Theories to include in the essay

Chosen product : Nike fuel band

Where: Nike Soho in NYC

Why: a device that I can wear during exercise which allows me to monitor my body and to track calories burn during exercise.

* Peer influence- asking friends or family member for advice. If they have use the product before, do they like it? Do they recommend you to buy it? What are the pros and cons of the product?
* Complexity- since I’m good with using technology, I can understand the product pretty easily. I am able to maximise all the functions that it provided, and everything is not difficult to use at all.
* Economic factors- I am able to purchase the product base on my current economy income. I looked at different brands and I found that the nike fuel band is cheaper comparing to the fitbit made by fitbit brand. Both of theses products have similar/same functions. They both satisfy are most important need which is to track the amount of calories I burn during I exercise.

Pre purchase decision phases:

* Trendy
* Comfortable and fits my style
* It achieves my main goal
* Cultural factors-friends recommendation
* Internal or psychological factors – Nike fan, used Nike products before and loved it.

Purchase decision phases:

* Employee service
* Large variety, there are different kinds of fit fuel. Each of them satisfy different type of sport