

B. Com, Sem, IV MIC-4

Subject - Consumer Behaviour

Topic - Consumer Decision Making Process
Part - II

Following are the stages of consumer behaviour process;

1. **Need Recognition**: In this first stage of consumer buying decision process, consumer starts buying process with need recognition. The need can arise from an internal or external factor. An internal factor includes feelings, thirst and recognition while an external factor includes advertisement.
2. **Information Search**: After recognizing the need, the person starts searching the information about the product or service. Consumer may use various sources such as online reviews, recommendations from friends or family, advertisements or sales-people. After collecting the information from different sources, the person shows the interest in these products.

3. Evaluation of Alternatives; After gathering information about different alternatives, the consumer will evaluate each alternative based on factors such as price, quality and availability. He may also consider demand or previous experience of a product. This stage represents the stage of mental trial of the product.
 4. Purchase decision; After the evaluation, the consumer develops the intention either to purchase or reject the product. The buyer's decision will be based on ~~the~~ evaluation of their alternative as well as their personal preferences and budget.
 5. Post-purchase evaluation; After making the purchase, the consumer will evaluate their satisfaction with the product or services. This evaluation can be positive or negative and can influence the consumer's decision to purchase the same product or service in the future. It is also called as post-purchase behaviour.
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