

1. Need Recognition

- a. Functional Needs – “My 2.5 year old blackberry peal just isn’t up to date in terms of technology, and there are definitely some features out there on phones that would make my life easier.”
- b. Psychological Needs – “It would be kind of nice to pull out a unique phone loaded with good features ”

2. Search for Information

- a. Internal Search for Information –
 - i. Blackberry – “I like my current blackberry, but I realize that the new blackberrys are a bit behind in terms of hardware and the OS.”
 - ii. Apple – “I am an apple hater (and just generally too cheap). So apple is not an option.”
 - iii. Android – “Google Android is really on the rise and I have heard many great things about it.”
 - iv. Symbian/Nokia – “One of the oldest and most established global operating systems but their OS is a bit ‘stuck in the past.’”
- b. External Search for Information
 - i. Google was my best friend for all of my research—I easily did more than 6 hours of *real* research since this was a big decision for me.
- c. Factors Affecting my Seach Process
 - i. Perceived Benefits vs. Perceived Costs –
 - 1. Benefits – Getting a phone that makes my life easier (has certain functionalities) and keeps up, for the most part, with the trends of technology for the next few years.
 - 2. Costs – I can only upgrade my phone every two years at a discounted rate (contract rate), so I would have to wait two years for my next phone or pay a large price to get a new phone before two years.
 - ii. The Locus of Control
 - 1. Internal Locus of Control – I felt for the most part that this was under my control, so I was searching heavily.
 - 2. External Locus of Control – There ended up being a few external factors that influenced how much I could really control: I was complaining to my current cell phone company, Rogers, about something and they ended up giving me a **ridiculously** good deal if I agreed to sign a three year contract, so my choice of cell phones was limited to whatever Rogers was offering (since I wanted a contract rate on the phone).
 - iii. Actual or Perceived Risk
 - 1. Performance Risk – The performance risk was very high to me as my cell phone choice greatly influenced my productivity and success in various tasks (e-mail, texting, taking pictures, entertainment, etc).

2. Financial Risk – The price of the phone on contract and also the contract price itself (since it would be unlikely for me to sign a contract without a discounted cell phone price), so the financial risk was very high.
3. Psychological Risk – The negative image that having a technologically inadequate phone conveys (especially for someone who enjoys technology).
- iv. Type of Product or Service
 1. To me, this was almost like a specialty good/service since I am a bit of a technologically minded person. I think the amount of research I did for my phone just confirms that it is a specialty good/service to me.

3. Evaluation of Alternatives

- a. Attribute Sets
 - i. Universal Set – All phones in the world
 - ii. Retrieval Set – Blackberry, Android, Apple, and Symbian/Nokia
 - iii. Evoked Set – Only those phones that Rogers sells
- b. Compensatory Decision (informal) - Highest desired features are listed first:
 - i. Really good camera (At least 8MP, preferably xenon flash)
 - ii. HD Video Recording
 - iii. HDMI Output
 - iv. Price
 - v. GPS (preferably usable without data)
 - vi. Good Connectivity options (Bluetooth 3.0, USB OTG, etc)
 - vii. Operating System (Android preferred)

4. Purchase and Consumption

- a. After hours and hours of research, I realized that my **perfect phone** doesn't exist. But, I found a Rogers phone with everything that I wanted and more. However, it was missing one thing: Google Android. Most of the features that I desired were hardware features because, to me, hardware is what really matters (software just makes the hardware look pretty and makes it easier to access/use). So, I ended up getting a Symbian/Nokia phone. Yes, it is one of the "worst" operating systems out there, but the hardware specs on my phone are pretty much unrivaled.

5. Postpurchase – Customer Satisfaction

- a. I got the brand new Nokia N8, and here's why I love it:
 - i. 12 MP camera with xenon flash and carl zeiss optics
 - ii. HD video recording (720p)
 - iii. HDMI Output
 - iv. Only \$79.99 on contract
 - v. Build in GPS with free data-less turn-by-turn navigation for life
 - vi. Bluetooth 3.0 and USB OTG (I can connect a flash drive directly to my phone!)
 - vii. Built-in FM Transmitter
 - viii. Good Battery Life
 - ix. ...and much more.