

Puzzle: Understanding Consumer Behavior in Services

Question:

Below are different consumer behaviors related to services. Match each consumer behaviour with the correct description of how a consumer typically acts when engaging with services.

Consumer Behaviors:

1. **Seek Information**
 2. **Evaluate Alternatives**
 3. **Post-purchase Evaluation**
 4. **Service Expectation**
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Descriptions:

A. A customer compares different options by looking at prices, features, and reviews before making a decision. B. After using a service, the consumer forms an opinion about whether it met their needs and whether they were satisfied with the experience. C. A customer gathers information from various sources like online reviews, word of mouth, or advertisements to help in their decision-making process. D. A customer has a mental picture of what the service should be like, influencing their perception of its quality and satisfaction level.

Answer:

1. **Seek Information** → C. A customer gathers information from various sources like online reviews, word of mouth, or advertisements to help in their decision-making process.
2. **Evaluate Alternatives** → A. A customer compares different options by looking at prices, features, and reviews before making a decision.

3. **Post-purchase Evaluation** → B. After using a service, the consumer forms an opinion about whether it met their needs and whether they were satisfied with the experience.
4. **Service Expectation** → D. A customer has a mental picture of what the service should be like, influencing their perception of its quality and satisfaction level.