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648) define consumer
behaviour as: "The behavior

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that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas"

Schiffman & Kanuk (1997: 6-7)

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explains the importance of
consumer research and
strategic targeting in
marketing. Part 2
concentrates of
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Schiffman & Kanuk (1997:
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searching for, purchasing, using, evaluating, and disposing of products, services, and ideas."

Schiffman & Kanuk (1997: 6-7) elaborate on the definition by explaining that consumer behaviour is,

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CHAPTER 2 CONSUMER BEHAVIOUR
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Consumer Behaviour: Authors:
Leon G. Schiffman, Leslie
Lazar Kanuk, Mallika Das:
Edition: illustrated:

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Publisher: Pearson Prentice
Hall, 2006: ISBN:
0131463047, 9780131463042:
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Psychological and monetary factors determine these actions, and are inspired by cognitive and psychological factors such as family, friends, moods, role models,

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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

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attracts on external affects to provide as sources of information regarding something and shape a consumer's product ...

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