Stages of the Consumer Decision-Making Process (and the marketer’s task at each stage)

• Problem Recognition
  – Reminding consumers of a current need, or introducing a new solution

• Information Search
  – Increasing the likelihood that a brand will be considered for purchase

• Evaluation of Alternatives
  – Considering information and how it is presented, in light of the consumer’s beliefs and values

• Choice Strategies
  – Influencing how the choice is made

• Post-purchase behavior
  – Enhancing evaluation and improving disposal