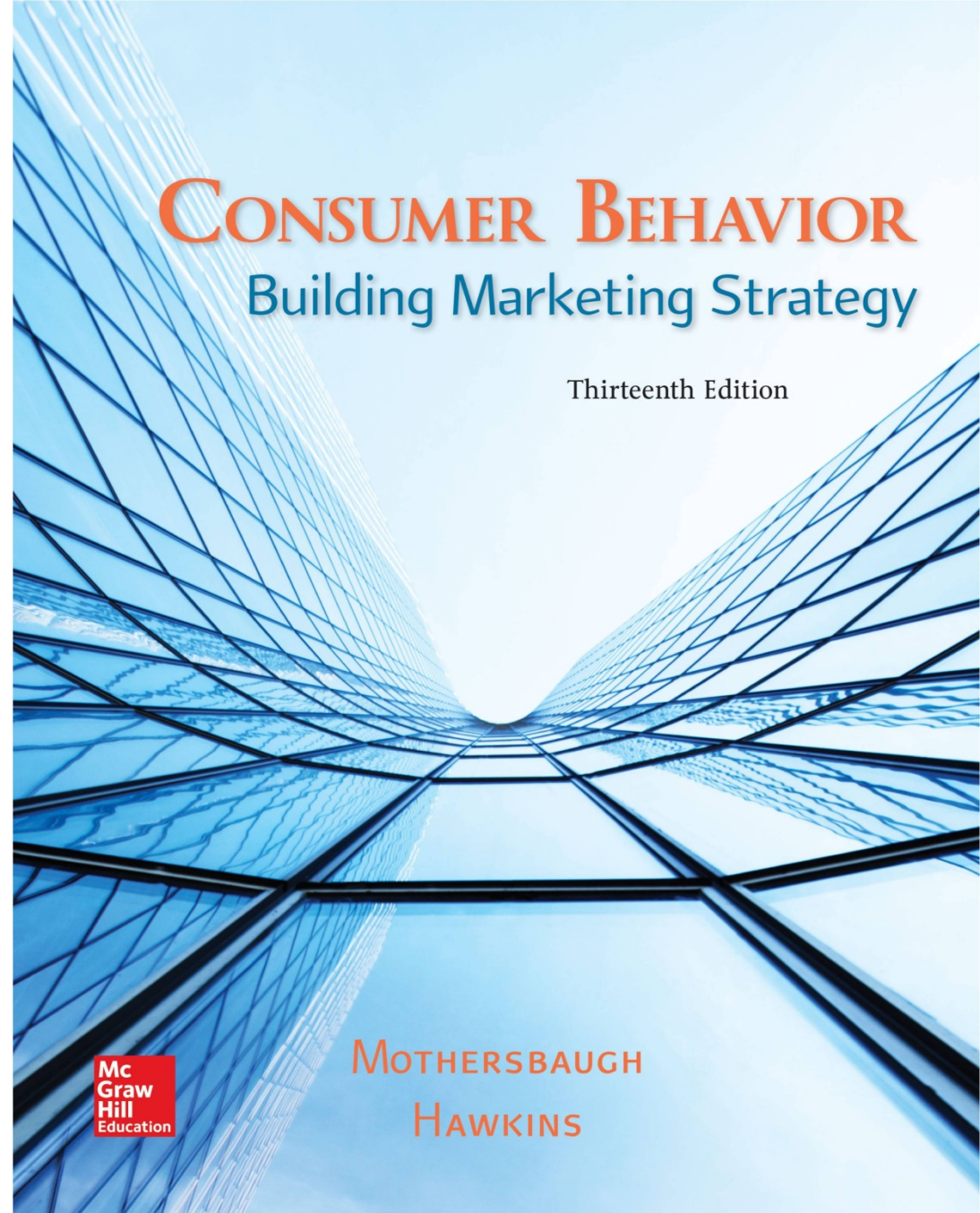


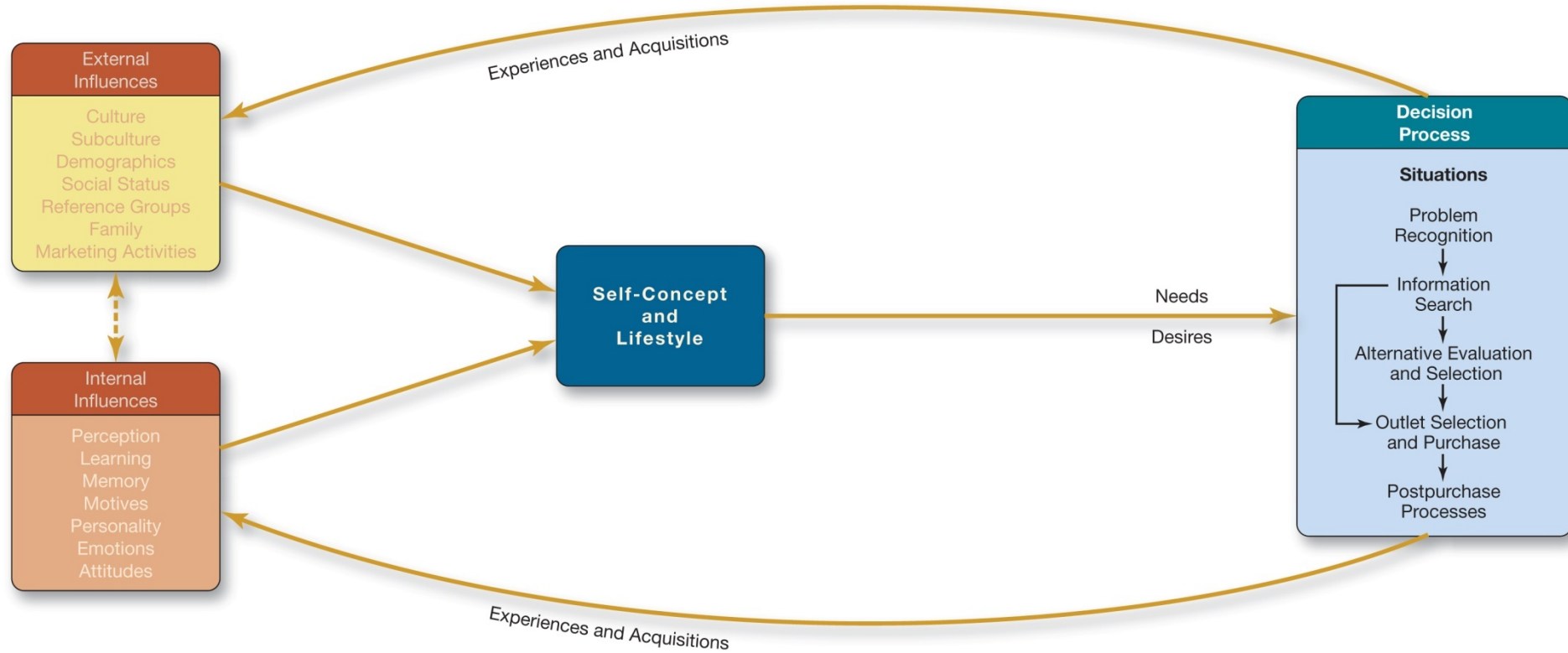
# CHAPTER 15

## Information Search



# PART IV: CONSUMER DECISION PROCESS

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# The Nature of Information Search

Consumers continually recognize problems and opportunities, so internal and external searches for information to solve these problems are ongoing processes.

## Internal Search

Search of long-term memory to determine if

1. a satisfactory solution is known
2. what are types of potential solutions, and
3. ways to compare the possible solutions.

## External Search

If a resolution is not reached through internal search, then the search process is focused on relevant external information.

Ongoing search is done to acquire information and because the process is pleasurable.

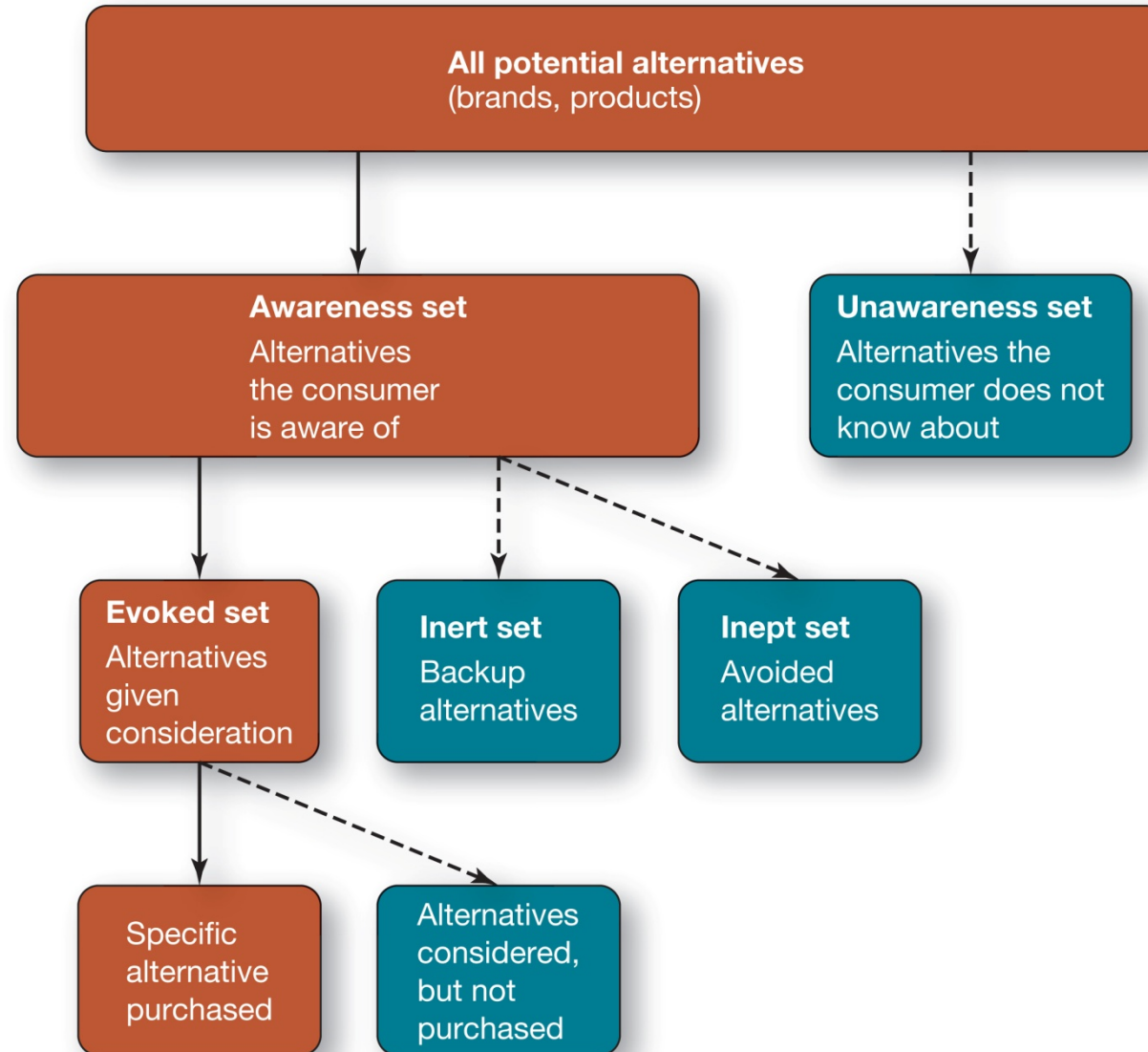
# Types of Information Sought

Consumer decisions require information about:

- Appropriate evaluative criteria
- The existence of various alternatives
- Performance of each alternative on each evaluative criterion

# Types of Information Sought

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# Types of Information Sought

## Example of Decision Alternatives for Laptop Computers

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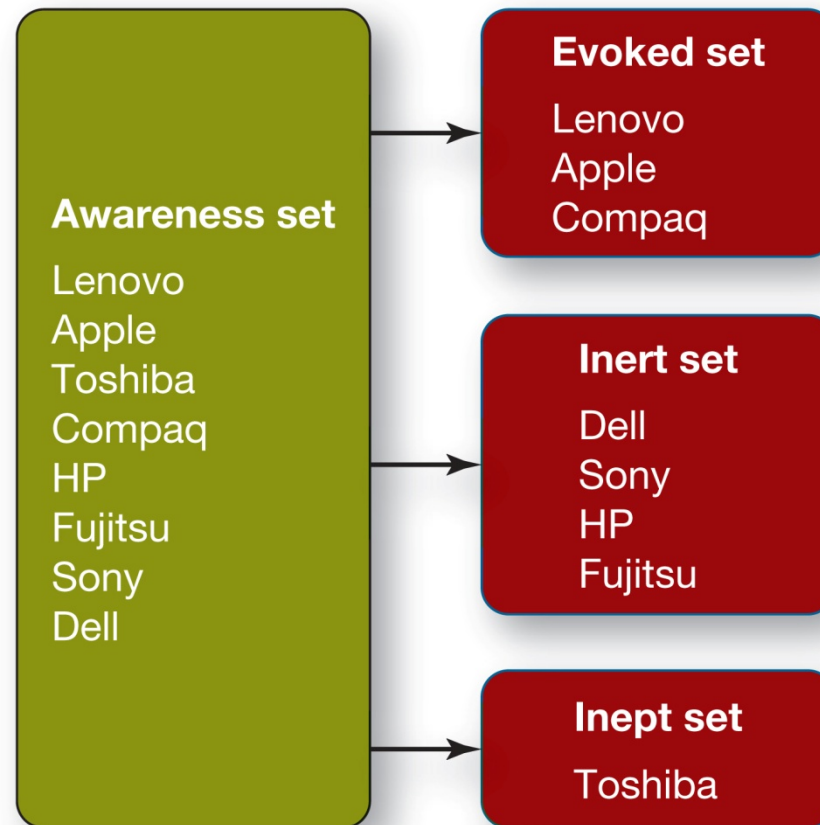


Chart your last big purchase information search.

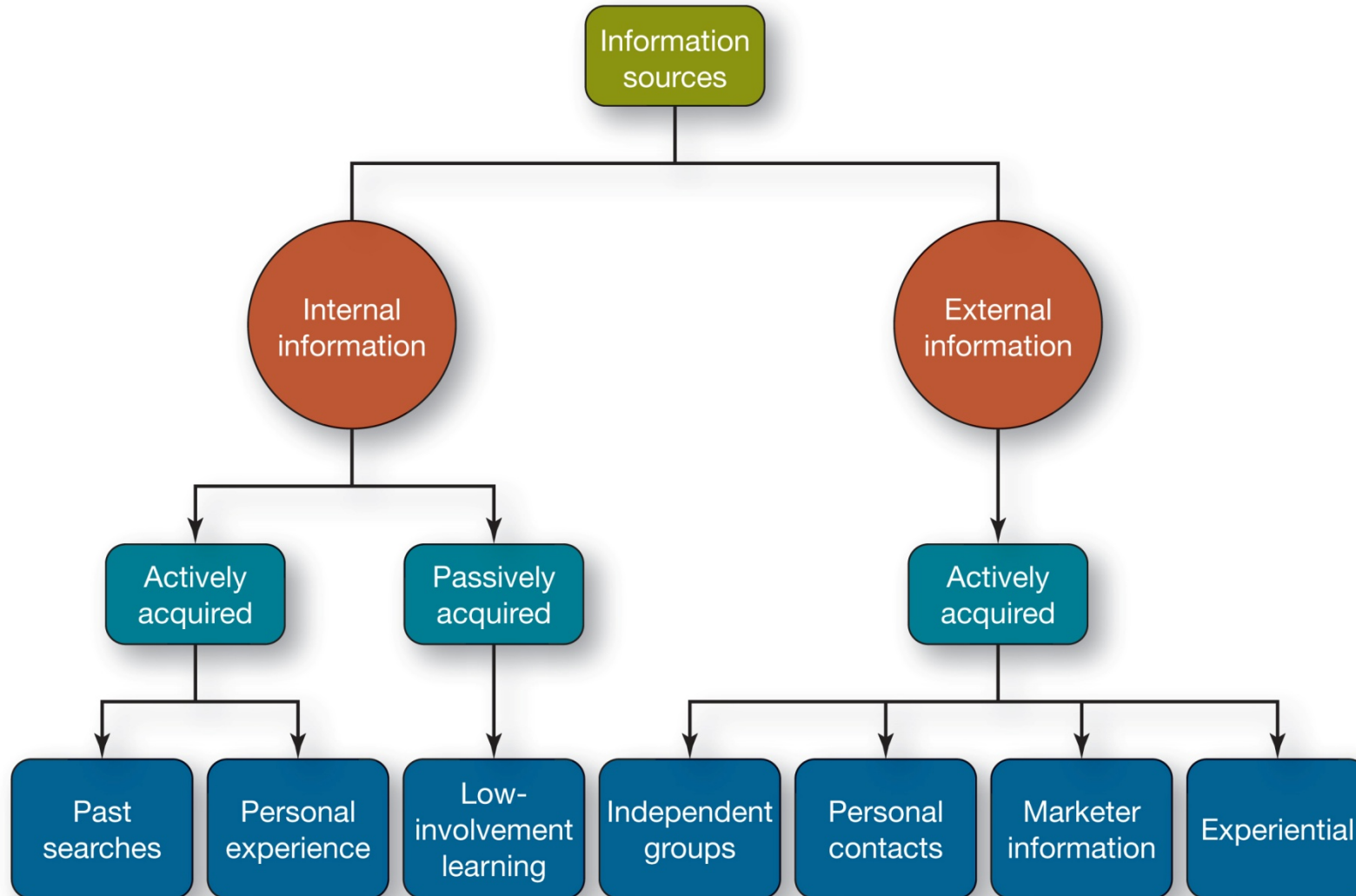
# Sources of Information

Five primary sources of information available to consumers:

- Memory of past searches, personal experiences, and low-involvement learning
- Personal sources, such as friends, family, and others.
- Independent sources, such as magazines, consumer groups, and government agencies
- Marketing sources, such as sales personnel, websites, and advertising
- Experiential sources, such as inspection or product trial

# Sources of Information

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# Costs vs. Benefits of External Search

- Market Characteristics
- Product Characteristics
- Consumer Characteristics
- Situation Characteristics

## Factors Affecting External Search Immediately Prior to Purchase

Influencing Factor	Increasing the Influencing Factor Causes External Search to:
<b>I. Market Characteristics</b>	
A. Number of alternatives	Increase
B. Price range	Increase
C. Store concentration	Increase
D. Information availability	Increase
1. Advertising	
2. Point of purchase	
3. Websites	
4. Sales personnel	
5. Packaging	
6. Experienced customers	
7. Independent sources	
<b>II. Product characteristics</b>	
A. Price	Increase
B. Differentiation	Increase
C. Positive products	Increase
<b>III. Consumer characteristics</b>	
A. Learning and experience	Decrease
B. Shopping orientation	Mixed
C. Social Status	Increase
D. Age and household life cycle	Mixed
E. Product involvement	Mixed
F. Perceived risk	Increase
<b>IV. Situation characteristics</b>	
A. Time availability	Increase
B. Purchase for self	Decrease
C. Pleasant surroundings	Increase
D. Social surroundings	Mixed
E. Physical/mental energy	Increase

## Marketing Strategies Based on Information Search Patterns

Position	Target Market Decision-Making Pattern		
	Nominal Decision Making (no search)	Limited Decision Making (limited search)	Extended Decision Making (extensive search)
<i>Brand in evoked set</i>	Maintenance strategy	Capture strategy	Preference strategy
<i>Brand not in evoked set</i>	Disrupt strategy	Intercept strategy	Acceptance strategy

<https://youtu.be/yMNR2kwPt4o>

<https://www.youtube.com/watch?v=uRvnA6kC04>

<http://fortune.com/2015/04/23/dr-pepper-snapple-soda/>

<https://www.honda.com/>