CONSUMER BEHAVIOR  
Assignment 3: Consumer Decision-making Process

Module 3: Chapters 11-15

MKTG 4864

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# Assignment 3

In this module, we look at situational influences and consumer decision process, including information search, evaluation of alternatives, and purchase. We also talk about consumer satisfaction and commitment in the context of the postpurchase processes.

You are now able to: ***Explain how situations and internal and external sources of influence affect the purchase decision process, and discuss implications for marketing.***

## Objectives

* Reflect on the **Consumer Decision-Making Process**

## Your Task

* Create a document (Google Docs or Word document) where you will type your diary entries.
  + Save it as **MKTG4864\_A5ConsumerDecision**.
* Reflect on the **consumer decision-making process** that you described in your **Consumer Diary** (Assignment 1).
  + **Pick one of the products/one situation** you discussed in your **Consumer diary** (Assignment 1).
  + Reflect on your diary entryand **walk me through the stages of the consumer decision-making process** you experienced as a consumer:
  + Make sure to use the marketing vocabulary as you discuss the stages of the consumer decision-making process. Please refer to the [Module 3 Study Guide](https://docs.google.com/document/u/0/d/1pqPQ_yfWCQrkRivQ_k7PTPEAkq7OMc4Zka3OI_zvryQ/edit)
    - Your discussion of **each** stage should be **at least one paragraph long** (**8-10 sentences**).
    - Thus, you will **write 5 paragraphs,**  each reflecting on a different stage:
      * (1) Problem recognition
      * (2) Information search
      * (3) Alternative Evaluation and Selection
      * (4) Outlet Selection and Purchase, and
      * (5) Postpurchase Processes

## How to Submit

* Make sure you discussed ***all five stages of the consumer decision-making process and used the vocabulary*** listed in the [Module 3 Study Guide](https://docs.google.com/document/u/0/d/1pqPQ_yfWCQrkRivQ_k7PTPEAkq7OMc4Zka3OI_zvryQ/edit)**.** - Please consider the learning points and key concepts listed when working on your assignment. You want to demonstrate your knowledge of these concepts and show that you can apply them in this assignment (and real-life consumer decisions, and marketing).
  + Post as a **discussion post**: CourseDen -> Assessments -> Discussions -> Assignment 5: Consumer Decision-Making Process
    - do **\*not\*** attach your post as a separate file – I will \***not\*** grade attachments or assignments shared as links.

## Scoring Rubric

* Maximum score: 15 points
  + Max 3 points for each stage (3points\*5stages=15points)