

## Understanding the Consideration Set

1. Individuals are aware of a lot of brands in any given product category.
2. However, not all brands are seriously considered for purchase.
3. The consideration set is made up of the brands that are taken seriously by the consumer in his or her purchase decision.
4. The consideration set is small- averages may be in the 3-5 region.
5. Some consumers may have a consideration set of size one. But, they are rare. If you find them, treasure them
6. The consideration set is related to but not the same thing as mind-share. Mind-share refers to top-of-mind-awareness, i.e., brands that first come to mind when you think of a product category. Hence, mind-share refers to memorability whereas consideration set measures credibility.
7. Getting consumers to take your brand seriously is harder than making them aware that the brand exists.
8. Consumers may not be taking your brand seriously either because they are not fully aware of your marketing mix or because there are some serious misperceptions.
9. Most product failures take place because while awareness is achieved, credibility is never attained.
10. Entering consumer consideration sets requires a careful understanding of the marketplace. Throwing money on advertising will, typically, not solve this problem.

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