

The Consumer Audience

Part 2: Planning and Strategy

Chapter 5

The Consumer Decision Process

- Need recognition
- Information search
- Evaluation of alternatives
- Purchase decision
- Postpurchase evaluation
- The consumer recognizes the need for a product
- Advertising should activate or stimulate this need

The Consumer Decision Process

- Need recognition
- Information search
- Evaluation of alternatives
- Purchase decision
- Postpurchase evaluation
- Can be casual or formal
- Advertising helps the search process by providing information and making it easy to find, as well as remember