

MBA404

CONSUMER DECISION-MAKING PROCESS

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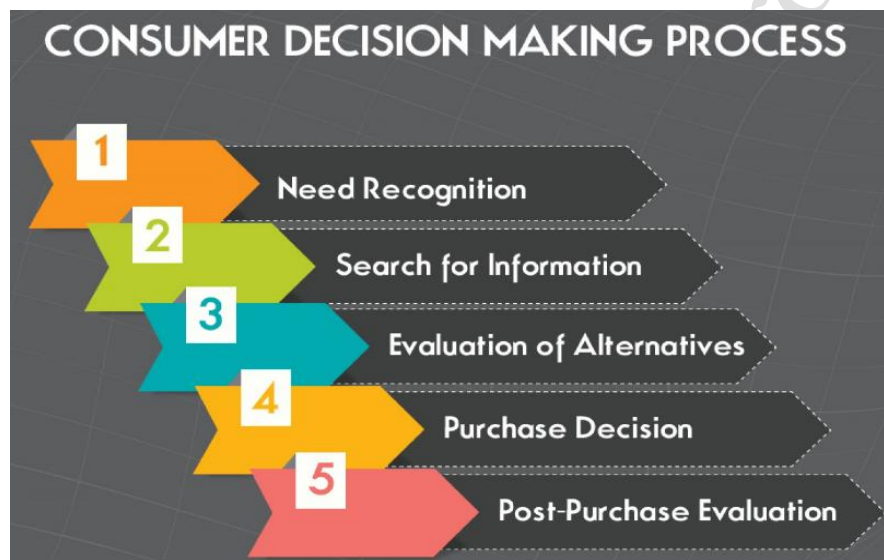
INTRODUCTION

In this overall framework, it involves a consumer decision-making procedure which is explained for the personal aspect of buying of 'Jabra Elite 3 wireless Bluetooth earbuds.

TASK

Consumer Decision-Making Process

The consumer decision-making procedure covers 5 stage framework in which it involves customer experiences at the time of having a purchase of any good or facilities as it deals with the customer behaviour and preferences that will have an impact on their buying nature and so on (Antunes, 2022, p.1424).



The above image represents the five stages of the consumer decision-making procedure that is as discussed below –

1. Analysis of Need and want that led to the purchase

It is the primary section in which the consumer evaluates their issues and as well as the requirement that frame the external and as well as an internal aspect

The requirement to purchase an earbud can be presented with the support of Maslow's need motivational theory that follows the motivation after the buying behaviour (Brick, et al., 2022, p.391). I had my mobile and it doesn't present the audio card that my current headphones or earphones will get connected with. So it is termed to be a fundamental aspect. On the other hand, it is widely termed as belongingness and as well an ego requirement that will lead to the

need to buy earbuds. As various friends in my group are following both ear pods and as well hand-free Bluetooth models to utilise the cell phone or laptops. On the other hand, it might be an effective manner to fit into my group; I have earbuds that might boost my confidence as well as my aspect in my team (Javed, Rashidin, and Xiao, 2022, p.1187). As I want something that provides a quality term of audio that is easy to maintain and comes cost-effectively. On the other hand, after this buying nature, I had effective and as well as practical requirements.

2. Examining the internal and external sources of information

It is the procedure of collecting sources of data regarding the goods from several sections like internal, external, marketing and as well as non-marketing.

Internal Information

I didn't have any source of data regarding this item. I only recognise Boat earbuds that are very costly.

External Information

- *Non-marketing Information* – As I heard about the brand boat earbuds, I was aware of it but on the other hand, Jabra Elite 3 wireless Bluetooth was new for me. It involves high-cost differences in such items. But I also recognise their quality and as well as comparisons.
- *Marketing Information* – I searched on the official website for Bluetooth. One of the top results includes boat, Jabra, Apple and so on. By searching more I found, beat, Samsung and other top brand. It will be termed as the alternative that I will evaluate at the time of buying the goods (Klein, and Sharma, 2022, p.102808).

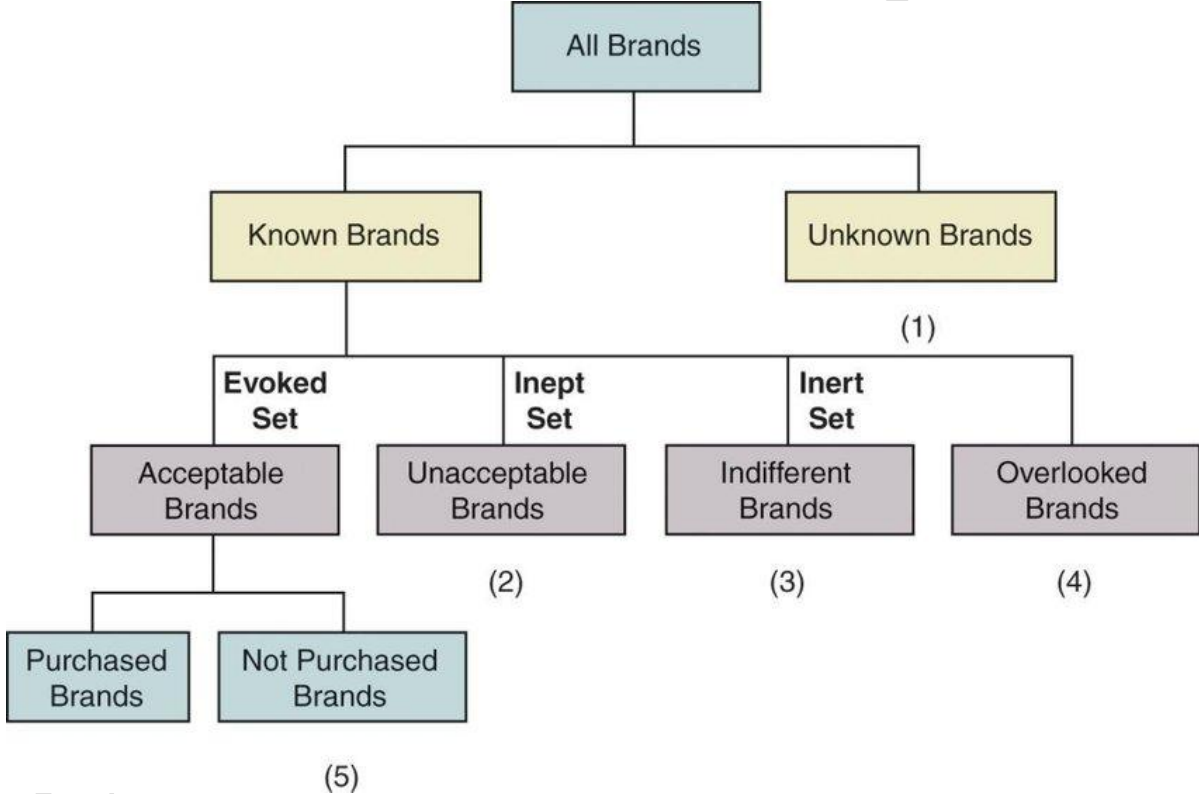
The fundamental aspects are as explained below –

Brand	Features
Sony	Active noise cancelling, Small size, Wireless charging, Long-lasting battery Expensive
Jabra	Big Bass Under \$100 needs a Strong Bluetooth Indicator, No Additional Features or Add-Ons
Bose	Thick case, Noise cancelling, Expensive, Wireless charging
Beats	Noise cancelling, durability, sweat resistance, remapping alternative available, iPhone compatible, dynamic head tracking, long battery life

Apple	For iPhone handlers, solid, wireless charging, same cost, high sound quality, noise cancelling, adjustable fit
Samsung	Great noise cancellation and battery life and sound quality, sweat resistance for Samsung users
Boat and Mivi	Cheap has a great battery backup, and no wire-less charging, but the Boat sounds better than the Mivi and is more expensive by evaluation (Kliestik, Kovalova, and Lăzăroiu, 2022, p.35).

3. Evaluation of Alternatives

From the data that are gathered, the suggested manner of substitutes are created that evaluates the awareness and as well as inexperience manner of a brand that presents the goods.



It is evaluated that boat earbuds and Jabra Elite 3 wireless Bluetooth earbuds. Validated section cost, both earbuds cost between \$150 and \$210 but the cost of Jabra Elite wireless Bluetooth is around \$180 (Mustafa, et.al., 2022). Hence, it covers a high difference between the costs. I did not want to go to another aspect. On the other hand, it is a choice. As it evaluates that, the overall feedback of the product cover 9 hours of battery backup but the other phone will only

take 7 hours of battery backup and they also provide 24 hours charging case. On the other hand, Jabra Elite, standard, develop similar and high effective and good sound quality and also evaluated as reliable with effective features with sweat resistance buds, subscription by respective management (Pop, Săplăcan, Dabija, and Alt, 2022, p.825).

On the other hand, it involves another effective component which is the brand Goodwill. It is also valid that the respective management of boats has effective brand goodwill and their dealing as worldwide. On the other side, Jabra Elite is also presented at an international level by facing several celebrities with add promotions and it is also searching highly as effectively and efficiently.



Figure 1 Amazon, 2022

So, the chosen choice was Jabra Elite 3 wireless Bluetooth that also evaluates the cost, superiority, and brand, that also measures their aspect and the reference that is given by friends as effectively (Ran et al., 2022, p.645).



Figure 2 Jabra, 2022

4. Analysing the Purchase methods

The framework of the purchase decision is maintained with the primary research as well as a structure that is presented and involves distinct purposes to purchase.

As I have chosen, Jabra Elite 3 wireless Bluetooth from the amazing or another e-commerce website which is the Jabra official website. I choose Jabra's official website where I have been using it for the first time by this I got a discount of up to 20% on the following item. After this, I completed my membership dealing with the company by which I will get further more terms of discount on such items that will be delivered within 3 days. At last, I had also received the alternative to pay the cash on delivery and by which I also can easily check the overall item as effectively. So, it has been an easier manner to maintain a quick recap of the product which is cost-effective aspect of buying

5. Analysing Post-purchase Behaviour

Intellectual conflict is the manner that creates a difference in the orientation of thoughts and as well as reality regarding the post-purchase of the goods (Xi, Bampouni, and Hamari, 2022). It involves the manner of the respective management that is not linked with to their quality and as well as their playback time and its connectivity. It also involves the aspect of the subscriptions that involve another product. It also mentioned that 7 month's subscription but, it

also maintains the cost after the first trial that I also not mentioned early on the website. This section of investigation is on the following official website from which I got this data. I contact consumer care for complaints regarding the issue with a similar from the last section and I am not getting the solution that will directly decrease my interest as effectively and efficiently.

CONCLUSION

From the above-mentioned report, it has been concluded that it is an effective section of decision-making sort of aspect of buying the product due to which the price and time are engaged will be termed to be moderate but the research that is needed was internal and as well as external section and it involves the fundamental amount of alternatives. On the other hand, it involves the global term of aspect of buying that is effectively satisfactory.

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