



Libyan International Medical University

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CONSUMER DECISION MAKING

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INTRODUCTION

- Consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that are expected to satisfy their needs.



PROBLEM RECOGNITION

Two types:

1. Actual state types
2. Desired state types

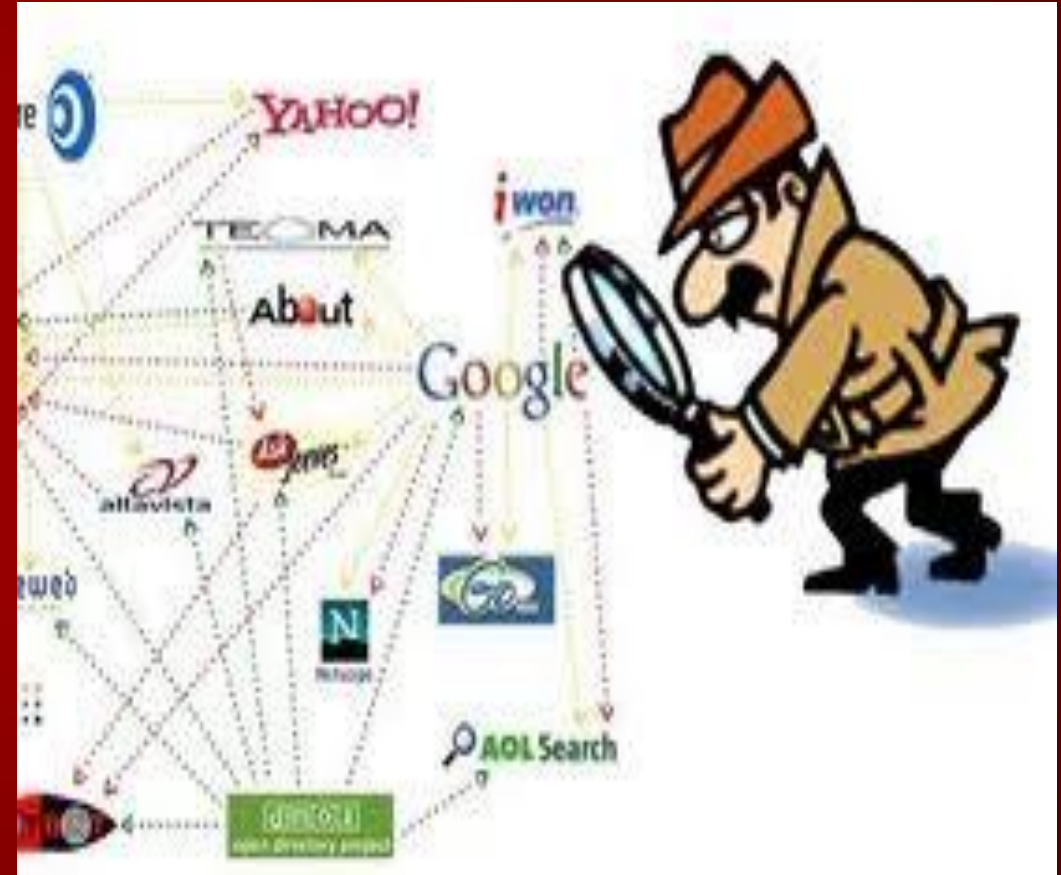
Affected by:

1. Internal Stimuli
2. External Stimuli



INFORMATION SEARCH

- Internal Search
- External Search (Market & non-market dominated)



EVALUATING ALTERNATIVES

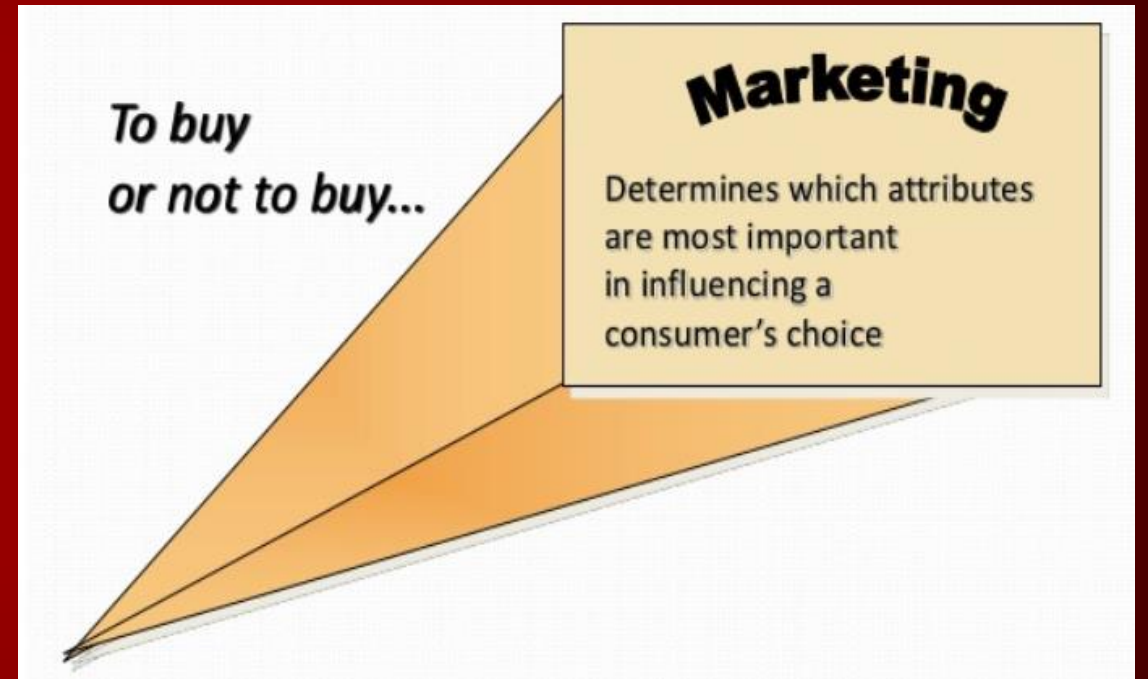
Based on product features mostly

- Determine criteria
- Assess relative importance
- Evaluate each alternative (Using evoked set & criteria)



PURCHASE DECISION & PURCHASE

- Trial Purchases
- Repeat Purchases
- Long-Term Commitment Purchases



POST-PURCHASE EVALUATION

- Neutral Feeling
- Positive disconfirmation
- Negative disconfirmation

Cognitive Dissonance



Did I make a good decision?

Did I buy the right product?

Did I get a good value?

CONCLUSION

- Need or problem recognition is considered the most crucial step.
- Consumers can be significantly influenced by their attitude as well as the degree of involvement that they may have with the product or brand.
- Customer purchase feelings

REFERENCES

Solomon, M. R. (2013). Consumer behaviour [electronic resource]. Pearson Education Limited.