



The process of making a purchase decision

On this page the headings and the questions are jumbled up.

- Cut out the questions and match them with the correct headings.
- Place the headings in the correct order.

Evaluation of alternatives

Purchase decision

Recognition of a need or want

Search for information

Actions after a purchase

Is this product something I want or do I need it?

Am I happy with what I have bought?

Do I need to take any further action?

Do I buy it or not?

Where will I go, what will I listen to or read and who will I talk with to get information about this item?

The search for information will be wider for a higher-priced item such as a bike, than a low-cost item (eg, a pen).

What criteria will I use to make my decision about which item to buy?

eg,

- price
- value for money
- what my friends will think
- the way it is advertised
- the way it is displayed in the shop.

