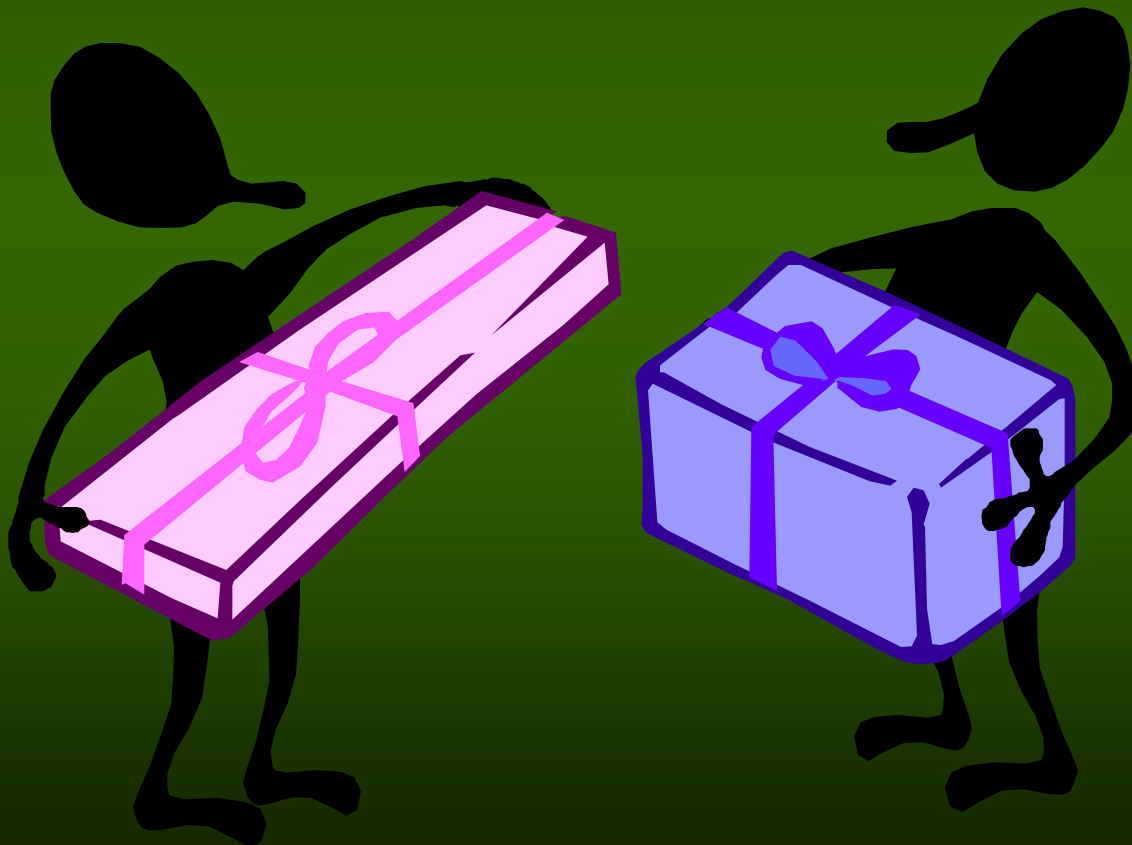


THE CONSUMER DECISION PROCESS



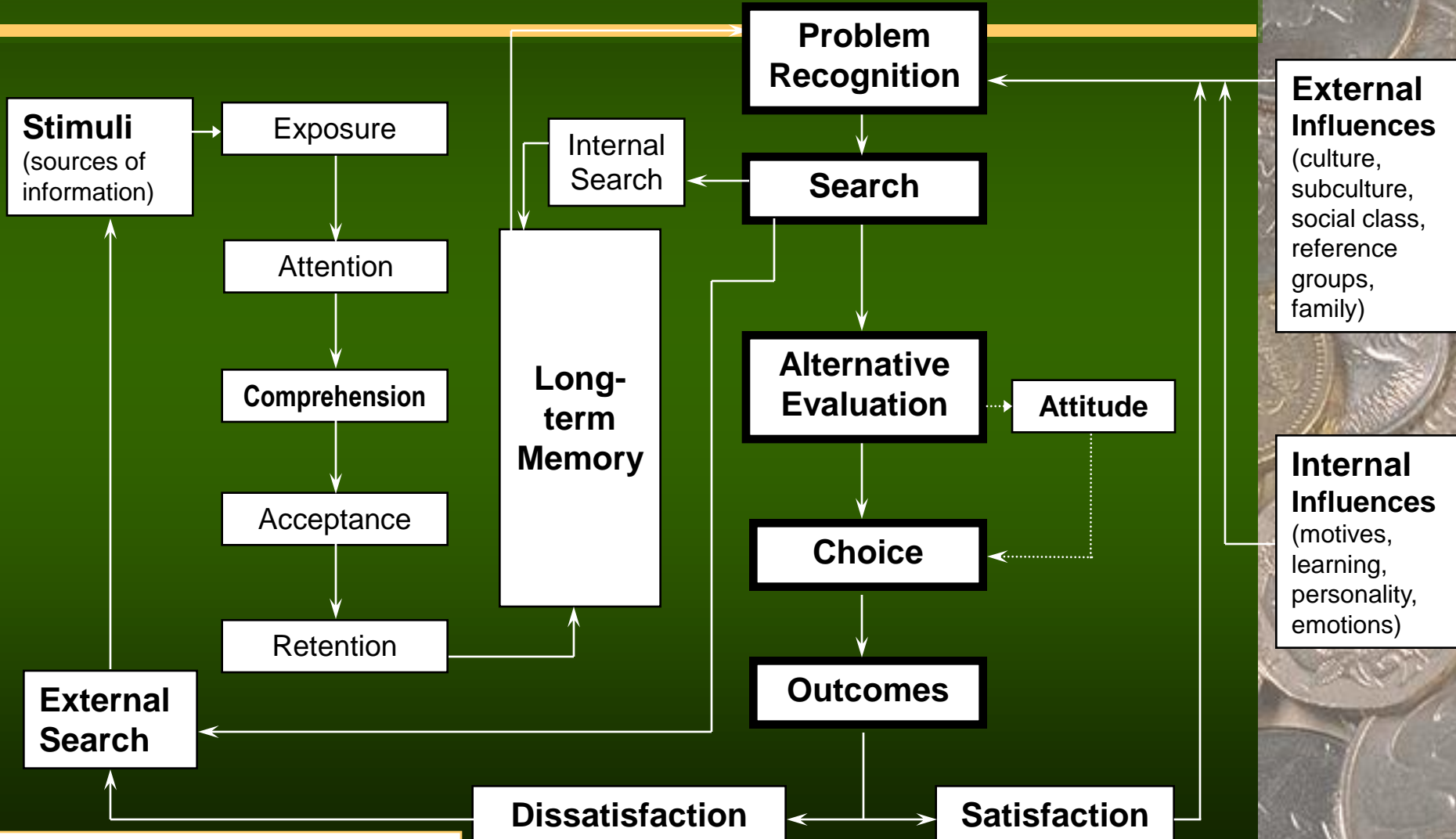
THE CONSUMER DECISION PROCESS

INPUT

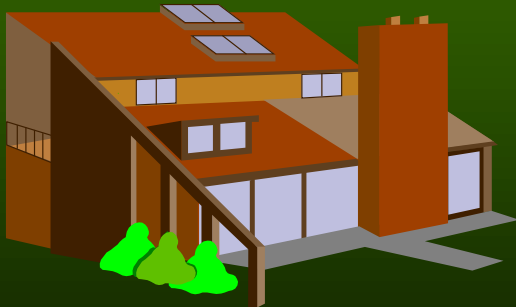
INFORMATION PROCESSING

DECISION PROCESS

OTHER INFLUENCES



THE CONSUMER DECISION PROCESS



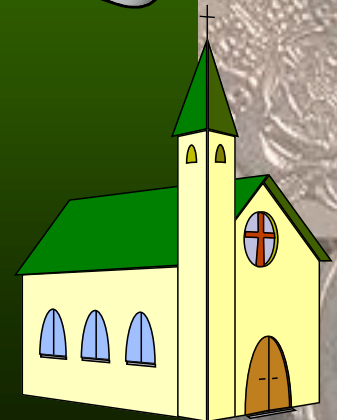
Problem Recognition

Information Search

Alternative Evaluation

Choice

Outcomes



PROBLEM RECOGNITION



Definitions:

- ⚙️ Problem Recognition occurs when there's a difference between one's desired state and actual state that is sufficient to activate the decision process.
- ⚙️ The Desired State is the way a person would like for a need to be met.
- ⚙️ The Actual State is the way a need is being met/unmet at a particular point in time.

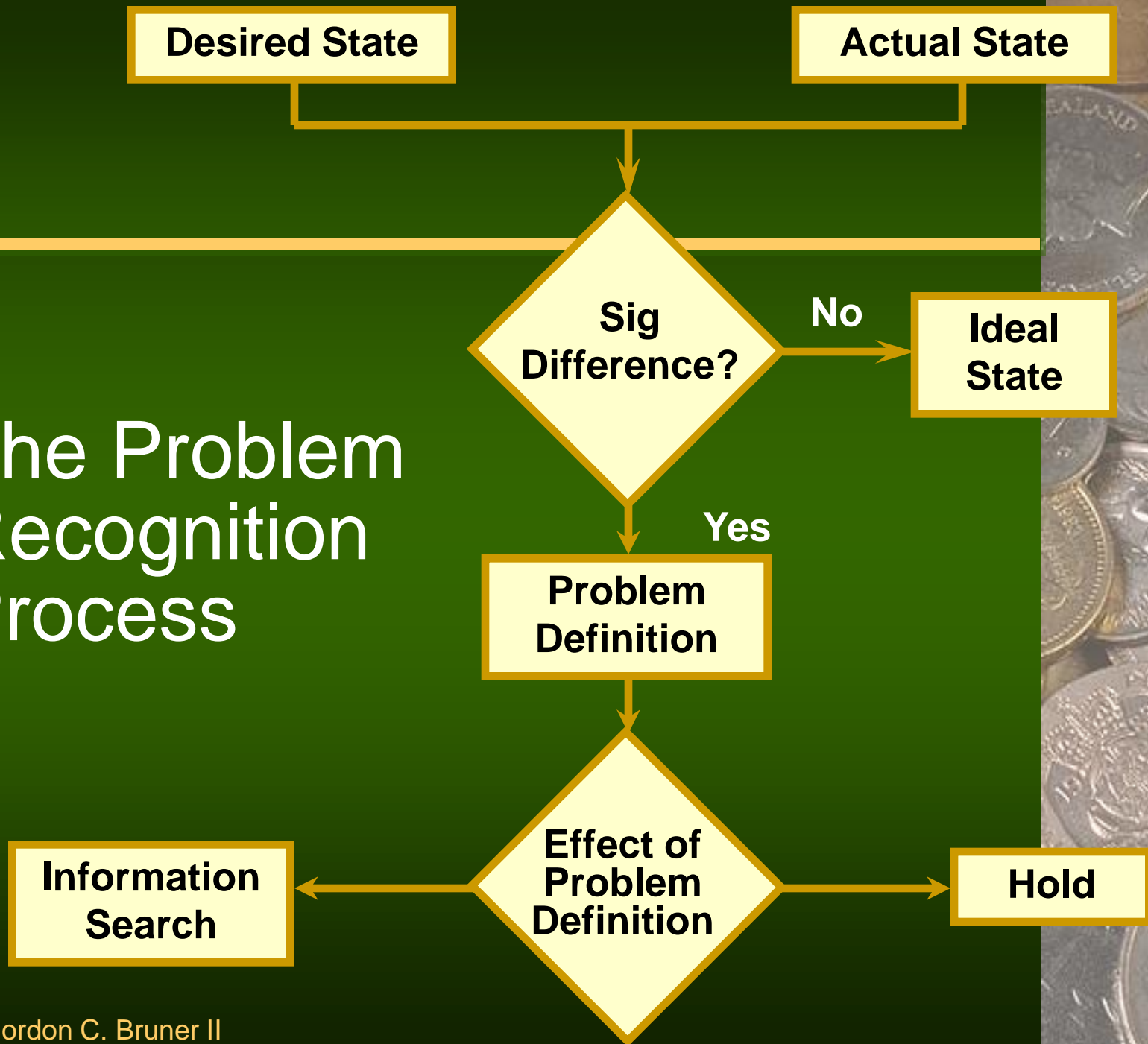


Definitions (con't):

- ⚙️ The Ideal State is a condition that occurs when the desired state and the actual state are equal.
- ⚙️ Generic Problem Recognition occurs when one becomes aware of a problem that a class of products could solve.
- ⚙️ Selective Problem Recognition occurs when one becomes aware of a problem that only a particular brand can satisfy.



The Problem Recognition Process



Why does Problem Recognition occur?

- ⚙️ Problem Recognition is influenced by many things.
- ⚙️ Ultimately, it is triggered when the desired state and actual state are significantly dissimilar.
- ⚙️ This can be interpreted as an example of ***dynamic homeostasis***.
 - The desired and actual states are “out-of-balance.”
 - Consumers can learn how to keep them “in balance”.



Determinants of Problem Recognition States

- ⚙️ Factors influencing the Desired State
- ⚙️ Factors influencing the Actual State
- ⚙️ Factors influencing both states



Determinants of Problem Recognition States

⚙️ Factors Influencing the Desired State

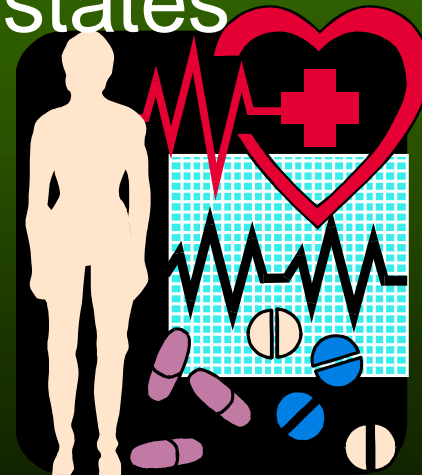
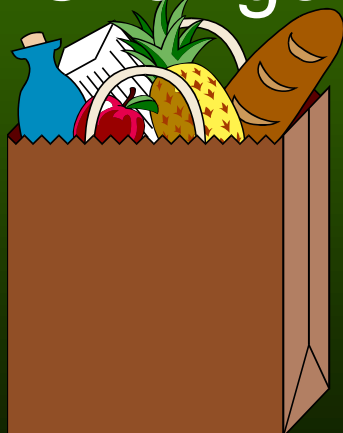
- Changes in societal factors
- Changes in motivation



Determinants of Problem Recognition States

⚙️ Factors Influencing the Actual State

- Change in the previous solution
- Change in physiological states



Determinants of Problem Recognition States

⚙️ Factors That Might Influence Either the Desired State or Actual State

- Other changes or decisions
- Marketing Efforts
 - Tend to influence the Desired State
 - Could influence Actual State by showing new uses for a product so it is used up faster.
 - Could also convince the consumers they're wrong about their perceived actual state.



Definition of Problem

⚙️ Three things determine the outcome of Problem Recognition

- Degree of **discrepancy** between Desired State and Actual State.
- Relative **importance** of the particular problem to a particular person in a particular situation.
- Availability of **resources** to aid in resolution (time, money, energy, etc.)

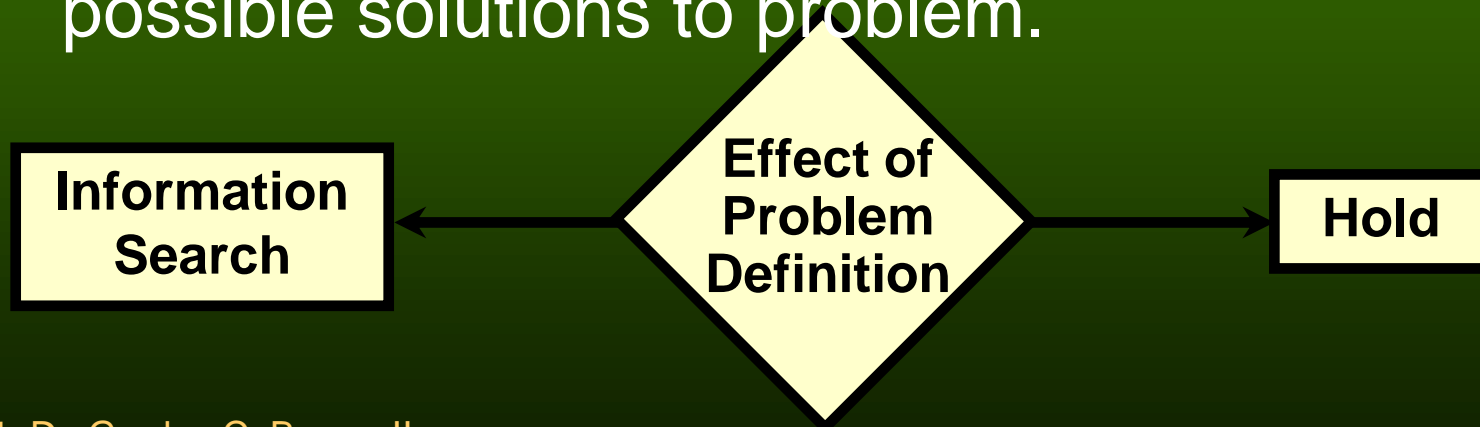


Problem
Definition

Outcomes of Problem Recognition

⚙️ There are two basic results of Problem Recognition:

- Hold - no immediate action taken to solve the problem.
- Search – try to find information about possible solutions to problem.



Problem Recognition Styles

- ⚙️ There is some evidence that as people repeatedly deal with the same needs that they develop styles of recognizing and dealing with problems.
- ⚙️ There are two Problem Recognition Styles:
 - Actual State style
 - Desired State style



Problem Recognition Styles

- ⚙️ Consumers have the Actual State Style when they tend to experience PR relative to some need mainly due to a deterioration in what is currently satisfying the need.
 - They are sensitive to the present solution to the problem. If it's satisfactory, there is no problem.
 - They are not very sensitive about other potential solutions to the problem.
 - Given this, they aren't likely to perceive a problem and begin the decision process unless what they have breaks, wears out, is lost, etc.



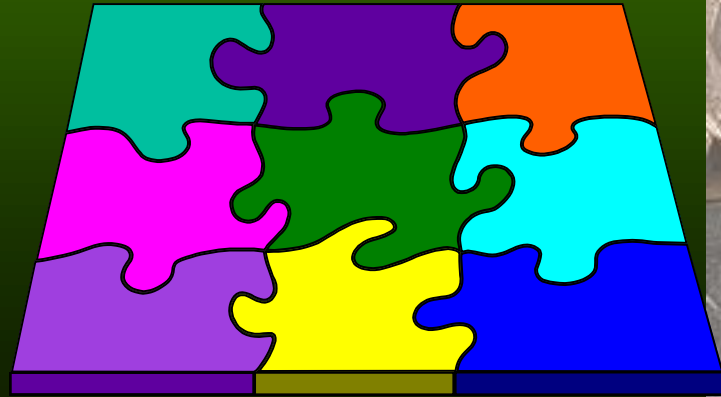
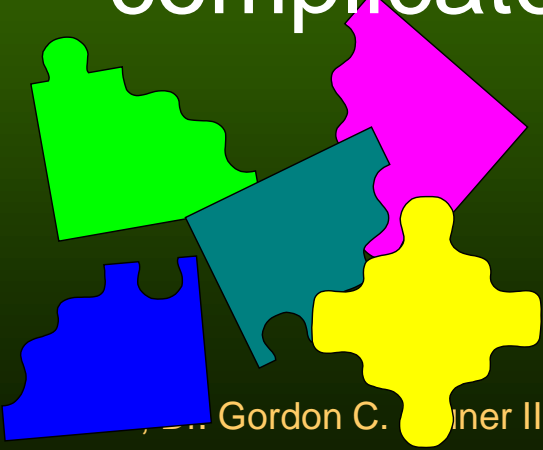
Problem Recognition Styles

- ⚙️ Consumers have the Desired State Style when they tend to experience PR relative to some need mainly due to changes in what they think is desirable.
 - Their focus is on what they don't have.
 - Even if their present solutions are functionally in good shape they still experience PR because they simply want something new for novelty sake or because they desire to be innovative.
 - They might have lots of products in this category and their motto could be “*You can never have enough _____.*”



Depth of Problem Recognition

- ⚙️ Problem Recognition varies substantially in relation to the extent of complexity involved.
- ⚙️ It can be simple, somewhat complicated, or highly complex.



Breadth of Problem Recognition

⚙️ Generic vs. Selective Problem Recognition

- Usually, the goal is to trigger Selective Problem Recognition, demand for the specific brand or model.
- Occasionally, the goal is to trigger Generic Problem Recognition so there is increased demand for the product category, regardless of brand.



Marketing Implications & Conclusions

⚙️ Attempting to Trigger Problem Recognition

- Unless a problem is realized, no purchase will take place.
- What specific "triggers" are best for the target market?
- Understand and use information about Problem Recognition Styles



Conclusions (con't)

- ⚙️ Once Problem Recognition occurs it still may not lead to an immediate purchase if it is put on hold.
- ⚙️ Finally, there are times when a company does not want Problem Recognition to occur because it could lead to their customers switching to other brands.
 - Do this by satisfying customers so they experience the Ideal State.
 - Routinely gather information about problems consumers are experiencing.

