

Consumer decision journey case study examples

[Business](#), [Company](#)



A Reflection

Primary message the Author is sending to the audience

The author is trying to provide useful information on how consumers today have shifted the way they decide to purchase a product. The author insists that marketers should learn that the old ways that consumers used to make purchasing decisions have changed. In addition, the author informs the reader that despite the use of the funnel approach in understanding consumer decisions, the way consumers make decisions today calls for a new approach in understanding how they make purchasing decisions. The consumer decision journey that the author gives a description of involves initial consideration, active evaluation, moment of purchase and postpurchase experience. The author indicates that it is crucial for marketers to understand this consumer decision journey. The author further insists that marketers need to look beyond the traditional marketing techniques and apply a more hard line approach such as the use of internet information sites.

Primary Audience the author is trying to reach

The author's primary audience involves marketers and different industries that are involved in sales of various products such as the insurance, automobile companies, electronic companies, skin care, and the telecom industry. This message about the consumer's decision journey is important to this audience. The audience needs to understand the new approach to marketing since the way consumers used to make decisions in the past has changed.

Support provided by the author

The author offers the reader with four main things that the reader can do to address the changes in the consumer decision journey. Firstly, marketers in the various industries need to prioritize their objectives and spending. The marketers need to center on the touch points that will influence the initial consideration phase of the consumer decision journey. Secondly, marketers need to employ tailor messaging to influence the consumers effectively during the initial consideration phase. For example, Hyundai marketing campaign message involved allowing their customers to return their cars if they lost their jobs. Thirdly, the author insists that the marketers need to invest in consumer-driven marketing. Lastly, packaging becomes crucial in influencing the consumer's visual aspect, which influences their final decision.

The author concludes by informing the reader that it is significant to realize how the consumer researches and purchases different products. Failure to understand the consumer decision journey might reduce their effectiveness in reaching potential consumers. Consequently, the change in how consumers make purchasing decisions implies that the marketers need to make the right decisions if they are to succeed.

The author provides solutions on how the reader can approach the changes in the consumer decision journey. The author's emphasis, on the initial consideration and postpurchases phases, provides valuable information to the reader on the critical areas of the consumer decision journey that can make a huge difference. If the reader chooses to apply the information outlined in the article, positive results are guaranteed.

**Court, D., Elzinga, D., Mulder, M. and Vetvik, O. J. (2009).
Consumer Decision Journey.**

Retrieved from <http://josemiguelsserra.files.wordpress.com/2012/01/the-consumer-decision-journey.pdf>