

COM 443

Assignment #3: The five stages of consumer decision making and an example about one of them

By Fritz Herrmann

The five stages of consumer decision making are Problem Recognition, Search Process, Evaluating Alternatives, Selection Stage, and Evaluation on Decision.

The stage that I choose is Search Process. An example of how an advertisement can influence this stage is doing research on products and services that can satisfy our needs and wants. It's like finding out how we can make the advertisement persuasive enough for our audience to get the product or service that's being advertised.

When people are searching for a solution to a problem of their own, Google AdWords is a great place to advertise how a certain product can solve the person's problem. For example, if someone has acne, I might have an ad, that says "Got Acne? Proactiv can help." An image ad with before and after pictures would persuade me.