**Executive Summary**

**Consumers’ Perceptions of the Product-Use Situation, 1978**

This article introduces a new model of consumer decision-making that leads to brand choice. In this model, brand choice results from a combination of internal consumer attributes, premarket environmental variables, and marketplace environmental variables. Differences in consumers’ perceptions of the product-use situation and the available brand array drive consumers’ brand choice. Consumers’ motivations, the impetus and direction for search, are classified into seven categories, resulting in different perceptions and search processes. These different consumer situations require different marketing and positioning strategies.

**Key contributions:**

* Understanding of the antecedents to consumers’ perceptions of the product-use situation
* Conceptualization of the market as made up of occasions, rather than of consumers
* Classification of consumer motivations and their application to positioning strategies

Fennell, G. (1978). Consumers’ Perceptions of the Product-Use Situation. Journal of Marketing, 42(2), 38–47.