

# [The the difference between the actual state](https://assignbuster.com/the-the-difference-between-the-actual-state/)

[Business](https://assignbuster.com/essay-subjects/business/), [Decision Making](https://assignbuster.com/essay-subjects/business/decision-making/)

Thefirst stage of the consumer decision making process is need recognition. Theneed is important because it can lead consumers to realize that they have theneed to buy the product in mind. During this stage, there are two main componentsthat happen such as actual state and desired state. The desired state is theconsumer desire to satisfy their needs, whereas the actual state is the needsthat have to actually be met by the consumer. For example, typically consumershave needs and wants. According to research, the recognition of a problem comesup in the situation where an individual understand the difference between the actual state of affairs and desired state of affairs (Bruner, 1993).

In this stage, the consumer can beclassified as physiological needs in Maslow’s Hierarchy of Needs. It is themost basic needs for human that are vital to survival (Aishwarya Shahrawat, Renu Shahrawat, 2017).  If without these basic needs, the human bodywill not work properly.  For example, consumers are able to recognize the problem and seek solutions that could helpwith their basic needs for survival.

Such as, if a consumer understands he or she is missing sufficientnutrients in their diet, they will have a need to seek certain products thatcan provide it to them. Research shows that severe vitamin C deficiency hasbeen known for many centuries as the potentially fatal disease, scurvy (Jane Higdon, 2000). Hence, the fruit juice can help consumers who are deficient in Vitamin C, which is aneed.              Specifically we will targetconsumers of the working class who are usually busy working.  The convenience of this fruit juice would befavourable because consumers can easily purchase it and consume it.  Therefore, the marketers found that there areappropriate marketing strategies could be use is TV advertising. It is becauseadvertisements can create awareness by informing consumers to know the productavailable in the market (Terkan, 2014). In addition, researcherfound that TV advertising content can effect on consumer behaviour (Thales Teixeira, Kenneth C.

Wilbur, Jura Liaukonyte, 2015). Therefore, anadvertisement could be created to show the benefits of orange juice on TVcommercials. The marketers found that most people are home after work catchingup with the news or enjoying their favourite show.  Second Stage -Information Search            The second stage of the consumer decision makingprocess is information search. When potential consumers are searching for hisor her particular needs and wants, they try to gather as much information asthey can. During this phase, the consumers might take some time to process theinformation of various products because they received the information fromdifferent sources.

The consumer may alsouse risk management to help them with their purchasing decision (Flekel, 2013). Essentially, thereare two types of information such as internal information and externalinformation (oliver, 2011).            During the internal search, theconsumer compares the products based on their past experiences and knowledge. Usually, if the consumer is satisfied with the product they bought, they will stickwith the current product, and they might skip the information search stage. Ifthe consumer is not satisfied with the product, they will usually use internalinformation such as their memory to start the information search.  Their past experiences will help them withthe problem solving.

For example, if the consumer decides they want to try outa new fruit juice, they might visit their local supermarket because theyusually visit through experience.  Ifthey have discovered new products through browsing their local supermarket, they may go back and search new products. In external search, the source ofinformation comes from personal sources or marketing-controlled source, such assearch engines.

For example, the consumer may ask personal sources such asfamily, colleagues and friends about what type of fruit juice they enjoy themost.  As for marketing-controlledsources, the consumer may search engines for “ The most popular fruit juice.”            The appropriate marketing strategythat could be used is brochures.  Brochures are low in cost and it can showsdetails and pictures about the product and brand. Brochures may also includecoupons with discount and special vouchers.

Brochures can use to remindexisting customers or to attract new customers about a product (Ladd, 2010).  This is essentially important becauseexisting customers will continue to visit their local supermarkets throughexperience, and they may use the brochures provided at the store to learn aboutnew products.  As for new customers, family or friends may pass the brochures to them and allow them to learn aboutnew products.