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Development from Credibility

Phone - 952.583.2674  
[www.RevivedGroup.com](http://www.RevivedGroup.com)

Website Analysis

# Purchase-Decision Process and Trust

## How Trust fits into the equation for a sale

**Dan Antonson**  
The Revived Group  
Strategist / Founder

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## Website Analysis

### **The Scenario**

We buy things, everyday, gas, groceries and lawn care, to name a few. Although these purchases typically happen naturally, this is a topic of increasing interest to marketers; the more we understand how people make purchase decisions, the easier it will be to satisfy their needs and appeal to them.

### **The Problem**

The Purchase-Decision Process is more complex than it seems, and although it does answer many questions about how people decide to buy something, it doesn't quite explain how the business can make the process "smoother" for consumers.

If you talk to ten different consultants about this issue, chances are you will get quite a few responses. Some will tell you that "*more customer service*," is key. And another may suggest "*smarter advertising*" or "*a better website*." And although these things can help, they don't solve the root problem consumers typically have when it comes to making decisions.

### **The Solution**

This process is broken down into five-key processes – 1. Problem Recognition, 2. Information Search 3. Alternative Evaluation 4. The Actual Decision 5. Post-purchase Behavior. It is in these steps potential consumers decide whether to do business with you, or to go elsewhere. It is crucial that a business understands how they are impacting the process.

The Revived Group believes that there is one underlying theme to this process, and it simply comes down to value. What does the consumer value about your product or service? What is in it for them? Value itself simply comes from perception; how do they perceive this as value? We have found evidence both in our research and with our clients that "trust" is the universal value within this process.

***This document is designed to educate you further on current thinking behind the Purchase-Decision Process, and how "Trust" can be used to increase efficiency in the process.***



## The Purchase-Decision Process

It's important to understand this process because it explains "how" and "why" we make purchases. Obviously every product / service has a different process, in terms of time and complexity, but this model shows us the process and why it happens. By understanding this model, it can be applied to how you guide consumers through the process.

Once you have a grasp of how each step works, we can then understand where "Trust Theory" fits in and how "Trust Building" can be a solution to many barriers in the process. The goal is to make this process simple for the buyer.

### **1. Problem Recognition: Buyer perceives a Need**

According to the book *Consumer Behavior (2001)*, the authors (Blackwell, Miniard, Engel) define this step as "*perceiving a difference between a person's ideal and actual situations big enough to trigger a decision.*" This is the same step where the buyer identifies a problem and attempts to seek a solution.

**The Relation to Trust:** On the surface, it may not seem like 'trust' has any relation to perceiving a need. However, it is important to realize and understand that "*Perceiving a Need*" can be triggered by a variety of events. Here's an example, a boat enthusiast reads a column in a Boating Magazine that makes a recommendation on a life preserver; he trusts the writer and goes to look for more information. Or a trusted friend makes a movie recommendation and you take them up on it. Clearly trust, can assist in creating this "want" or "need."

### **2. Information Search: Buyer seeks Value**

Information search is where a buyer seeks information to help with their decisions. There are three primary ways buyers get information (1) Personal Sources – friends, family, coworker (2) Public Sources – news organizations, blogs, websites. (3) Marketer Dominated sources – Advertisements, brochures, sales literature.

**The Relation to Trust:** Again, trust may not seem like a big factor when a buyer or consumer seeks value, but really trust is what determines where a buyer looks for value. Personal sources, typically, are considered more trusted, and therefore are more persuasive. Obviously, trust is a factor when determining the legitimacy of a source. In other words, "*How credible is this blog? Is the advertisement being truthful? Etc.*"



### **3. Alternative Evaluation: Buyer compares Values**

At this point in the purchase-decision process, the buyer begins developing criteria, assessing brand differences that meet the criteria, and developing value.

**The Relation to Trust:** At this point, buyers and consumers ask themselves, “*Which product or service can I trust the most to offer the most value?*” The bottom line is that people don’t buy things they can’t trust.

### **4. Purchase Decision: Buying Value**

At this point the consumer is going to make a purchase, only two issues remain, 1). From who to purchase from, and 2). When to purchase.

**The Relation to Trust:** Once a buyer identifies the product or service they feel they can trust, they then find a channel to buy from. Obviously, trust fits into the equation once again. People don’t buy products they can’t trust and they especially don’t buy from people and companies they can’t trust.

### **5. Post-Purchase Behavior**

After making a purchase, the buyer then compares it with his or her expectations and is either satisfied or dissatisfied.

**The Relation to Trust:** Referrals; if there is anything a business wants after a sale its referrals. Here’s the thing about referrals – they’re only given when someone or something can be trusted. And if a buyer doesn’t trust your products (or you) don’t count on favorable reviews.



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**The Revived Group believes it has identified one of the core concepts of business development; trust and credibility. We believe that when an organization stops focusing on "pushing the sale" and starts focusing on building trusting relationships with others, the sale happens naturally, and most importantly, automatically; both online and off.**

The Revived Group is a team of professionals that specializes in a variety of areas of business and web development. Our goal is to help businesses communicate effectively. To do this we use research-based strategies to build trust with potential clients or consumers. By using these strategies, our clients have seen higher sales conversion rates and increased customer loyalty.

Our philosophy is simple; credibility is an organization's greatest asset. In today's market, consumers are savvy; they have choices, and they're not going to bring their business anywhere. When one of these potential consumers reaches your website or your business, it is crucial that they get the right impression the first time. The Revived Group's professional staff specializes in creating trust; when individuals trust the business, the business can grow.

We let our experience and expertise with credibility and reputation guide us in creating a solid strategy for your organization that demands success. We combine this strategy with our premier services to deliver a powerful image of your business that is sure to bring your organization to the next level.

*- The Revived Group Team*

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**Contact:**

*Dan Antonson*

*Founder/Specialist*

*Dan.A@RevivedGroup.com*

**Direct Mobile: 612.208.2330**