

STAGES OF INDIVIDUAL BUYING PROCESS

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STEP 1. NEED IDENTIFICATION

The individual buying process begins with the need identification which can be internal or external . Internal need includes the personal needs of customer such as hunger, thirst etc which can be satisfied. The external needs can be eagerness to see a movie, travelling, etc. The need arises out of our physiological and social living requirement.

STEP 2 INFORMATION SEARCH

Information search is done to buy a product .Information can be collected from different sources such as marketing , media, group, society, or with one's own experiment. Of late the information search can be conducted with the help of technology.

STEP 3. EVALUATION OF ALTERNETIVES

The next step is finding out different alternatives and evaluation of the alternatives available. Collection of information with the help of technology helps the customers to decide about the best alternatives and decide which one to buy. For eg. Flip cart and amazon helps in deciding from among the alternatives.

STEP 4. BUYING DECISIONS

After evaluation of all alternatives , customer develops likes and dislikes about product and finally decides about the purchase.

STEP 5 POST PURCHASE BEHAVIOUR

When the level of satisfaction is maximum from the products as per the expectations of the customer , the purchase is continued with the same product.

