

## A. Assignment recap

- Choose a product you've already bought
- Remember the process you bought, and apply it into theory of 5 stages of consumer decision making process
- Analyze factors that influence you in each stage
- Provide recommendations to that brand that how can they influence you better in the consumption process

### Suggested structure:

Here are suggested outline

- 1) Introduction
- 2) Problem Recognition
- 3) Information Search
- 4) Evaluation
- 5) Store selection & purchase
- 6) Post-purchase process
- 7) Customer journey map & recommendations

## B. Keyword Explanation

*5 stages of consumer decision making process are:*

- Problem Recognition: Problem recognition occurs when consumers perceive a gap between their actual state or desired ideal state. Example: you are having a motorbike (actual stage), but at the moment, your salary is higher than in the past, leading to higher consumption ability (desired ideal state increases). When the actual stage stays the same and the desired ideal state increases, you want to purchase (a car for example). That is problem recognition
- Information Search: You find the information of the product. There are 2 types of search that you need to mention:
  - Internal search: Use of information from memory
  - External search:

- The method used if a resolution to a problem is not reached through the search process
- The search process is focused on relevant external stimuli
- Evaluation: You determine some criteria to choose the final product in a list of many.
- Store selection & purchase: Choosing store to buy and way of purchase
- Post-purchase process: Follow-up activities of the store after your purchase

## C. Reference

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