# Chapter 3 – Consumer Behavior: How People Make Buying Decisions

## Consumer Decision Making Process

### Why Does Consumer Behavior Matter?

- Biggest goal of the marketer is to provide value to the consumer
- Value is in the eye of the consumer
- How can we understand the value if we do not understand the consumer?

### Consumer Decision Making Process

| Step | Consumer Experience | Marketer Experience |
|---|---|---|
| **Need Recognition**<br>Becoming aware of a problem that requires a solution | Example realizing that you are hungry and or wanting a hamburger | Strategies<br>- Create wants/needs<br><br>Example: food advertisements can induce hunger |
| **Search**<br>Finding alternatives that can solve the problem | - Internal search : prior knowledge<br>- External search : friends/ family or internet<br><br>Example examining which restaurants you should consider to buy a hamburger from | Strategies<br>- Be available and within reach<br>- Provide excellent product so it is always first choice |
| **Evaluation**<br>Examining alternatives to find the one that fits your needs best | Example what do you care most about when buying a hamburger? Is it tasty? Healthiness? Price? Which alternative satisfies this the best? | Strategies<br>- Persuade the potential consumers that your attributes matters the most<br>- Convince that your company is the best |

# Chapter 3 Consumer Behavior How People Make Saylor

Johnny Ch LOK

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