

# Buyer decision progress

Business



The captured photos failed to depict the lovely moment and this influenced my decision to purchase a new and high standard camera.

#### Information search

I relied on external sources of information for developing knowledge of available products that could meet my needs. The internet was a prime tool that allowed me to research on different manufacturers, their product models, and prices for their models. I also relied on media advertisements for knowledge development on cameras.

#### Evaluation of alternatives

Manufacturer's corporate image and specialization was the main evaluation criterion. Manufactures advertisements that developed a sense of utility from diversified product and my disposable cash for the purchase identified the product brand and model for purchase.

#### Purchase decision

I made the decision to purchase Alpha a77 Sonny camera from the company's dealer in Santa Ana, within the month. Its price was \$ 800 with a warranty and I made a cash purchase.

#### Post-purchase behavior

Derived utility from the camera is satisfactory. The product also has many features and functions that justify its cost. Based on the derived utility, I would recommend Sony products to a friend because the company has a good corporate image and their products' values correspond to descriptions in advertisements.