

Consumer behavior paper

[Business](#), [Marketing](#)



Consumer Decision Process Affiliation Consumer Decision Process The process is a representation of a number of steps that a buyer typically goes through before making the final decision to buy. The significance of this process is the fact that the item is of monetary value, and the potential consumer will take time evaluate various alternatives before buying.

Stage one - Recognition of the problem

The buyer recognises that he has a need that requires to be fulfilled. The need can be motivated by either an internal or an external stimulus.

Attending gym classes out of town every evening made feel I needed to own a car. To make the problem worse, I usually called my friend Arnold to pick me up with his car. In this case, my problem was motivated by an internal stimulus. The social factor that prompted my decision was the need to experience convenient mobility around my hometown. Additionally, the psychological motivator was the need to be feel I belonged to the same class with my peer, Arnold.

Stage two - Search for information

When it came to seeking information about possible solutions to my needs, I looked for external information because I had never owned a car before. My search was active; initially Arnold was the primary source. He explained the fundamentals of a fuel efficient vehicles and the convenience offered by different transmission system. He suggested many models, but only two met buying criteria; Honda CR-V 2014 or a Toyota Harrier. Additionally, I did an online search on the various sports utility vehicles available before the search culminated with visits to at least three dealerships. Salesmen offered different pricing range for the two models. They explained the off-road

performance for each type. I had a hands-on experience with both vehicles through brief road tests.

Stage three - Evaluation of alternatives

Evaluating the alternative needs the buyer to choose a model by which to access the available choices. I used the expectancy value model. Fuel efficiency, five gears automatic transmission, sunroof, intelligent multi-information display and price were the attributes I was seeking in a car. My comparison was based on ease of operation with an element of perceived reliability. It is worth noting that consumers will always assess products by the characteristics or benefits that are significant to them.

Stage four - Purchase decision

The consumer makes several decisions in this stage. For instance, I made the decisions on;

Make of the Vehicle: Honda CR-V

Color: Blue

Dealership: Alice Motors, Orlando

Timing: Monday afternoon

Payment method: Wire transfer

Since I was young, I always wanted my first car to be blue in color, and this can be attributed to my association of the color blue with coolness. While making these decisions, there were risks that I perceived in my mind could come as a result of making that purchase. These included; functional risks, physical risks, and psychological risks. To deal with the functional and physical risk I ensured I got a warranty while the psychological risks were dealt through talking to my friend.

Stage five - Post-purchase behaviour

The stage occurs after purchase when the product is being utilised by the consumer. User actions at this point serve to inform other potential users about their experience with the product, good or bad. My first stage was a need to travel out of town for an emergency meeting with associates. The value added by my brand new Honda satisfied this need by providing convenient mean of travel. There is a need for the seller to make sure the consumer is satisfied with the product. A satisfied customer will always talk positively about the brand to friend and family. Honda has a system through which users can make a suggestion for improvement of various models.

Reference

The 5 stages of Consumer Buying Decision Process. (2014, October 25).

Retrieved March 26, 2015, from <http://theconsumerfactor.com/en/5-stages-consumer-buying-decision-process/>