



FACULTY OF JURIDICAL SCIENCES

COURSE: B.B.A.LL.B. IInd Semester

SUBJECT: CONSUMER BEHAVIOUR

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NAME OF FACULTY: Dr. Sadhna Trivedi

Lecture-10



Buying Decision Process

Information Search

Information Search is a stage in the Consumer Decision Process during which a consumer searches for internal or external information.

Key Points

- During the information search, the options available to the consumer are identified or further clarified.
- An internal search refers to a consumer's memory or recollection of a product, oftentimes triggered or guided by personal experience.
- An external search is conducted when a person who has no prior knowledge about a product seeks information from personal sources (e.g. word of mouth from friends/family) and/or public sources (e.g. online forums, consumer reports) or marketer dominated sources (e.g. sales persons, advertising).

Key Terms

- **Consumer Decision Process:** Also known as the Buying Decision Process, the process describes the fundamental stages that a customer goes through when deciding to buy a product. Many scholars have given their version of the buying decision model.
- **Information Search:** The second of five stages that comprise the Consumer Decision Process. It can be categorized as internal or external research.
- **External Research:** When a person has no prior knowledge about a product, which then leads them to seek information from personal or public sources.

Information search is considered the second of five stages that comprise the Consumer Decision Process. During this stage, a consumer who recognizes a specific problem or need will then likely be persuaded to search for information, whether it be internally or externally.

This is also when the customer aims to seek the value in a prospective product or service. During this time, the options available to the consumer are identified or further clarified.

Information search can be categorized as internal or external research:

Internal research refers to a consumer's memory or recollection of a product, oftentimes triggered or guided by personal experience. This is when a person tries to search their memory to see whether they recall past experiences with a product, brand, or service. If the product is considered a staple or something that is frequently purchased, internal information search may be enough to trigger a purchase.

External research is conducted when a person has no prior knowledge about a product, which then leads them to seek information from personal sources (e.g. word of mouth from friends/family) and/or public sources (e.g. online forums, consumer reports) or marketer dominated sources (e.g. sales persons, advertising) especially when a person's previous experience is limited or deemed inefficient.

- Examples of personal sources that are marketer dominated, include sales person advice in a retail store.
- Personal sources that are not marketer dominated include advice from friends and family.
- Television advertising and company websites are examples of non-personal sources that are marketer dominated
- Online forums are non-personal sources that are non-marketer dominated.