

① Need recognition

- unmet needs

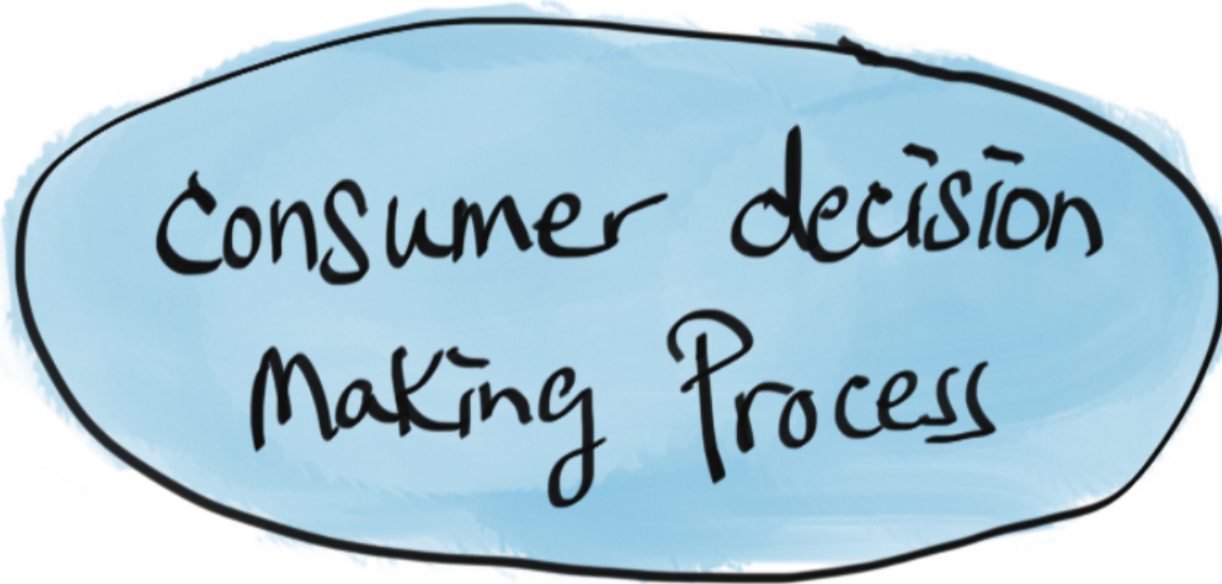
Internal External
<stimuli>



② Information Search

- consumer's experience with the product
- Price of the product
- Perceived Importance of the Product
- Urgency of the Purchase

⑤ Post-Purchase



*Sources of Information

- Personal: friends, colleagues, family members, relatives
- Commercial: Salespersons, advertisements, packing, Product Display
- Public: consumer council

④ Purchase Decision

- situational factors
- Interpersonal Influences

③ Evaluation of alternatives

- criteria: design, price, quality, Brand

