

4.20: Introduction to Models of the Buying Process

What you'll learn to do: Identify the various models of buying processes

In the sections titled *Consumer Decision-Making Process* and *The Steps of the Buying Process*, we introduced processes or steps consumers engage in as they prepare to make a purchase. In particular, we described three models: AIDA, path-to-purchase, and the consumer buying process.

We also identified the specific steps:

1. Recognition of an Issue or Need
2. Information Gathering
3. Evaluation of Options or Alternatives
4. Selection
5. Purchase
6. After-Purchase Evaluation

In the coming sections, we'll go a bit deeper to describe three ways to evaluate consumers' buying decisions. That is, is their motivation explained by: largely quantitative economic models, largely qualitative psychological models or a blend of the two, consumer behavior models?

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