



# THE 5-STEP BUYING PROCESS

Five simple steps to explain the way we shop



## PROBLEM/NEED RECOGNITION:

YOU HAVE A PROBLEM THAT REQUIRES A SOLUTION. YOU DON'T CURRENTLY HAVE THE SOLUTION BUT YOU REALISE THAT YOU NEED TO DO SOMETHING.



## INFORMATION SEARCH

YOU WEIGH UP THE DIFFERENT TYPES OF INFORMATION ABOUT HOW TO SOLVE THE PROBLEM. YOU ACTIVELY ASK PEOPLE, OR USE TOOLS, TO GET IDEAS ABOUT HOW TO SOLVE THE PROBLEM.



## EVALUATING THE ALTERNATIVES

HOW OPEN ARE YOU TO DIFFERENT OPTIONS? WHAT FEATURES ARE IMPORTANT TO YOU? WILL YOU COMPARE DIFFERENT SOLUTIONS TO FIND THE BEST OPTION?



## PURCHASE DECISION

CUSTOMER FEEDBACK SCORES CAN PLAY A VITAL ROLE IN PERSUADING YOU TO MAKE A PURCHASE OR, ALTERNATIVELY, TO REVISIT THE PREVIOUS STAGES IN THE BUYING PROCESS TO SELECT DIFFERENT OPTIONS.



## POST-PURCHASE BEHAVIOUR

DO YOU FEEL POSITIVE OR NEGATIVE ABOUT YOUR PURCHASE AND BUYING EXPERIENCE? WILL YOU TELL YOUR PEERS ABOUT YOUR EXPERIENCES AND, IF SO, HOW WILL THIS AFFECT THEIR DECISIONS TO REPEAT YOUR ACTIONS?