Engel Kollat Blackwell HIGH Consumer Behavior Model

Input

Information Processing

Exposure

Attention

Comprehension

Yielding/Acceptance

Retention

External Search

Problem Recognition

Search

Beliefs

Attitude

Intention

Alternative Evaluation

Choice

Outcomes

Dissonance

Satisfaction

Motives

Evaluative Criteria

Life-style

Normative Compliance and Informational Influence

Culture norm and values

Reference Group/Family

Unanticipated Circumstances

Engel Kollat Blackwell LOW Consumer Behavior Model

Exposure

Attention

Comprehension

Retention

Stimuli

Marketer dominated

Other

Problem Recognition

Choice

Alternative Evaluation

Beliefs

Attitude

Intention

Engel Kollat Blackwell Model of Consumer Behavior