

The Buyer Decision Process

Marketing

The five stages between noticing a problem and judging the purchase.

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1

Problem recognition

A gap opens between the current and the desired state.

2

Information search

Internal memory first, then external sources.

3

Evaluation of alternatives

Options compared on the attributes that matter to them.

4

Purchase decision

Intention converts, or is derailed at the last moment.

5

Post-purchase evaluation

Satisfaction, dissonance, and whether they return.

Most spend targets stages two and four. Stage five drives repeat purchase and referral, and is usually underfunded.