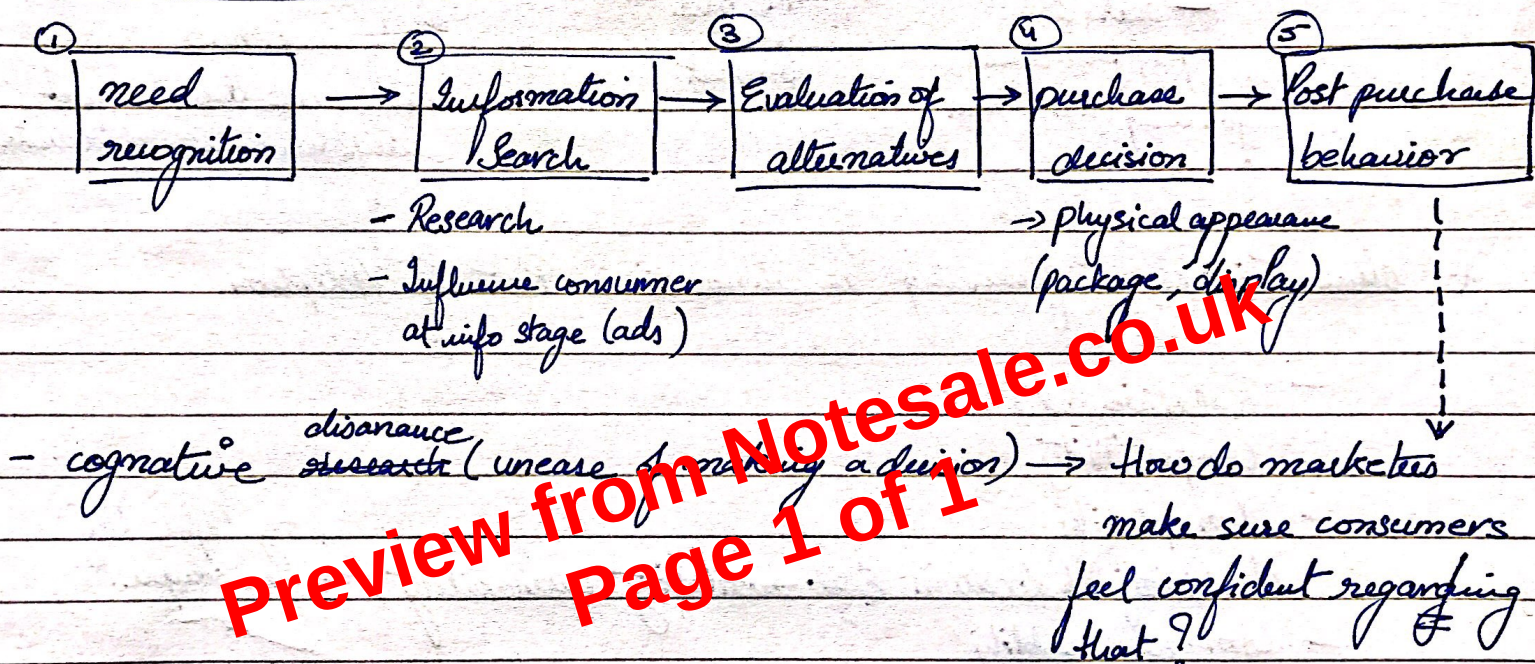


CRN : 37214

Prof: Paula Ryan

Date: 31 Jan 2017, mon

* BUYER DECISION PROCESS



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