

TeamBuilders International

Buyer Behaviour – Decision Making Process

Why?

Need Recognition
&
Problem Awareness

Problem Understanding

Customer evaluates the current situation and what is the cause of the problem.

- External sources i.e. Market trends
- Internal sources i.e. Co-workers

What?

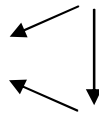
Research to Evaluate
Alternatives & Potential
Solutions

Information Sources

Research by the customer to determine the options that they have:

- Personal: friends, family
- Commercial: ads, salespeople
- Public: internet, specialty magazines
- Experiential: demonstrations, try before you buy

Evaluation
Process is
Define



How?

Best Alternative(s) is
Selected.
Purchase is Made.

Customer Lists Buying Criteria

- Need to Have
- Nice to Have
- Personal Motivation
- Features and Price Focused

Post Purchase
Was the decision right or
wrong?

Impacts
follow-on
business