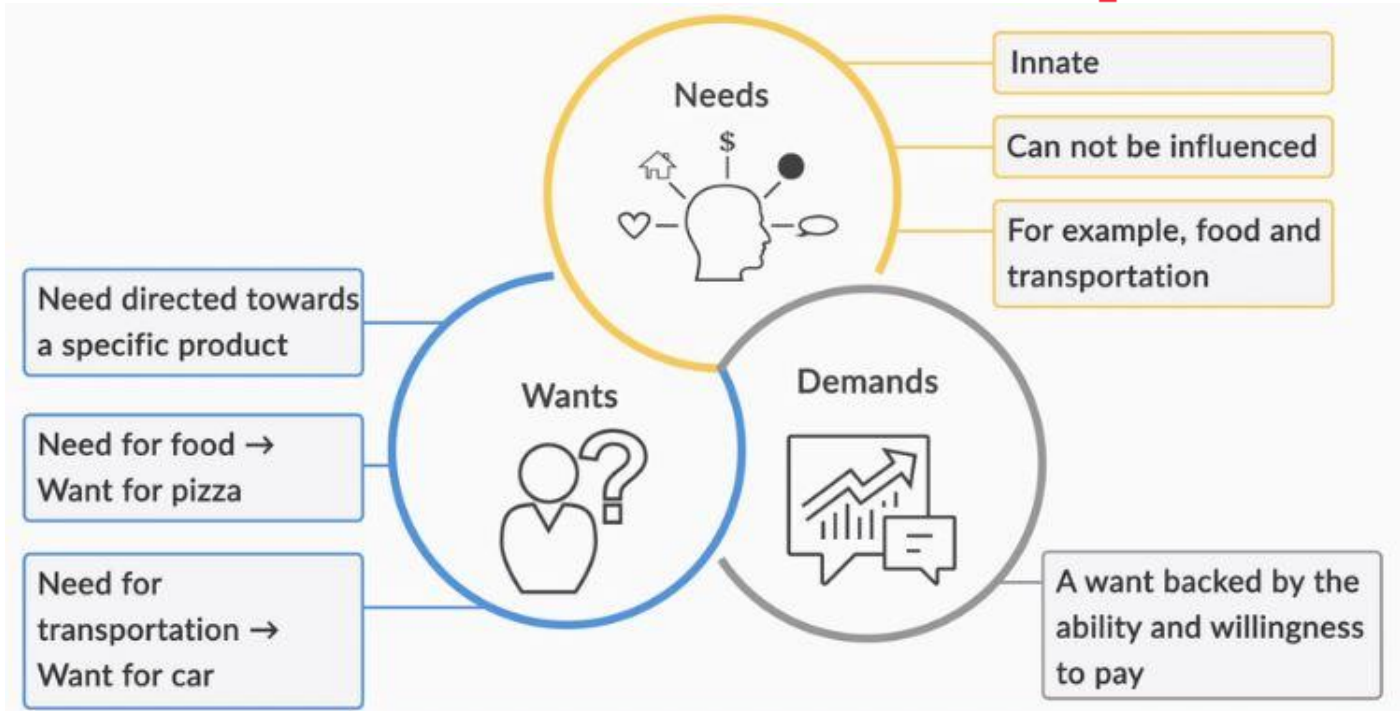
The Decision-Making Process

The decision-making process essentially consists of six steps or stages that a consumer broadly goes through while he or she is contemplating making a purchase decision. The six stages are:

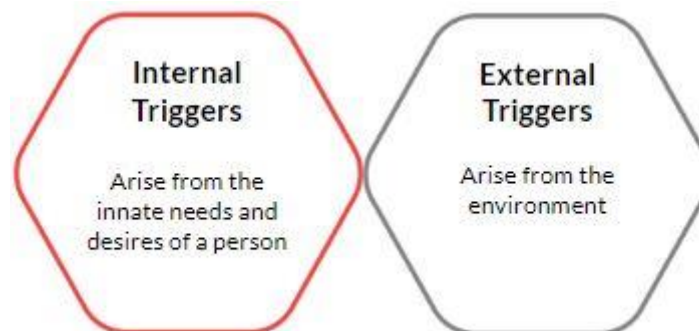


Need Recognition

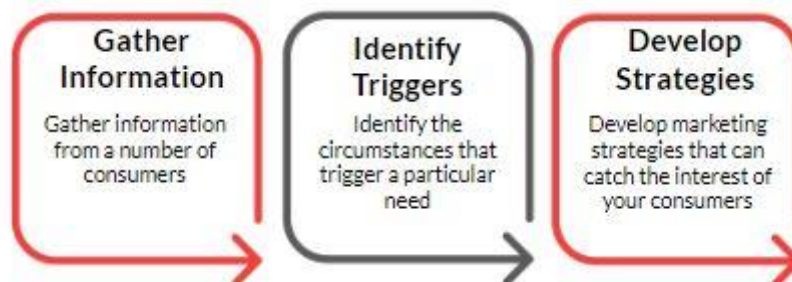
Before moving on to need recognition, a marketer needs to be on terms with the concept of Needs, Wants and Demands:



Need recognition triggers:



Actionables for you as a marketer at this stage:



Information search

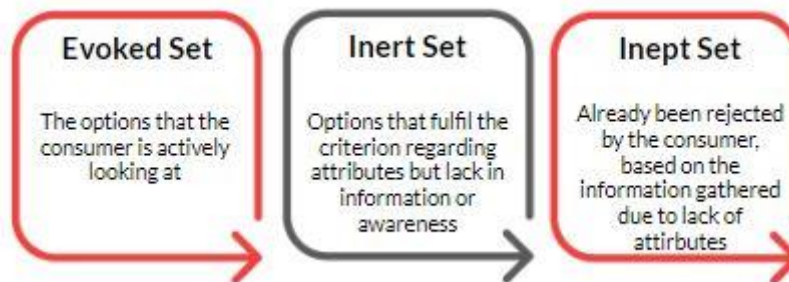
The second stage of the decision-making process is Information search. Here, again, there are two routes that a consumer can take:



As a marketer, you need to track the external sources that your consumers are likely to refer to while looking for information and ensure that the information presented at those sources is favorable for your brand.

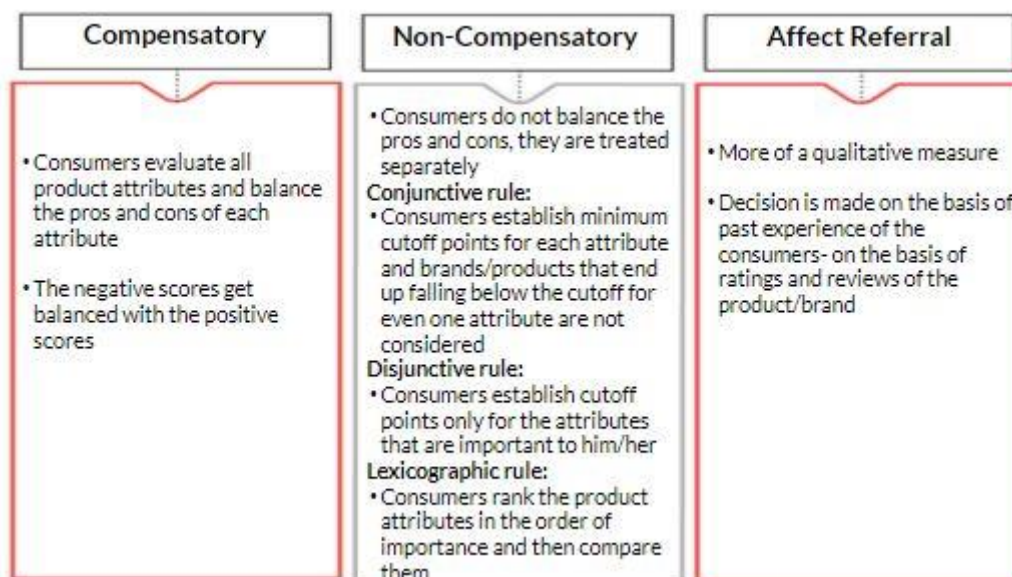
Evaluation of Alternatives

The different brands that the consumer 'considers' are divided into three groups post information search:



Selection and Trial

Consumers use different decision-making rules in order to select one of the products or brands from the Evoked set:

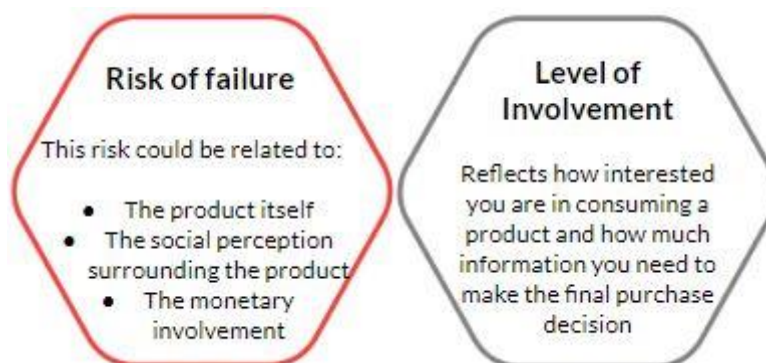


Please note that your consumer does not sit down with a pen and paper to assign scores. These decision rules are mental. So, for example:



Involvement and decision making

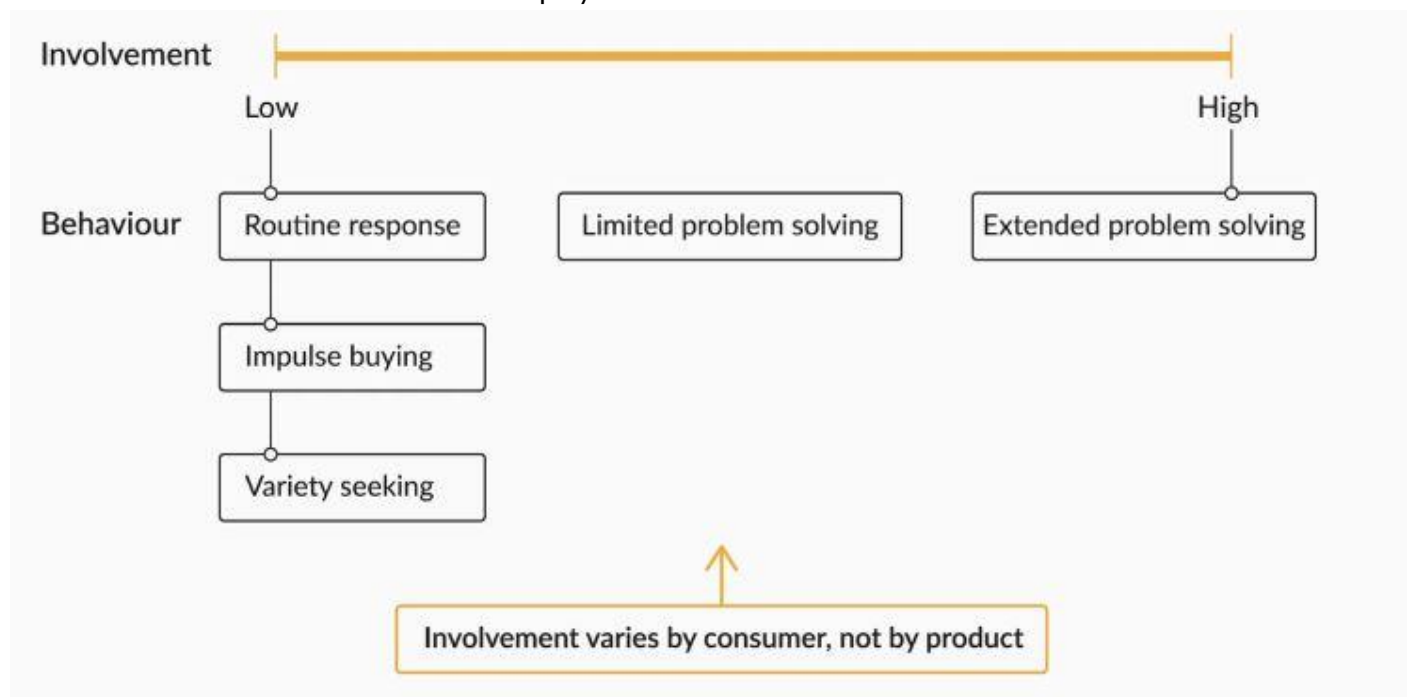
The two factors that play an important role behind the six-stages of the process are:



Risk of purchase failure:



Level of involvement and the behavior displayed:



Behavior displayed and the actionables for a marketer:

Behavior	Level of involvement	Characteristics	Actionables for a marketer
Routine Response	Low	Consumer does not think too much and simply purchases the same brand that they have been purchasing	Focus on ensuring that the product is there, that it is available. Your focus will be on having a strong distribution channel
Variety Seeking	Low	Consumer looks for different flavors, variants and even brands: simply because the associated risk is low	Focus would be on extending the number of product lines under the brand, introducing different variants for your product so that the consumers do not think about switching to another brand, even for one purchase
Impulse Buying	Low	Consumers display this behaviour when the risk as well as the monetary investment is low enough to warrant an unplanned purchase	Focus would be on product visibility in a retail or modern trade store. The reason being that these products trigger need recognition by simply being there! By simply being visible
Limited Problem Solving	Medium	The risk associated is not that high, but selecting one of the many alternatives requires at least some amount of research or problem-solving on the part of consumers	Ensure that information about your product and the category as a whole is readily available. Your focus would be on Promotions if a major chunk of your target audience exhibits this behavior. You may also need to train the sales force, the retailers so that they can provide the required information to the consumers whenever required
Extended Problem Solving	High	If a category has high risk and high monetary investment associated with it, that is, it is a high-involvement category, the consumers will always exhibit extended problem solving	The consumers go all out looking for information and would require a lot of "Hand-holding" from the associated sales people. As a marketer, your focus in such cases would be on making the information readily available and training the consumer facing staff adequately

Post-Purchase Behavior

Finally, you need to take care of:

- Acquisition
- Retention
- Lapsation

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