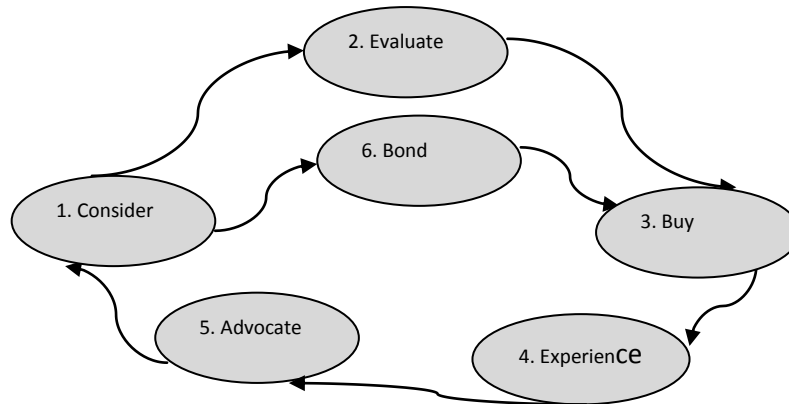


Consumer Buying Decision Journey on Social Media

McKinsey proposed a framework to adopt consumer buying behavior.

Consumer buying behavior process is mysterious and their purchasing behavior is much more enigmatic on social media. Only few have a deep understanding of exactly how social media interacts with customers to expand product and brand recognition, drive sales and profitability, and engender loyalty. McKinsey researchers have developed a framework to script the consumer buying process on social media with six stages: Consider- Evaluate- Buy- Experience- Advocate- Bond.



Customers take decisions regarding consumption of various goods and services based on the resources available with them. The purchase decisions made by customers reflect their **buying behavior**. The buying decision involves selecting one option from the given set of alternatives. While taking buying decision individuals play different roles like initiator, influencer, decider, buyer, user, maintainer, and disposer.

Stage 1: **Consider**: View the brand on the site and impressed by reviews

Stage 2: **Evaluate**: Watch video posted displaying product uses

Stage 3: **Buy**: Buy the product and posts it for comments

Stage 4: **Experience**: Interact with brand and follows twitter to receive product updates

Stage 5: **Advocate**: Comments on your representative's helpful advice and like Facebook page

Stage 6: **Bond**: Tips friends on foursquare after revisiting your store to re-buy

Topic	Course
Consumer buying behavior: Understanding consumer buying behavior Unit:5.5	Marketing Management

Source: Divol, R., Edelman, D., and Sarrazin, H; *Demystifying Social Media*, McKinsey Quarterly, April 2012