

A Study of Different Types Stages of the Consumer Decision Making Process

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Abstract— In consumer decision-making process and factors that influence them was elaborated for a possibility to influence consumer behavior in favors of company's offers. Furthermore, recommendations for marketers were suggested for deeper understanding the consumer behavior and their buying strategies to empower marketing campaigns and be a success in the market. The paper also suggests several directions for future research related to buying behavior. Consumer Decision Making refers to the process under which consumers go through in deciding what to purchase, including problem recognition, information searching, evaluation of alternatives, making the decision and post-purchase evaluation

Index Terms—Problem recognition, Need recognition, Search for information, Alternatives evaluation, purchasing decision

I. INTRODUCTION

Here's what you need to know about the decision making process for shoppers. The consumer decision making process is the process by which consumers become aware of and identify their needs; collect information on how to best solve these needs; evaluate alternative available options; make a purchasing decision; and evaluate their purchase. Understanding the consumer decision making process is important to any business, but e-commerce businesses have a unique opportunity to optimize it. Because online shoppers generate so much more data than those in brick-and-mortar stores, online retailers can use that data to implement conversion strategies for every stage of the process many people think that the most important stage in a sale is when a customer hands over the money. But actually, when it comes to how to influence consumer behavior, every single step in the consumer decision-making process plays an important role. For businesses to maximize profit, it's imperative that they pay attention to every stage in the buying process. But before you can start optimizing or using strategies like UGC to support the buyer journey, you have to understand each and every stage.

II. PROBLEM RECOGNITION:

The first step of the consumer decision-making process is recognizing the need for a service or product. Need recognition, whether prompted internally or externally, results in the same response: a want. Once consumers recognize a want, they need to gather information to understand how they can fulfill that want, which leads to step 2. But how can you influence consumers at this stage? Since internal stimulus comes from within and includes basic impulses like hunger or a change in lifestyle, focus your sales

and marketing efforts on external stimulus. Develop a comprehensive brand campaign to build brand awareness and recognition you want consumers to know you and trust you. Most importantly, you want them to feel like they have a problem only you can solve.

III. NEED RECOGNITION (AWARENESS):

1. Internal stimuli, normally physiological or emotional needs, such as hunger, thirst, sickness, sleepiness, sadness, jealousy, etc.

2. External stimuli, like an advertisement, the smell of yummy food, etc.

Even if the core cause is vanity or convenience, at the most basic level, almost all purchases are driven by real or perceived physiological or emotional needs. The causes for these stimuli can be social (wanting to look cool and well dressed) or functional (needing a better computer to do work more effectively), but they speak to the same basic drivers. We buy groceries because without food in the house, we'll be hungry. We buy new clothes because we'll be cold, or we feel like everyone else has the latest handbag of the season, and we don't want to be left out.

3. Search for information (research):

The being's to search for an answer; you must be there to help! And where do consumers generally go to look for answers today? Google!

Example: Researching cameras

Now that the customer has realized a need to get a new camera, it's time to find solutions to his problem. In this stage, it's imperative that you are visible to the consumer searching for an answer. Here are some things a consumer may be searching for:

Best cameras 2020

What is the best affordable camera?

Strategies to optimize during the research stage

First, make sure you're optimizing your E-Commerce storefront to rank for the keywords that matter to your brand. . User-generated reviews can help you to build brand awareness during the research stage. In fact, it's one of the most effective ways to do it. Reviews can help your store get seen in search results by increasing the likelihood of your store showing up for long-tail keywords. Reviews improve SEO because they give your online business a steady source of keyword rich, relevant content. So when someone opens up their laptop and starts searching for a new camera, reviews will help you be there. Online businesses that use reviews see an increase in search traffic. You can leverage reviews in Google Rich Snippets and Product Listing Ads so that if a customer searches in Google, you've added credibility to your listing. Businesses that show reviews in their search results stand out from the competition!

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4. Alternatives evaluation: At this point in the consumer decision-making process, prospective buyers have developed criteria for what they want in a product. Now they weigh their prospective choices against comparable alternatives. Alternatives may present themselves in the form of lower prices, additional product benefits, product availability, or something as personal as color or style options. Your marketing material should be geared towards convincing consumers that your product is superior to other alternatives. Be ready to overcome any objections e.g., in sales calls, know your competitors so you can answer questions and compare benefits.

5. Purchasing decision (conversion):

Alright, now it's money time. This is the stage when customers are ready to buy, have decided where and what they want to buy, and are ready to pull out their credit cards. But wait! Not so fast. You can still lose a customer at this stage. This is the stage when the purchasing experience is key it's imperative to make it as easy as possible.

Strategies for optimizing in the conversion stage

Many businesses choose to display reviews on checkout pages. This can be effective if done correctly. You need to focus on building trust, but don't distract the customer from completing the purchase. If you want to display user-generated content during checkout, use site reviews rather than customer photos or product reviews, and make sure they aren't clickable. You want to focus on building trust and not distracting.

CONCLUSION:

The key point to observe from this discussion is that even though organizations have very limited control over personal consumer beliefs, they can use knowledge of their consumers to help tailor products and services and also shape marketing messages. They include social, personal psychological, cultural, social and status. These factors have an impact on rational and irrational purchasing because different classes of individuals make decisions based on the available information about a product. Researchers are also beginning to understand the role of controlling the information flow about consumers' decisions, as increased control leads to increased performance. These new insights promise to be particularly important in the new online environments, where controlling the information flow can particularly influence the quality of consumers' decisions, memory, knowledge, and confidence.

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