

Buyer Stages

Buyers must traverse stages from completely naive about a product to making the decision to purchase. These models help define the stages in between and can be effective launching points for buyer journey maps and marketing funnel stages.

5 Stages of Awareness

A buyer **CANNOT** decide to make a purchase without moving through each of these stages.

1. Unaware

The buyer is unaware, therefore cannot purchase.

2. Problem Aware

The buyer understands the problem to be solved.

3. Solution Aware

The buyer understands how the problem could be solved.

4. Product Aware

The buyer understands who can solve the problem.

5. Most Aware

The buyer has decided which of the options will best solve the problem.

Lavidge-Steiner

L&S viewed steps as 1-2 - cognitive (thinking), 3-4 - affective (feeling), and 5-6 - conative (behavioral).

1. Awareness

We make the buyer aware of us.

2. Knowledge

We teach the buyer about us.

3. Liking/Esteem

We relate to the buyer and build rapport.

4. Preference

We encourage the buyer to prefer us to alternatives.

5. Conviction

We invoke desire within the buyer.

6. Purchase

We close the deal with the buyer

Source: Five Stages of Market Sophistication from Breakthrough Advertising by Eugene Schwartz in 1966.

Source: The *Hierarchy of Effects Model* was created in 1961 by Robert J Lavidge and Gary A Steiner.