

## CONSUMER BEHAVIOUR MODELS

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### **ABSTRACT**

*Consumer purchase behaviorism a mental process that varies according to many factors such as economic conditions, personal preferences, marketing campaigns and group influences. In order to understand what drives consumers to purchase a product, and how buying decisions are made, consumer behavior models were developed by many scientists. According to the models, some factors are external and some are internal. Traditional consumer behavior models are based on unconscious consumer desires while Contemporary consumer behavior models view purchase decisions as the result of conscious, decision-making processes.*

**KEYWORDS:** *consumer behavior, models of consumer behavior, theories of consumer behavior*