

Chapter 2 – Consumer Behavior in a Services Context

The Three-Stage Model of Service Consumption

Service consumption can be divided into three main stages. These three stages are as follows:

- *The pre-purchase stages.*
- *The service encounter stages.*
- *The post-encounter stages.*

The Pre-Purchase Stage

The pre-purchase stage begins with need awareness and continues through the information search and evaluation of alternatives to deciding whether or not to buy a particular service.

Need Awareness

When a person or organization decides to buy or use a service, it is triggered by an underlying need or need arousal. Needs may be triggered by:

- *People's unconscious minds (personal identity and aspirations).*
- *Physical conditions (Munira's hunger drove her to Burger King).*
- *External sources (social media or a service firm's marketing activities).*

Information Search

Once a need has been recognized, customers are motivated to search for solutions to satisfy that need.

- Several alternatives may come to mind, and these alternatives form the evoked set, that can be derived from past experiences or external sources such as social media, and online reviews.
- During the search process, consumers also learn about service attributes they should consider, and form expectations about how firms in the consideration set are likely to perform on those attributes.

Evaluation of Alternative Services

Once the consideration set and key attributes are understood, the consumer typically makes a purchase decision. In marketing, we often use multi-attribute models to simulate consumer decision making.

The Multi-Attribute Model

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