

Evaluation Phase of Decision Process

In this task we explore the third phase of the consumer decision process, which is the evaluation of alternatives. From the various smart TV options listed below, which one would you choose based on the six product attributes provided?

On what basis did you make your choice?

Our Choice of Smart TVs

	Screen Size		Warranty
Brand A	100 cm	Brand A	3 years
Brand B	150 cm	Brand B	2 years
Brand C	100 cm	Brand C	1 years
Brand D	150 cm	Brand D	3 years
Brand E	80 cm	Brand E	1 years
	Stereo Quality		Brand Reputation
Brand A	OK	Brand A	Great
Brand B	Good	Brand B	Good
Brand C	Great	Brand C	Great
Brand D	OK	Brand D	Good
Brand E	Good	Brand E	OK
	Price		Picture Quality
Brand A	\$3,000	Brand A	Good
Brand B	\$4,000	Brand B	Good
Brand C	\$2,500	Brand C	Great
Brand D	\$4,000	Brand D	Good
Brand E	\$1,000	Brand E	OK

Student Discussion Questions

1. Which TV did you choose? Why did you consider this TV to be the best choice?
2. Which decision rule did your approach/selection most resemble?
3. How helpful is it for marketers and retailers to understand the different types of decision rules/processes that consumers may use? In what ways could they utilize this information?