

Consumer union and consumer report



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Consumer Report 1 Consumer Union & Consumer Report Sim Yi'en Evynn

MT219 – 26 Consumer Report 2 There are five consumer buying decision processes and they are problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation. In my opinion, Consumer Reports information most impact information search. Information search involve two aspects of information search, the internal search and external search.

As to how Consumer Reports information will impact the information search, I think that Consumer Reports will impact consumers more on the external search side. The process of internal search is the act of searching through memories to recall previous experiences with products or brands. Internal information search can be both useful and not useful.

It is useful because the information that you have is sufficient for frequently purchased products. It is not very useful as well because chances of making a wrong buying decision are high. (Networker1, n. d.).

Nowadays, internet would be the first choice of external information search on products that consumers want because it's easily assessable.

The benefits of technology, effectiveness of internet search and user satisfaction are preceding of the perceived benefits of information search. Sometimes information on the product that is needed may be insufficient from other sources online and that's when Consumer Reports come in. Consumer Reports is quite a reliable source for information's on products Consumer Reports information's are proven to be accurate in majority of roducts. Not only do they provide ratings and reviews of the products, they

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take surveys and do various tests on the product to provide reliable information's to consumers. It is crucial for Consumer Reports to be hundred percent accurate in their evaluations as sometimes, lives are at stake (CU-annual-report, 2008). Consumer Reports 3 Buyer decision making process varies with the type of buying decision.

For instance, the process of making decision in buying toothpaste, handbag, plasma TV and a house is different.

Expensive, rare and complex products require more deliberation and more participation from the buyer. When the product is expensive and it is something the consumer lacks information about, any product features will make no sense to the consumer without much research and evaluation. Thus consumers tend to spend more time on researching and evaluating the product category (Networker2, n.

d.). Higher involvement occurs for the buyers develop beliefs and attitudes about the product and then make a thoughtful choice, hence extending the consumer decision making process.

However, products like salt are bought under conditions of low involvement and insignificant brand differences. Consumers do not go through research for information and evaluation on brand characteristics extensively for they are cheap and often purchased simply out of habit.

Therefore, for lower involvement products, the buying decision making process is less complex. Feedbacks from consumers are being considered by companies and being referred into the buying decision process.

Through this way, consumers will continue to look for higher value in the goods and services that they are procuring. This is a continuous cycle or process, where this will translate to the companies looking to come up with better goods and services to offer to the consumers, trying to better themselves against the competition and at the same time motivate consumers. In this way, consumers will always be able to pursue the party that offers them the highest value.

This process is then reflected to the consumer union and consumer reports.