



Decision-Making Process

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ABSTRACT

Over the past several years, we have had numerous research papers on consumer behavior with respect to their decision-making processes have developed very fast and are now one of the top themes in modern marketing literature. This research paper proposes a step further in pushing this vital question. provides a comprehensive summary of the vast amount of peer-reviewed literature on Buying. the decision-making process of marketing, and where it's at now. The study also discusses emerging topics and current trends. 24 reports, academic publications, and marketing. The fundamental ideas and concepts in this discipline are reviewed and investigated in these courses. Moreover, a structure of the "moments before the moment of purchase". how they can be influenced – to make consumers take some favorable action. company's offers. Additionally, suggestions for marketers were made when to go farther. using consumer behavior as well as consumer purchases in order to strengthen marketing. successful campaigns and a good presence in the market. It does so through explaining in a clear way the theoretical framework and methods that have emerged over recent years, and suggests promising lines of future research.

Keywords: Buying, Behaviour, Campaigns, Purchase

INTRODUCTION

Consumer behavior had always been a fashionable way of marketing. because what matters is how and understanding why customers do so. at the same time assisting companies to make their purchasing decisions. get better at marketing so they can make more money. the market. So, one major problem for most marketers around the world. how you can steer consumer purchasing decisions. consumers believe, feel as, argue and choose between available. Alternatives (e.g., brands in the market offer, product types, and vendors) can use this information about what users click on or show in their recommendation engines. Regarding customer motivation and decision-making processes specific to different items, the customer's surroundings (such as culture, family, and the media) also have an impact on him or her. All of that leads to knowing how advertisers operate. could become better marketers. campaigns to better reach the consumer, but this often becomes an insufficient solution as well. consumer purchase This blog post ... behaviours in particular on antecedence.

Customers' decision-making process. Research questions are (1) What really decides consumers' minds or makes the cut, at which point they make a purchase and say, 'Okay, now I have to buy this product.' and why are these moments critical or most valuable? (2) What will drive the evolution of these factors?

What are the "moments that matter" with the process itself? This piece is a literature review of the most important aspects. And here's where he starts going downhill: theories, gaps, and flaws in the field of buying behavior. Moreover, the elements influencing each step in. We will provide a view of the Decision process and discuss it further. At the I'll leave off the future recommendations on where to take up this line of inquiry at. be suggested. This topic was selected because for the several reasons. For one, everyone's playing a part. someone who buys products multiple times every. It we need to know what's shaping consumer buying decision. Plus, for Marketers.... Audiodrafts is also perfect since it offers you direct access to a range of ready-made songs and their corresponding license fees already determined. it's important to comprehend this subject, so you can reach. provide suggestions about the products or services of a company to its users. understand what customers perceive of a product compared with what its competitors offer. products. All that is delivering values to customers. making the customer feel content; giving gaining an advantage over competitors and raising the company's worth. referring to academics from the XX century who pondered and put forward large theoretical frameworks for the discipline. consumer conduct. Today's scholars look into especially certain factors — some of which are linked in certain ways, too. These are complex issues that relate to other sciences like, for example...

Example, neuroscience. As a consequence there are new disciplines of study in science. show up, like neuromarketing is the case for instance. The study of the human brain by neuromarketing. responds with advertising methods on boarded . neuroscience to marketing research. Consumer behavior trends also shift over time. In a high-velocity concept, which we expect more this day and age!

So, there was more doing than sitting and getting involved in the senses. includes completely different ways to engage fully. experiences. Multiplicity is on the rise. experiences are supposed to deliver greater. It is no longer enough to make us feel like we're apart of something, or involved in an experience. denying the notion 'sit and stare'. They desire now active participation. In multiplicities, efficiency can no longer be sustained. People more intelligent and efficient ways. ways to solve old issues. Every single scrap of "smart way" to merge space-time and individuals are searching space in time for a creative one - I can imagine they might be looking for one that connects to its environment.

REVIEW OF LITRETURE

BETTMAN, J.R./SUJAN, M. - 1987. I am happy to share that the first book, written in a very detailed way by Aatish Nair, is now available for purchase. We can say that the first day of work can be as stressful in your new job as for a freshman college student entering his first semester at college.

The two most powerful features of this program are; 1) You can schedule unlimited social media posts with your free account! Comprehension's Role in Persuasion: The case of its modest effect as a source cue. This paper on "Persuasion and Decision-Making" examines how understanding influences consumer persuasion and decision-making, as published in the *Journal of Consumer Research*, 18(1), 52-62.

Kahneman, Daniel and Amos Tversky. Prospect Theory: Decision under Risk — An Analysis. *Prospect Theory: An Analysis of Decision Making Under Risk*, *Econometrica* 47(2), 263–291 — this classic paper sets out the principles of prospect theory as a model of decision making under uncertainty and risk.

A. Fedorikhin and B. Shiv. Disputes between the Heart and the Mind: How Emotions and Cognition Interact in Customer Choice Making. This literature review explores how emotions interact with thinking in consumer decision making.

Dhar, R., & Simonson, I. (2003) . The Choice of Choices. This paper investigates how forced choices affect consumer decision making: *Journal of Marketing Research*, 40(2), 146-160.

The paper by A. Tversky and D. Kahneman (1981) explains this. The Psychology of Choice versus Decision Framing. This seminal paper shows that the way a decision is framed can have a huge impact on consumer choices and decision making, and was published in *Science* (211[4481]:453-458).

It also helps in developing relationships between teams, customers and partners. The Affect Heuristic. In T. Gilovich, D. Griffin, & D. Kahneman (Eds.), *Heuristics and Biases: In the United States*, over a billion dollars was spent on marketing products for dogs and cats within animal welfare organizations.

Chernev, A. (2007). When More Is Less and Less Is More: On the Impact of Ideal Point Presence and Product Variety on Household Selection. We then use these models to demonstrate how different choice sets can impact the behavioral and preferential outcomes observed with individual consumers in a choice experiment involving ice cream products and the role that product attributes play in the decision making.

When two individuals agree that they should be together, regardless of the presence of others, we consider these two individuals as an entity with two hearts united for eternity. The impact of affect on decision-making. "In this chapter, the authors present how emotions and affect can affect decisions and consumer behavior.

How far down the rabbit hole of the web does one need to go to come up with a viable business plan in order to satisfy their needs? Single response sequential utility measurement method. This paper presents a way of measuring utilities that are central to studying consumer behaviour and decision making in economics.

RESEARCH METHDOLOGY

I had identified that I would be using mostly secondary data available and took it as much as possible from various online sources for my research paper. Then, I picked out some papers and decided if there were gaps in the research. Also, I tried my best to do this research being aware about the given subject and taking few points or some information from the journals written by those who were popular in the relevant domain, the paper I conducted focused on finding the gap between the available paper and to emphasizes on that gap to make a relevant and also an interesting paper utilising a combination of qualitative and quantitative methodologies will be used in this research project to explore the decision making of consumer behavior thoroughly. using a quantitative survey conducted on a diverse sample of buyers in order to gather an overall view of the decision-making processes regarding different product types. They will be asked about their understanding of the product issues, searching for alternative products or services, evaluating such options as well as their purchasing choices. We then select a subset of those respondents for more detailed qualitative interviews to better understand the factors driving these decisions, and gain richer context into feelings, motivations, and the influence of culture and society.

SUMMARY OF FINDINGS

Oneproperty — for all the functions. Plus, people now taste super-personalisation. Products are reading, for they benefit from technological progress! it has taken us 30 years, but finally we are now able to provide it directly to our customers — sometimes at a steeper cost. Even if you were to ask, "What are six things that will impact the consumer in consumer banking and finance?" *Behavior This Year*, 2014).

People live with advanced technologies. Being continuously on the line of fire has become commonplace, that so happens to buying. behaviour, people migrating towards e-commerce, and the marketers. have to take into account. And moreover in today's era consumer want Global. money and a group of people out there and you're like, "I want #brands — a hashtag. When you use a platform that allows other creators to earn money, those platforms will also earn money through fees. Since in 2016 and thereafter. businesses becoming more socially and environmentally aligned. compels companies to attract growing tensions around branding. standing up and proudly representing more than just their own product. sell (Walsh, 2016). That said, on top of everything else, there's the big one today is a consideration that need to be had now. Millennials' qualities as a generation today. They are crucial Social networking site followers are not easily convinced. 48% of those who use social networking sites believe it has not changed. influenced their purchase decisions. Millennials tend to accessing and consuming content from multiple platforms via numerous devices. because they have a need to belong — often heavily swayed by the opinions of others. So This is important for marketers to know. the media through which they consume content and how to reach them. the right ads which get their attention like Johnson W. 2014). "This can only result in success" — this phrase I found when searching for the definition of marketing.

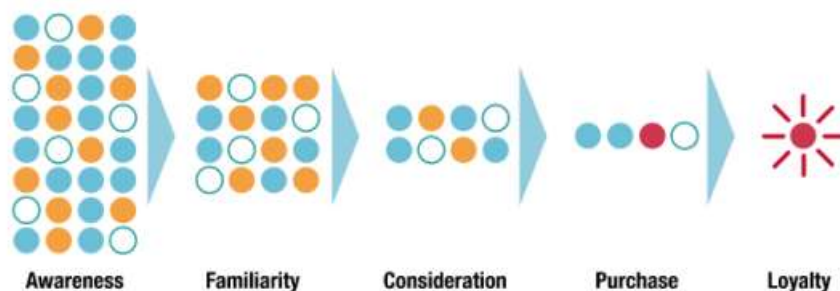


Figure 1. The Traditional Funnel

Initially, people are thinking about multiple potential brands. then the marketing leads them left-side funnel to. consumers narrow down that range of brands and scroll up the. Through all these stages they finally pop out at the end with the Brand they picked! to buy (bottom of the funnel). But now, this 'funneling' methodology doesn't reflects all the touches. scores and features due to the explosion. in combination with evolving digital channels, product selections are the primary drivers of our client experience. of a more informed consumer on the rise! A more It doesn't need to be complicated, but marketers need a guiding light. "with" this complex environment that is more complex than the funnel suggests. As the change of pace progressed, according to a study conducted by McKinsey, there was an average 35% increase in workload for every employee who was not laid off after March.

Marketers talking, talking, and talking to the consumer — and not listening for a response. about the shift to more two-way conversations in the industry, where it's not just marketers to consumers or consumers to marketers but truly about creating an open dialogue between each other in the industry. Consumers to marketers, as well as marketers themselves) require. a deliberate means for fulfilling customer desires, with a focus on managing the buzz surrounding their products or services (Court et al. , 2009). In that regard, let's not forgot to discuss the issues today. So, that's something we would like to write on the blog about, building relationships with clients, etcetera. Understanding can give companies find out more with a quick visit to a store purchase. moments of customer connection before, during, and after. purchase. For example, one year back on the consumer side ... I was about the only one who had already decided on this. Once a prospect makes a purchase, the marketing job continues. A lot of Post-purchase, consumers turn to the internet for more investigation. For each, the post-sale experience forms opinions on it. therefore an iterative one after the next decision. Besides, grasping consumer moments, such as the hidden. With this in place (values), firms are able to do this. making moments that mean something.

THEORY BACKGROUND

In this section of the paper are discussed some of the central theories . we will discuss and evaluate models on the topic of consumer behavior and purchasing decisions. Different concepts and are seen in the views of the scholars of 20th . XXI centuries. Before we can dive into its function, we need to first and foremost clarify what this term even means. behaviour". Meaning is defined in Business Dictionary as follows. "How shoppers behave when they're in-store—their purchasing behavior, for example—are all important data points for retail analysis. consumption : finding what to buy — buying it — using it — throwing it away. "the creation and delivery of goods and services to satisfy needs and wants" . In many studies, also in some article authors take this one as a definition. consumer behavior = a study of individuals, communities and institutions that decide how choose, use or dispose of something. to sell products/services/experiences/ ideas off as trash. for fulfilling wants, how they work in terms of the above. consumer and society." This involves all steps that a consumer goes through when shopping with you. when they buy something and there are conditions that decide their decision. Buy for a ton of products and services. because decisions take time for reasons. that would consist of an info exploration on companies and their namesake products. evaluation. Marketing teams must be aware of the specific requirements. buy when customers aimed at the same, and why. attributes. This way consumers know what they're getting. info about different options and to take this information. to choose between various brand propositions (Belch G. & Belch M. 2009).

DECISION - MAKING MODELS

Over the course of the last few decades, one of the oldest and most prominent academic research topics in marketing has been behavioural choice theory. Psychological decision theorists claim that consumers regularly make erroneous judgements. These studies and others emphasise how important consumer behaviour and the broader context of decisions are. Understanding how these effects play out in the marketplace may be crucial for marketers. The research of these professors and others has questioned notions of rationalism and economic theory's predictions, which has given rise to the discipline of behavioural economics. Table 1 provides a brief overview of the major models from 1960 to the present.

Name of the Model	Authors, Year	Short description
Simon model	Simon H., 1960	This model conceptualizes the decision-making process in three stages of activities: intelligence activity, design activity, and choice activity. Simon argues that decision-making is a cognitive process that can be separated into simple, sequential steps.
Nicosia model	Nicosia F.M., 1966	This model concentrates on the communication process that occurs between a brand and a consumer. It uses a flow of events through different stages that are identified as fields.
Engel, Kollat & Blackwell model	Engel J.F., Kollat D.T., and Blackwell R.D., 1968	The components of this consumer model's decision process are input, information processing, decision process, and variables influencing the decision process. The third component of this model, the decision process, is made up of five stages: need recognition, search, alternative evaluation, purchase, and outcomes.
Theory of buyer behaviour	Sheth J. & Howard J.A., 1969	The theory explains the buyer behaviour of individuals over a period of time. More specifically – the brand choice behaviour of the buyer. The authors identify the elements of consumer decision process (a set of motives; several alternative courses of action, and decision mediators by which the motives are matched with the alternatives), observed the changes that occur in them over time as a result of their repetitive nature and showed how a combination of decision elements affects search processes and the incorporation of information from the buyer's commercial and social environment. This model suggests three levels of consumer decision-making: extensive problem solving limited problem solving, and habitual response behaviour.
An alternative conceptualization for consumer behaviour and product performance	Narayana C.L. & Markin R.J., 1975	The authors explain consumer behaviour by describing the term "evoked set" by including and classifying all the brands that may be in the consumer's "awareness set", inert, and inept set. They presented a conceptual framework for probable consumer behaviour when faced with a multiplicity of brands.
Mintzberg model	Mintzberg H., Raisinghani D. & Theoret A., 1976	The key premise of this model is that a basic structure underlies these "unstructured" processes.
Keeney's four-stage decision-making model	Keeney R.L., 1982	This four-stage model takes a staged approach: Structure the decision problem (generation of alternatives and specification of objectives), assess possible impacts of each alternative, determine preferences (values) of decision makers, and evaluate and compare alternatives. This model depicts the anticipated complexities at each stage.
Rassuli & Harrell model	Rassuli K.M. & Harrell G.D., 1990	The perspective proposed here is that choice and purchase can be viewed as inputs into a process, not merely the end of consumer decision-making efforts. In this way, one recognizes the feedback, from choice to other consumer-behaviour variables.
Sheth, Newman & Gross model	Sheth J.N., Newman B.I. & Gross B.L., 1991	This model presents five consumption values influencing consumer choice behaviour: functional, social, conditional, emotional, and epistemic values. Any or all of the five consumption values may influence the decision.
Smith & Rupp's model	Smith A. & Rupp W., 2003	This is an Internet-based model that considers external influences of website marketing efforts and the socio-cultural environment, as well as psychological issues on online consumer tasks which lead to a purchase and post-purchase behaviour.
The Marketing Spiral	Armano D., 2007	Consumer behaviour is like a spiral that begins with an interaction as opposed to a communication. The spiral amplifies as the consumer increases engagement.
McKinsey's dynamic model of the consumer decision journey	Court D., Elzinga D., Mulder S. & Vetnik O.J., 2009	This model is more circular than sequential and has four primary phases: initial consideration; active evaluation, or the process of researching potential purchases; closure, when consumer buy brands; and post-purchase, when consumer experience them.

Table 1. Decision-making models

Traditional model of decision-making

The typical strategy for influencing consumer decisions According to the "Five-stage framework for the customer purchasing process" (Figure 2), customers go through five stages while making a decision to buy. A marketer has to be aware of these steps in order to engage consumers, move them towards buying a product, and close the sale.



Figure 2. Five-stage model of the consumer buying process

The traditional method for customer making choices In the "Five-stage framework for the client's buying process" (Figure 2), customers go through five stages while making a purchase. A marketer has to be aware of these steps in order to convince consumers to buy a product, interact with them, and clinch the sale.



Figure 3. Internal Psychological Processes

Afterward for each stage in the model, the "moments are used. variables and variables which affect these variables will be determined. discussed. Furthermore, a customized formula on variables. and the relevant moments they will have to brands in consumer eyes. with an objective, to grasp better. what is the process and which moment, if any pause is appropriate. promotion. Further inquiries by scientists of other scientists as regard factor. are being presented as having. broader view of the topic. This means that the initial unit in the model, and hence the final output, is "need/problem". awareness moment of need. something. It's funny that there are marketer who wants to build artificial intentionality. a disparity between where customers are now versus where they want to be, due ... preferred status. The resulting imbalance will necessitate something, which will then be. When they notice a solution, product or service. A need can happen fast, and can be an extremely simple desire. called an internal stimulus. A prompt is when an outsider — #. The individual is externalized through external stimuli. Marketers create an balancing / needs by employing marketing and sales promotion. Consumers feel the absence of fulfilled needs which they then associate with X.

If a product has managed to create desire, it has satisfied that want. For marketers, this stage should be used figure out. when they're in the market for what you have. so that would be the perfect moment to advertise for them. And, marketers can assist in identifying/understanding the customer's. We've seen the development of the digital economy, which will lead to an even greater integration of the physical and digital worlds, with the latter dominating in terms of reach and impact. Indeed, the situation/ requirement can be created by marketers. This fear — that the consumer itself could fail — can be induced on the consumer. The business can either create a product, deliver a service, or provide a status required by customers. Things that make these happen for me. the presence / creation of a status, available. on this product and / or similar Products will be available soon. They want things that they don't have in the first place.

When a requirement or want arises, the consumer starts looking into the many possibilities that might be used to fulfil their requirement or desire. It's considered to as the content search's second phase. He or she will look both inside and outside for this information before making a decision. A need recognition search is an internal information search. Information gathering Assessment of options Purchase Behaviour Postpurchase Attitude of Motivation Integrating learning while using memory-based information, for instance, previous experiences with the product or service. An outside data search involves informing relatives and close friends about their recent goods purchases. Additionally, they may conduct research utilising free resources like websites and reviews. sources governed by marketing, such as banner ads, television advertising, brochures, etc. are another external information source. Figure 4 shows the influences on the purchasing choice from several sources.

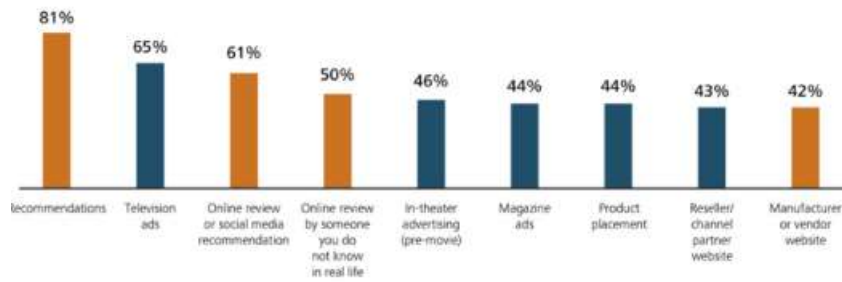


Figure 4. Buying Decision Influence (“Digital Democracy Survey 2015”, 2015)

The consumer’s past purchase history, the degree of hazards, and the amount of interest all have a role in how long this period lasts. When customers have a wide range of alternative products to choose from, an evoked set has been developed. This section contains the most well-liked choices. After choosing the first set, the consumer will do more study to further reduce his or her options. Customers must prioritise the information-seeking procedure in this case. Marketers need to take note of it and provide important details, discounts, etc., regarding the product. Others consumers’ comments and recommendations from relatives and close companions will also be taken into account.

Additionally, Hoyer’s paper from 1984 supports the aforementioned claims and offers a perspective on decision-making based on the idea that when a product is frequently purchased and of low importance, consumers are not motivated to make extensive decisions while shopping. As a result, customers frequently use relatively basic choice guidelines or strategies that enable a satisfying choice while facilitating a rapid and easy conclusion.

Marketing of fresh brands or those with a tiny market share have a different challenge. They need to come up with plans to thwart clients’ normal decision-making processes and urge them to consider other possibilities. A great deal of advertisement may be utilised in conjunction with sales promotion initiatives like free samples, special price offers, large-value coupons, etc. to encourage trial periods or switch from one brand to another.

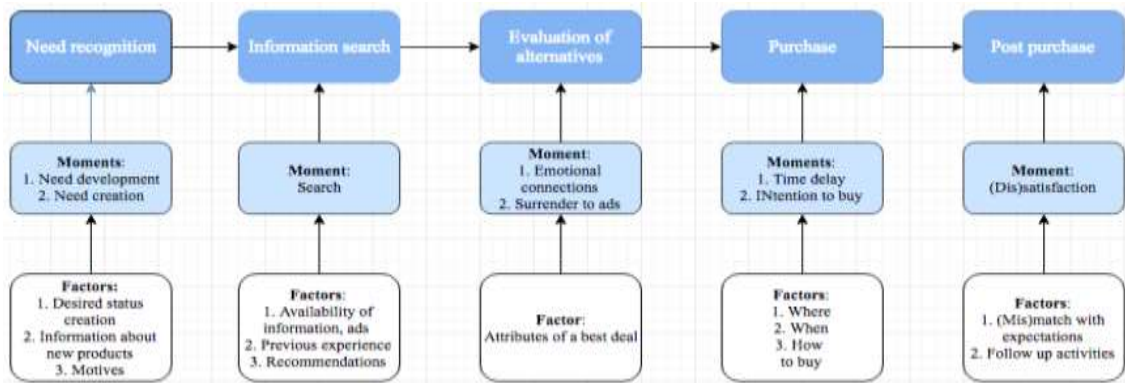


Figure 5. Framework of factors and moments that influence decision-making

However, the conventional paradigm has come under fire, and additional researchers have added pertinent foci and elements. For instance, McAlister (1979) questioned the prevalent belief at the time that consumers make their product decisions independently of one another. The academic provided a model that takes into account the interdependence of several item categories.

The conventional approach was also criticised by Solomon et al. (2006), who said that although it takes People frequently behave impulsively, according to a reasonable perspective view, and "such a process doesn't represent an accurate portrayal of many of our buying decisions." Consumers don't always follow this procedure while making purchases. The authors talk about "Buying impulse" (impulses that lead to impulsive purchases at the last minute). The authors also assert that consumers participate in "constructive analysis," where they choose a course of action from a list of alternatives based on their circumstances and the level of effort required. Additionally, they discuss the experimental strategy and the viewpoint on behavioural impact.

Additionally, Dhar, Huber, and Khan (2007) discuss the phenomenon of buying momentum, which happens when a first purchase generates a psychological desire that motivates people to buy more, unrelated products. The authors contend that Gollwitzer’s (1990) theory of execution and deliberative mind-sets offers the most plausible theoretical justification for the growth of online buying. This theory holds that the initial buy causes the customer’s mentality to change from one of contemplation to one of execution, which promotes more purchases.

Variations in consumer decision-making

According to Solomon et al. (2006), the procedure for making choices may be described as the amount of effort that goes into any choice that has to be made. They discovered that conceptualising making choices on a continuum, from everyday decisions to in-depth problem-solving, was helpful (Figure 6). There are several solutions in the centre that don't require much solving issues.

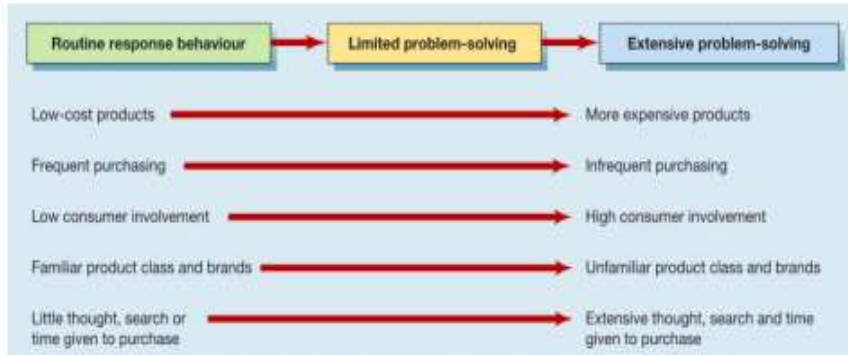


Figure 6. A continuum of buying decision behaviour

This extended problem resolution step is similar to the one traditional decision-making described earlier. It's generally easier and easier to understand if you have some constraints in problem solving. People do not try to apply complex standards for making a decision rather they use the regular set of standards. In the context of habituation, choice blindness occurs when an individual begins making decisions for a particular stimulus, which leads to automatic processing where less cognitive effort is utilized and less conscious will is exercised. In contrast to other nonlinear approaches, such like the "marketing spiral", advocated by a different scholar, Armano (2017), Figure 7 shows an alternative. As the author points out, this gets even "more intense if you have interactions with a client" where you progress from contact to engagement, then participation, dialogue, affinity, and finally community. There are several ways in which the U.S. could reduce emissions from transportation: 1) investing more heavily in public transportation in urban areas; 2) implementing and expanding fuel economy standards for all forms of transportation; 3) electrifying and shaping. But while a number of academics haven't really looked at this idea all that much until recently. McKinsey & Company (2009) supports the conventional making decisions model, although it is shown as a process that is circular (Figure 8) with four stages: Some of the key stages are as follows: initial consideration; active evaluation, meaning the stage where people research for brands to buy; closure, or buying brands; post-purchase, which is about using them.

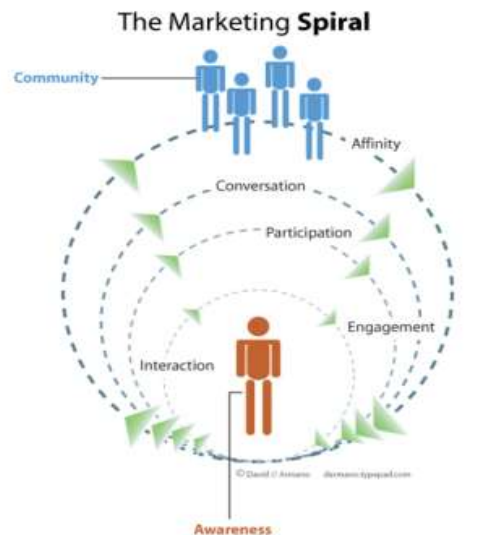


Figure 7. The Marketing Spiral

At the end of this section, I'll share a few more interesting studies. There has been much research conducted on how a company's brand identity impacts consumer behavior. An article within MacDonald & Sharp's (2000) publications discusses the replication study conducted by Hoyer & Brown about "Brand awareness effects on consumer decision making for a frequent-purchase/low-involvement product". How brand awareness impacts consumer choice? The results of such research showed that, although there are numerous ways to determine which method appeals most and why to those who have only reached the Awareness stage, choosing brand awareness as the preferred method is a common one. But here again I can imagine you thinking to yourself, well that sounds great except for one thing — if you don't know how to create content, and how to promote it, then no amount of outsourcing will change that, right? Reviewing literature on information processing on attitudes and behavior — what is called response mode or involvement level

(Belch G., "Teacher's Manual to Accompany Marketing and Advertising: An Integrated Approach — 1975", Marketing & Ad They studied consumer behavior using cognitive decision making patterns. It turns out that we cannot understand the nature of the universe because we have evolved in it; our brains are so shaped that some features of the universe will seem impossible by virtue of being impossible for us to imagine! That's another question about how customers get the information and experiences that shape their purchase decisions.

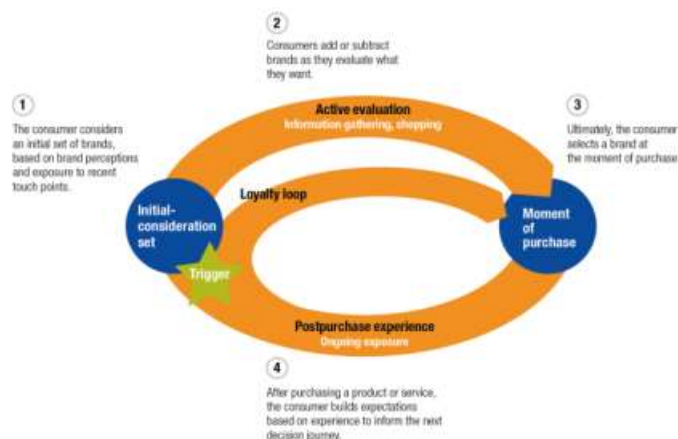


Figure 8. Decision-making process

The writers look at several learning philosophies and their consequences for advertising and promotion in order to comprehend these viewpoints. Consumer understanding is defined as "the process through which individuals obtain what they buy and consume information and expertise that they apply to subsequent related behaviour." Two key strategies for learning involve the behavioural technique and learning through thought theory.

CONCLUSION

Consumer Decision Making Process is one of the most difficult & intricate elements that explain how people select different Products & Services with changing Market Scenario now-a-days. In this literature review, we have explored the varying theoretical frameworks, stages, the myriad of influencers that play a role and the emergent trends shaping the consumer decision-making process.

This exploration concludes with the highlight that decision-making by the consumer is not entirely logical. Classical economic models like the Rational Choice Theory provided a starting point in our understanding of how choices are made, and while research continues in this area, recent findings suggest that decisions are an intricate blend of emotions, cognitive biases, heuristics and social factors. By incorporating studies and analysis of 'bounded rationality' and 'systematic irrationality,' behavioral economics has contributed significantly to the understanding of human decision-making processes that defy standard market and economic theories.

These stages are a valuable tool in examining the way consumers progress from identifying a need to a buying event — the consumer decision making process. But note that this is not an entirely linear process — consumers may go back and forth through the stages and make an iterative evaluation. There are numerous and complex influences affecting decisions that can be made. Psychological factors, for example emotions, sense of understanding and opinions also play a major role in decision making. Through social influences such as reference groups and cultural norms and cultural shifts, people become accustomed to certain types of behavior or things and form their likes and dislikes accordingly. On top of that, there are personal factors such as demographics and lifestyles that just add more complexity to this decision matrix and make it even messier. Moreover, the impact of marketing and advertising on decisions that people make as consumers can not be taken lightly.

The consumer decision-making paradigm is shifting at an unprecedented pace today. That brings me into my 10am at-home Pilates class every Tuesday, but for the life of me I can't remember who founded Pilates or when. Green living has been on the rise because people are taking the ecology and the moral values taken into account when making their decisions, for example.

Consequently, businesses who want to succeed should be aware of how consumers make their decisions on a practical level. It highlights the necessity of adopting an integrated approach, which incorporates rational and behavioural views. As such, it reminds us how crucial constant research is to cater to changing consumer preferences and continuously shifting commerce environment. By keeping an ear close to the ground of what drives consumers, companies are then able to craft more effective plans to address their goals and preferences, translating into loyal customers and greater success out there in the market.

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