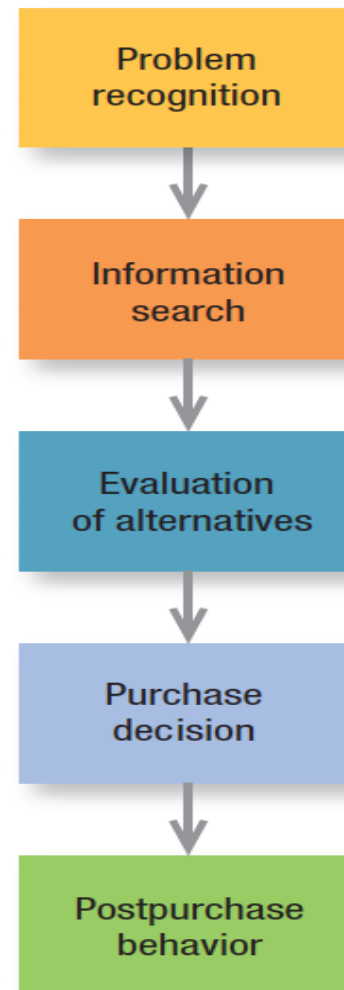


## #6\_Analyzing Consumer Markets

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# THE BUYING DECISION PROCESS: THE FIVE-STAGE MODEL



# THE BUYING DECISION PROCESS: THE FIVE-STAGE MODEL

## Problem recognition

The buyer recognizes a problem/need triggered by internal/external stimuli

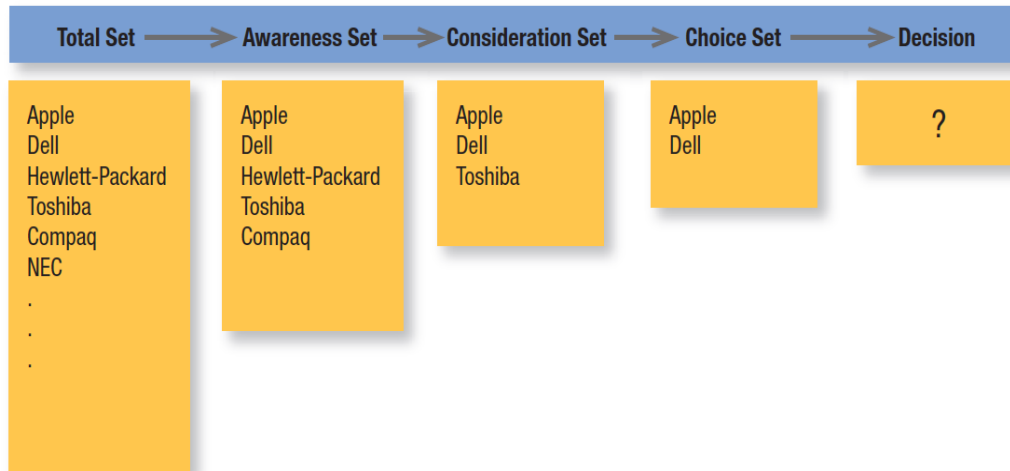
**Internal Stimuli**



**External Stimuli**



## Information search



### Information sources

- ♣ *Personal*
- ♣ *Commercial*
- ♣ *Public*
- ♣ *Experiential*

# THE BUYING DECISION PROCESS: THE FIVE-STAGE MODEL

## Evaluation of alternatives

- ♣ **Belief:** descriptive thought that a person holds about something
- ♣ **Attitude:** a person's enduring favourable or unfavourable evaluations, emotional feelings and tendencies about an object or an idea
- ♣ **Expectancy-value model:** consumers evaluate products and services by combining their brand beliefs

TABLE 6.3

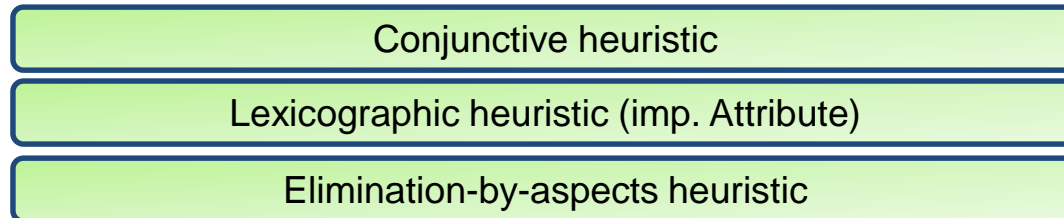
A Consumer's Brand Beliefs about Laptop Computers

Laptop Computer	Attribute			
	Memory Capacity	Graphics Capability	Size and Weight	Price
A	8	9	6	9
B	7	7	7	7
C	10	4	3	2
D	5	3	8	5

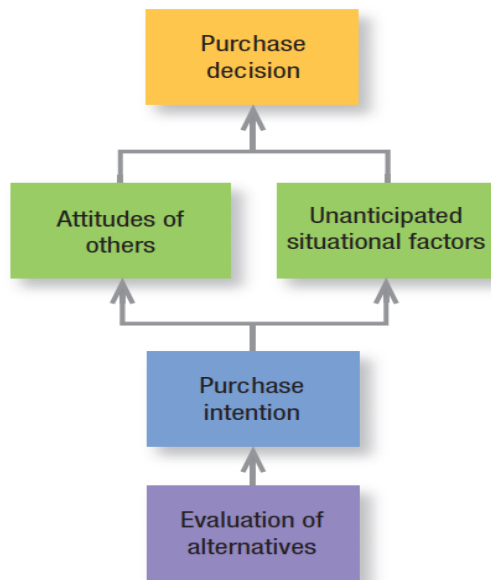
# THE BUYING DECISION PROCESS: THE FIVE-STAGE MODEL

## Purchase decision

### ♣ Non compensatory models of consumer choice



### ♣ Intervening factors



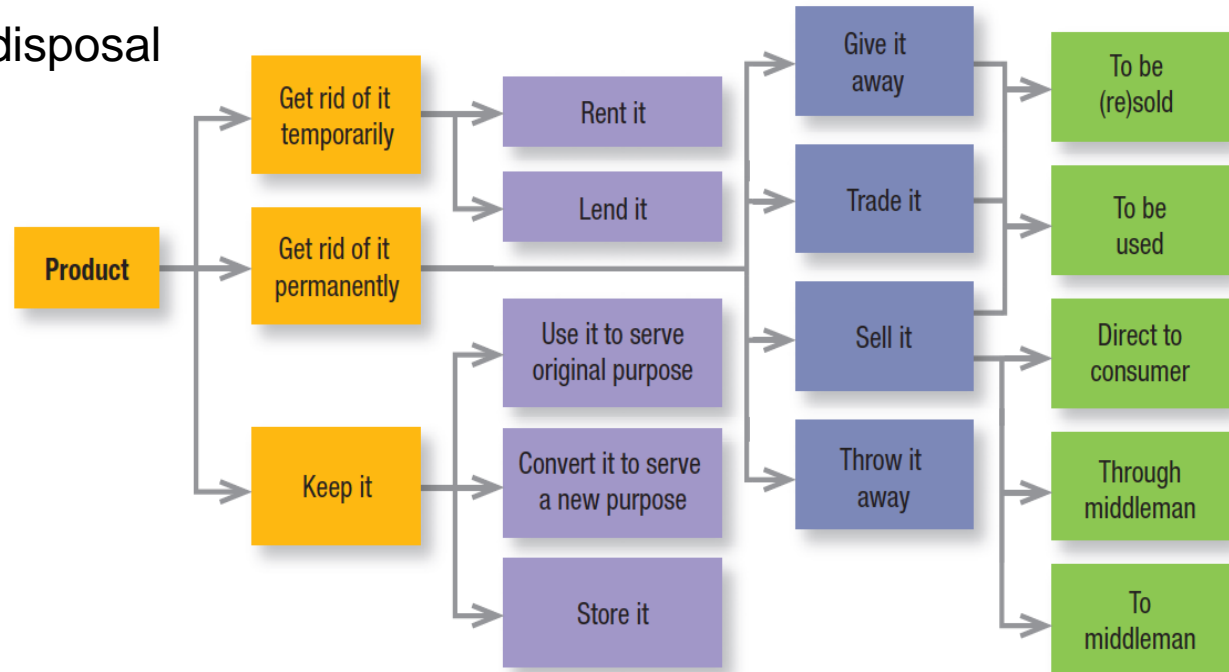
### ♣ Risks

*Functional*  
*Physical*  
*Financial*  
*Social*  
*Psychological*  
*Time*

# THE BUYING DECISION PROCESS: THE FIVE-STAGE MODEL

## Post-purchase behavior

- ♣ Postpurchase satisfaction
- ♣ Postpurchase actions
- ♣ Postpurchase uses and disposal



Thank you for your kind attention!



**(Have A Nice Day!)**

**(Have A Nice Day!)**