Certainly, let's break down the levels of interest and information sources involved in the consumer buying process:

**Levels of Interest:**

1. **Milder Interest - Heightened Attention**:
   * At this level, the consumer exhibits heightened attention towards relevant information. They are more receptive to marketing communications and may actively engage with advertisements, promotions, or other marketing stimuli. This stage signifies the initial awareness and interest in a product or service.
2. **Sharper Interest - Active Information Search**:
   * At this stage, the consumer's interest becomes more pronounced, leading to active information-seeking behavior. They actively search for additional information about the product or service to make informed purchase decisions. This may involve researching product features, comparing options, reading reviews, or seeking recommendations from others.

**Information Sources:**

1. **Personal Sources**:
   * Consumers often seek information from personal sources such as friends, family members, or colleagues who have personal experience with the product or service. Personal recommendations and word-of-mouth communication can significantly influence purchase decisions.
2. **Commercial Sources**:
   * Commercial sources include information provided by businesses and marketers through advertising, sales promotions, product packaging, and sales personnel. Consumers frequently encounter commercial information through various channels such as television ads, online advertisements, product catalogs, and retail displays.
3. **Public Sources**:
   * Public sources refer to information available from public sources such as consumer reports, product reviews, online forums, and social media platforms. Consumers rely on public sources to gather impartial and unbiased opinions, ratings, and reviews from other consumers before making purchasing decisions.
4. **Experiential Sources**:
   * Experiential sources involve firsthand experiences with the product or service, such as product demonstrations, trial usage, or in-store experiences. Experiencing the product firsthand allows consumers to evaluate its quality, features, and performance before making a purchase decision.