



Consumer Decision-Making Model

Attempt 1 *Available*

Overview

In writing, apply a decision-making model of your choosing to a complex purchasing decision that you have made in the past.

By successfully completing this assessment, you will demonstrate your proficiency in the following course competencies and assessment criteria:

- Competency 1: Assess the role that customers assume to acquire, consume, and dispose of products and services.
 - Describe how the decision process influenced consumer behavior.
- Competency 2: Analyze consumer behavior.
 - Analyze consumer behavior within a complex purchasing decision.
- Competency 3: Assess the managerial application of customer behavior concepts.
 - Assess the managerial application of customer behavior concepts.

Competency Map

Use this online tool to track your performance and progress through your course.

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Context

Consumer behavior is one of the most interesting topics in the discipline of marketing. Attempting to understand why consumers buy certain products but not others or why a particular product becomes a must-have item is fascinating detective work. To engage in these types of activities, it is necessary to understand the role of consumer behavior within the discipline of marketing, as well as the different approaches to consumer decision-making. Although understanding precisely why consumers behave the way they do is not always possible, it is generally possible to understand themes, or the overarching rationale, for certain types of behavior. For example, convenience is a theme that pervades an enormous number of goods and services.

The wide range of consumer preferences creates many different categories of customers and a large number of choices of products. Because of the variability within consumer behavior, it is important to know how consumer behavior has evolved and what trends may appear in the future. By understanding how consumer decision-making impacts the products that are available now and in the future, marketers may help direct their companies to decisions that meet customer needs and bring greater profitability.

The Assessment 1 Context document contains important information related to the following topics:

- Targeting to Customer Preferences.
- Consumer Decision-making Process.

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Questions to Consider

To deepen your understanding, you are encouraged to consider the questions below and discuss them with a fellow learner, a work associate, an interested friend, or a member of the business community.

- We are all consumers. On a daily basis, we find ways to obtain, consume, and dispose of products. Think of an example of what you have done as a consumer in your own life. How did you participate in obtaining, consuming, and disposing of a product? What was interesting, unique, or creative about the product? Why did you obtain the product by a certain method as opposed to a different method? Was the product used, or consumed, in the way the seller intended?
- Select a well-known organization that you believe uses the idea of consumer orientation. What are two ways that the organization displays consumer orientation? Assess the success of the organization in its use of consumer behavior concepts. What would, and does, influence customer behavior as it relates to this organization, its business, and its consumer orientation?
- The government, from the national level to the local level, plays an important role in how products are acquired, consumed, and disposed of. Think about the policies of the government on the acquiring, consuming, and disposing of products. Select an aspect of your local community that you believe that the government, whether local or national, should act upon, or does act upon, in acquiring, consuming, or disposing of a product. What is the consumer's role in this aspect as it relates to acquiring, consuming, or disposing of the product? Does the government have any control or role in this aspect currently? Should the government take a more active role or a less active role in this aspect?
- Although consumers can often identify their own processes for buying particular products, the purchasing habits of other people can sometimes seem mysterious. Consider whether you think most purchasing is done through a process, like a structured consumer decision-making process, or through gut decisions.
- For many consumers, there comes a time when they become dedicated to a particular brand or service. Some have described this as moving from a customer to a friend, and finally to a fan. Review the presentation *Customers, Friends, and Fans*, linked in the Resources, which addresses these categories. Then, consider these categories, the conversion through the categories, and the companies with which you interact as a customer, and respond to the following:
 - Describe your experience with three different enterprises. Pick one enterprise for which you would consider yourself a customer, one enterprise for which you would be a friend, and one of which you could call yourself a fan.
 - Why would you consider yourself a customer, friend, or fan of each enterprise? What has the company done to put you into the category you chose?

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Resources

Suggested Resources

The following optional resources are provided to support you in completing the assessment or to provide a helpful context. For additional resources, refer to the Research Resources and Supplemental Resources in the left navigation menu of your courseroom.

Capella Resources

Click the links provided to view the following resources:

- Assessment 1 Context.

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Capella Multimedia

Click the links provided below to view the following multimedia pieces:

- Evolution of Marketing.
- Customers, Friends, and Fans.
- Consumer Behavior Terminology | Transcript.

Course Library Guide

A Capella University library guide has been created specifically for your use in this course. You are encouraged to refer to the resources in the BUS-FP4024 – Customer Behavior Library Guide to help direct your research.

Internet Resources

Access the following resources by clicking the links provided. Please note that URLs change frequently.

Permissions for the following links have been either granted or deemed appropriate for educational use at the time of course publication.

- KnowThis.com. (2012). Consumer buying behavior. Retrieved from <https://www.knowthis.com/consumer-buying-behavior/consumer-buying-intro/>

Bookstore Resources

The resources listed below are relevant to the topics and assessments in this course and are not required. Unless noted otherwise, these materials are available for purchase from the Capella University Bookstore. When searching the bookstore, be sure to look for the Course ID with the specific –FP (FlexPath) course designation.

- Babin, B. J., & Harris, E. (2018). *CB8: Consumer behavior* (8th ed.). Boston, MA: Cengage.

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Assessment Instructions

As consumers, we all undergo a decision-making process when considering which products to purchase and use. Choose a complex purchasing decision of which you have been a part in your personal life or in your job. Using a decision-making model of your own choosing and your chosen complex purchasing decision, complete the following:

- Define your chosen decision-making model.
- Describe, in detail, how you experienced each step in this consumer decision-making model as it applies to your complex purchasing decision.
- For clarity, describe each step in a separate paragraph.

Use proper APA style and formatting. The content of your assessment should determine its length.

Consumer Decision-Making Model Scoring Guide

Use the scoring guide to enhance your learning.

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This button will take you to the next available assessment attempt tab, where you will be able to submit your assessment

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