## Consumer Buying Process

In [**consumer buying process**](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#consumer-buying-process), generally, the purchaser passes through five distinct[**stages in consumer buying process**](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#consumer-buying-process)namely need or problem recognition, information search, alternative evaluation, purchase decision and post-purchase behaviour.

1. [Stage of Problem Recognition](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#stage-of-problem-recognition)
2. [Stage of Information Search](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#stage-of-information-search)
3. [Stage of Alternative Evaluation](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#stage-of-alternative-evaluation)
4. [Stage of Purchase Decision](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#stage-of-purchase-decision) Consumer Buying Process

### **Stage of Problem Recognition**

The recognition of a need is likely to occur when a consumer is faced with a ‘problem’. A buying process starts when a consumer recognises that there is a substantial discrepancy between his current state of satisfaction and expectations in a consumption situation.

### **Stage of Information Search**

After need arousal, the behaviour of the consumer leads towards a collection of available information about various stimuli i.e. products and services in this case from various sources (personal, public, commercial, experiential) for further processing and decision-making.

### **Stage of Alternative Evaluation**

Once interest in a product(s) is aroused, a consumer enters the subsequent stage of evaluation of alternatives.

**When evaluating potential alternatives, consumers tend to use two types of information:**

1. a list of brands (or models) from which they plan to make their selection (the evoked set)
2. the criteria they will use to evaluate each brand (or model).

**Cognitive evaluation**: When the consumer uses objective choice criteria.  
**Affective evaluation**: Using emotional reasons for evaluating the alternatives.

### **Stage of Purchase Decision**

Finally, the consumer arrives at a purchase decision. Purchase decisions can be one of the three viz. no buying, buying later and buy now.

No buying takes the consumer to the problem recognition stage. A postponement of buying can be due to a lesser motivation or evolving personal and economic situation. If positive attitudes are formed towards the decided alternative, the consumer will make a purchase.

S**tage of Post Purchase Behaviour**

Post-purchase behaviour refers to the behaviour of a consumer after his commitment to a product has been made.

So post-purchase behaviour leads to three situations, namely customer is satisfied; customer is delighted and the customer is dissatisfied.

**Cognitive dissonance:** Buyer discomfort caused by postpurchase conflict.