



Business Virtual Learning

HS/Marketing

Topic: Consumer Decision Making

May 13, 2020



Lesson Topic: Consumer Decision Making

Lesson Objectives:

1. Understand how consumer decision making has changed in the current digital culture.

Warm up:

How do you decide what you are going to spend your money on?

Lesson Instructions:

1. Read the slides and answer the questions on the last slide.

Lesson Topic: Consumer Decision Making

A **decision** is a choice among alternatives made to satisfy a need or solve a problem.

Once a **need** is identified, it leads to a **want** to which requires you to choose how to satisfy the need.

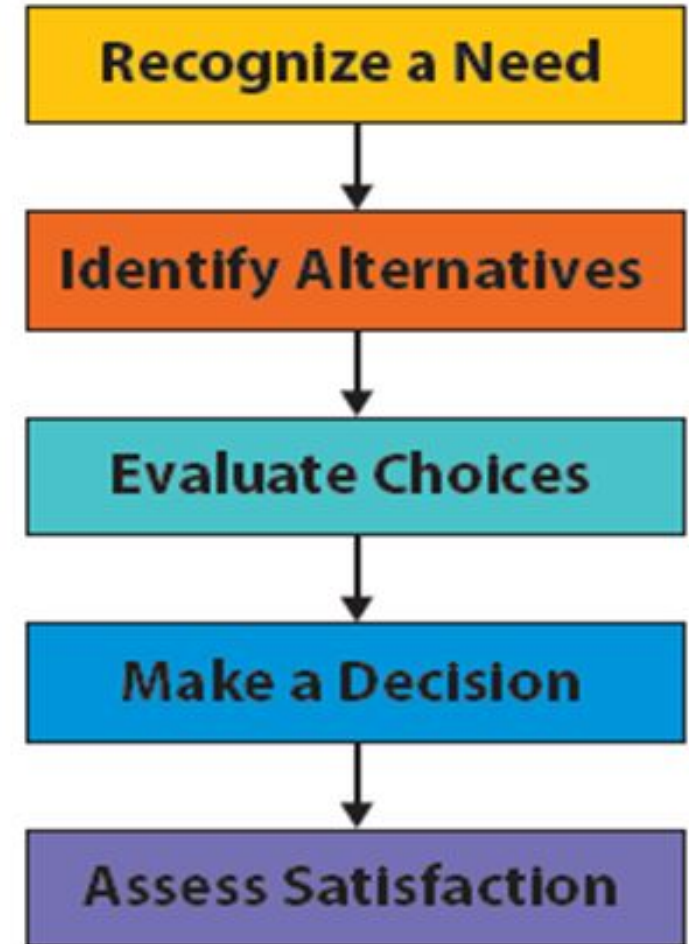


Lesson Topic: Consumer Decision Making

Consumers make a series of decisions when deciding on a purchase:

1. Recognize a Need
2. Identify Alternatives
3. Evaluate Choices
4. Make a Decision
5. Assess Satisfaction

Consumers do not always move through the process in the same way. Depends on the **type of product**, **buying stage of the consumer**, **financial status**.





Lesson Topic: Consumer Decision Making

The ways consumers are making their decisions have changed with the use of technology, and it's important to respond to the new customer journey.

Understanding how the consumer decision making process has changed is critical to make effective marketing decisions therefore your potential for profitability.

The following slide has a series of research and questions to follow to discover how things have changed over the years. This activity can also be found on this [google document](#).



Lesson Topic: Consumer Decision Making

1. How has the internet changed the way consumers make decisions? This could be answered with your own experience or an online search.

Using the internet, search for the answers to the questions below.

2. How do **reviews** impact the consumer decision making model?
 - a. How can marketers best address reviews?
3. How does **social media** impact the consumer decision making model?
 - a. How can marketers best use social media to reach customers in each stage of the consumer decision making model?
4. Define **mobile commerce**.
5. How has **mobile commerce** impacted the consumer decision making model?
 - a. Describe **three mobile marketing strategies** to be used to reach customers who are using their phone to make purchases.