CONSUMER DECISION PROCESS: INFORMATION CLUES AT EVALUATION STAGE

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ABSTRACT
Consumer decision making journey is more crucial with four primary phases representing potential battlegrounds where markets can win or lose: Initial Consideration, Evaluation, Potential Purchase, Closure and Post Purchase. In today’s decision journey, consumer driven marketing is increasingly important as customers seize control of the process and actively “pull” information helpful to them. This research was conducted to study the sources of information clues obtained during evaluation stage of consumer decision process for new product by youth, with specific reference to mobile phones. The research was conducted through in-depth interview in a simulated environment by creating an environment of dummy market place. The research has found that it involves consumer driven marketing activities; such as internet reviews, face book, comparing products online, company website and recommendations from friends. Traditional marketing remains important, but the change in the way consumers make decisions means that marketers must move aggressively beyond pure push style communication and learn to influence customer driven touch points, such as internet reviews, face book, comparing products online, company website and recommendations from friends. Companies need to understand the full range of the multi channel consumer decision journey to understand how to best influence potential and current consumers.

KEY WORDS: Comparing products online, Company website, Face book, Internet reviews, Recommendations of friends.