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- BUYER DECISION PROCESS

1. need recognition
2. Information Search
3. Evaluation of alternatives
4. purchase decision
5. Post purchase behavior

- Research
- Influence consumer awareness at purchase stage (ads)
- Physical appearance (package, display)
- Cognitive research (increase confidence in a decision) -> How do marketers make sure consumers feel confident regarding that?

* Stages in the Adoption Process: - Awareness
- Interest
- Evaluation
- Trial (free samples, offers etc)
- Adoption