

# The the difference between the actual state

[Business](#), [Decision Making](#)



The first stage of the consumer decision making process is need recognition. The need is important because it can lead consumers to realize that they have the need to buy the product in mind. During this stage, there are two main components that happen such as actual state and desired state. The desired state is the consumer desire to satisfy their needs, whereas the actual state is the need that have to actually be met by the consumer. For example, typically consumers have needs and wants. According to research, the recognition of a problem comes up 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 be classified as physiological needs in Maslow's Hierarchy of Needs. It is the most basic needs for human that are vital to survival (Aishwarya Shahrawat, Renu Shahrawat, 2017). If without these basic needs, the human body will not work properly. For example, consumers are able to recognize the problem and seek solutions that could help with their basic needs for survival.

Such as, if a consumer understands he or she is missing sufficient nutrients in their diet, they will have a need to seek certain products that can provide it to them. Research shows that severe vitamin C deficiency has been 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 a need. Specifically we will target consumers of the working class who are usually busy working. The convenience of this fruit juice would be favourable because consumers can easily purchase it and consume it. Therefore, the marketers found that there are appropriate marketing

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strategies could be use is TV advertising. It is because advertisements can create awareness by informing consumers to know the product available in the market (Terkan, 2014). In addition, researcher found that TV advertising content can effect on consumer behaviour (Thales Teixeira, Kenneth C.

Wilbur, Jura Liaukonyte, 2015). Therefore, an advertisement could be created to show the benefits of orange juice on TV commercials. The marketers found that most people are home after work catching up with the news or enjoying their favourite show. Second Stage - Information Search

The second stage of the consumer decision making process is information search. When potential consumers are searching for his or her particular needs and wants, they try to gather as much information as they can. During this phase, the consumers might take some time to process the information of various products because they received the information from different sources.

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

For example, if the consumer decides they want to try out a new fruit juice, they might visit their local supermarket because they usually visit through experience. If they have discovered new products through browsing their local supermarket, they may go back and search new products. In external search, the source of information comes from personal sources or marketing-controlled source, such as search engines.

For example, the consumer may ask personal sources such as family, colleagues and friends about what type of fruit juice they enjoy the most. As for marketing-controlled sources, the consumer may search engines for “ The most popular fruit juice.” The appropriate marketing strategy that could be used is brochures. Brochures are low in cost and it can show details and pictures about the product and brand. Brochures may also include coupons with discount and special vouchers.

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