

B. Com Sem, IV MFC-4

Subject - Consumer Behaviour

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Topic - Consumer Decision Making Process

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions. The most basic and important requirement for the marketer is understanding ~~how~~ how consumers make decisions for purchasing a product. According to Ajzen and Fishbein, "human beings are usually quite rational and make systematic use of information available to them. People consider the implications of their actions before they decide to engage or not to engage in a given behaviour."

The consumer decision making process is a series of steps taken by an individual to make a purchase. It is also called the buyer decision process and includes the five stages that the buyer goes through before, during and after purchasing a product.

The different stages of the consumer buying behaviour process are as follows —

Step-1

Need Recognition

Step-2

Information Search

Step-3

Evaluation of Alternatives

Step-4

Purchase Decision

Step-5

Post-purchase Evaluation