



Unit Five: The Purchasing Process

Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: Introduction to Consumer Behavior
 - ▶ Unit Two: The Consumer Learning Process
 - ▶ Unit Three: Understanding the Consumer
 - ▶ Unit Four: Influencing Consumer Attitudes
 - ▶ **Unit Five: The Purchasing Process**
 - ▶ Unit Six: Consumer Analysis and Marketing Strategy
 - ▶ Unit Seven: The Effects of Consumer Groups
 - ▶ Unit Eight: The Influences of Class, Ethnicity and Age
 - ▶ Unit Nine: Cultural Influences
 - ▶ Unit Ten: Informing Marketing Strategy



Unit Five Learning Outcomes

- ▶ Identify the stages of the decision process that result in the selection of one product over competing options
- ▶ Explain how our access to online sources is changing the way we decide what to buy
- ▶ Evaluate how consumers rely upon different decision rules when evaluating competing options
- ▶ Explain the importance of understanding consumer evaluations of a product both before and after purchase



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Five Overview Topics

- ▶ Consumer decision process stages
- ▶ Consumers use online sources for decision making
- ▶ Consumer decision rules to evaluate competition
- ▶ Consumer product evaluations before and after purchase



The Purchasing Process Vocabulary

- Consumer evaluations
- Consumer purchase regret
- Consumer satisfaction
- Determinants of consumer attitudes
- Post-purchase
- Product reviews
- Social influence



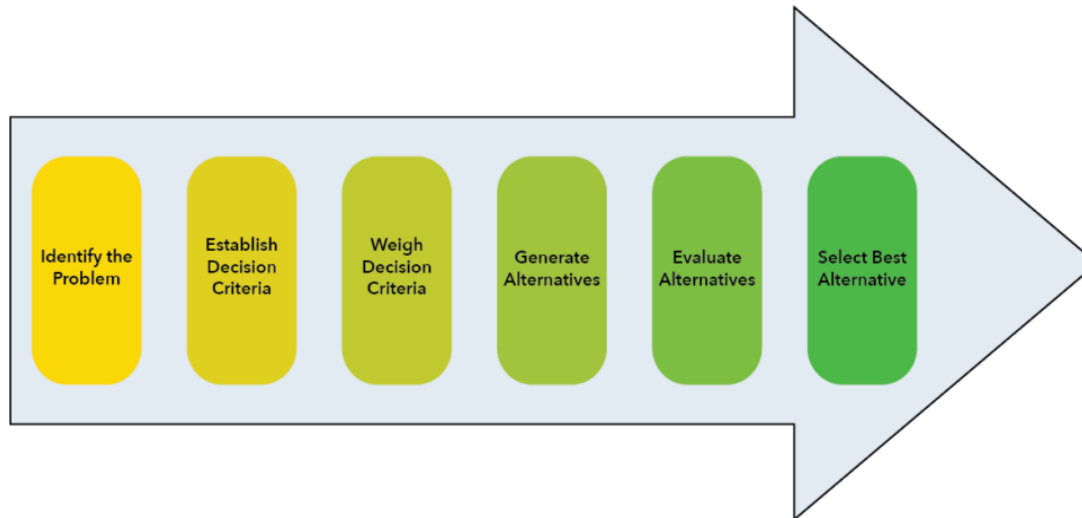
Consumer Decision Process Stages

- Consumer decision making process
- Post purchase behavior
- Consumer attitudes



Decision Making Process

The Rational Decision-Making Process

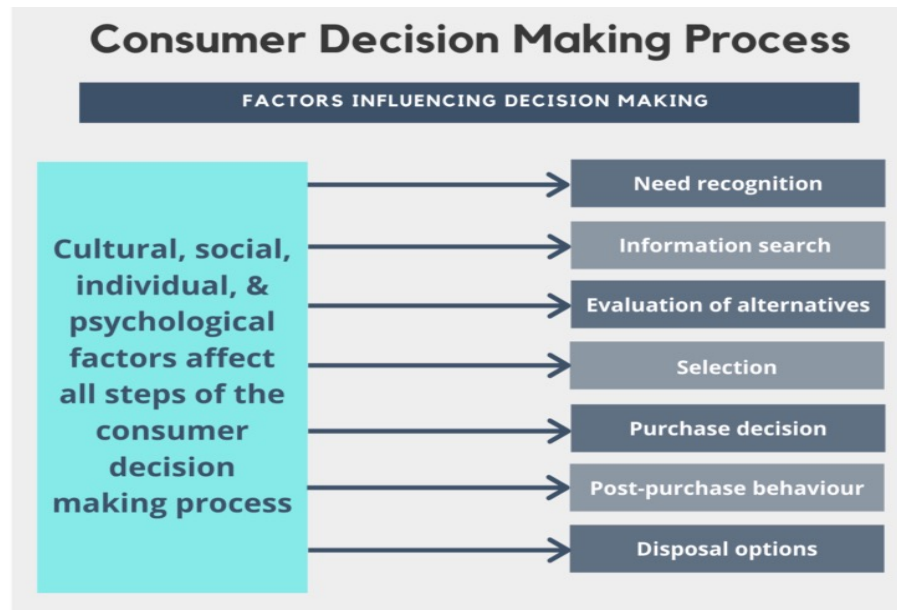


Consumers Use Online Sources for Decision Making

- Changing attitudes
- Product reviews
- Social influences



Influences in Consumer Decision Making



Consumer Decision Rules to Evaluate Competition

- Consumer purchase regret
- Product differentiation



Consumer Product Evaluations Before and After Purchase

- Customer satisfaction
- Determinants of consumer attitudes
- Consumer evaluations



Conclusion

Unit Five Learning Outcomes

- ▶ Identify the stages of the decision process that result in the selection of one product over competing options
- ▶ Explain how our access to online sources is changing the way we decide what to buy
- ▶ Evaluate how consumers rely upon different decision rules when evaluating competing options
- ▶ Explain the importance of understanding consumer evaluations of a product both before and after purchase



What's Next?

Unit Six: Consumer Analysis and Marketing Strategy

