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Model of Consumer

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Millennials: Changing Consumer Behavior: Goldman Sachs'  
Lindsay Drucker Mann

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Understanding the Digital Consumer: How Behaviors Drive Strategy  
~~Consumer Behaviour in Hindi by Dr Vijay Prakash Anand~~

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*CHAPTER 1 - What is Consumer Behavior*  
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Schiffman, Kanuk & Hansen,  
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International Editions: Authors:  
Leon G. Schiffman, Leslie Lazar  
Kanuk: Edition: 6: Publisher:  
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Schiffman & Kanuk, Consumer Behavior | Pearson  
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Schiffman, Leslie Lazar Kanuk ...  
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## CHAPTER 2 CONSUMER BEHAVIOUR THEORY

Consumer Behaviour: Authors: Leon G. Schiffman, Leslie Lazar Kanuk, Mallika Das: Edition: illustrated: Publisher: Pearson

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Prentice Hall, 2006; ISBN: 0131463047, 9780131463042:  
Length: 566 pages : Export  
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Consumer Behaviour - Leon G. Schiffman, Leslie Lazar Kanuk ... Psychological and monetary factors determine these actions, and are inspired by cognitive and psychological factors such as family, friends, moods, role models, and marketers (Schiffman, Hansen and Kanuk, 2008). FIGURE 1: Model of Consumer Decision-Making (Schiffman, Hansen and Kanuk, 2008, p 75) Input . In this specific consumer behaviour model the suggestions component attracts on external affects to provide as sources of information regarding

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