**Consumer Behavior**

Name

Institution Affiliation

Course

Instructor

Date

**Consumer Behavior**

**Part A: Cognitive Purchase Decision**

A **cognitive purchase decision** follows a structured process involving problem recognition, information search, evaluation of alternatives, product choice, and post-purchase evaluation. When purchasing a laptop for work and personal use, I recognized that my old laptop was slow, prompting me to research specifications, compare options, and seek expert recommendations before deciding (**Solomon & Russell, 2024).**

After evaluating processor speed, battery life, price, and brand reputation, I selected a model that offered the best balance of performance and cost. Using the **weighted additive rule**, I assigned importance to key attributes (**Solomon & Russell, 2024).** Post-purchase, I was satisfied with its performance, confirming that I made a well-informed decision through a compensatory decision-making approach

**Part B: Heuristics**

Consumers often rely on mental shortcuts, or heuristics, to simplify decision-making. One common heuristic is the brand loyalty heuristic, which involves repeatedly purchasing from brands that have previously provided positive experiences (**Solomon & Russell, 2024).** For example, I consistently buy smartphones from a specific brand due to its durability and reliable performance. Instead of extensively researching every model, I trust the brand’s reputation, saving time and effort.

**Part C: AI App Analysis**

TravelGenius, an AI-powered travel itinerary generator, enhances trip planning through **personalization and efficiency**. It analyzes a user’s Pinterest board to suggest destinations, accommodations, and activities that match their interests. Additionally, it streamlines the process by providing optimized routes, weather forecasts, and budget-friendly options, making travel planning more convenient and tailored to individual preferences.

**Part D: Factors Influencing Decision-Making**

**Before Purchase**

**Price sensitivity** influences purchasing decisions as consumers evaluate whether a product's cost aligns with its perceived value (**Solomon & Russell, 2024).** A **store environment** with an organized layout and attentive staff enhances the shopping experience, making it easier for customers to find products and feel confident in their choices.

**During Purchase**

**Social influence** plays a significant role in purchasing decisions, as recommendations from friends and online reviews can shape consumer perceptions (Tobon & García-Madariaga, 2021). **Marketing strategies**, such as advertisements and promotional discounts, also impact choices by creating awareness, emphasizing product benefits, and offering incentives that encourage consumers to purchase (**Solomon & Russell, 2024).**

**Post-Purchase**

Cognitive dissonance arises when a purchase fails to meet expectations, leading to regret or doubt about the decision. Customer support is crucial in resolving issues, enhancing satisfaction, and fostering brand loyalty, which can influence future purchasing behavior (**Solomon & Russell, 2024).**

**References**

**Solomon, M. R., & Russell, C. A. (2024).** Consumer behavior: Buying, having, and being **(14th ed.). Pearson.**

Tobon, S., & García-Madariaga, J. (2021). The influence of opinion leaders’ ewom on online consumer decisions: A study on social influence. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(4), 748-767.

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