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consumer behaviour . According to Engel et al. (1990: 22) and

Schiffman & Kanuk (1997: 8), consumer behaviour is regarded as

a relatively new field of study with no historical body of research

of its own.CHAPTER 2 CONSUMER BEHAVIOUR THEORYConsumer

Behaviour Jane Priest is a Teaching Fellow at Edinburgh Business

School and teaches parts of the on-campus Marketing course, as

well as the Consumer Behaviour elective by distance learning.

She is a key member of a team exploring how technology can be

used to enhance the student learning experience.Consumer

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physiological process it is all related to the emotions of the

consumer. In this process the consumer starts with recognizing

the need of the product, and then finds a way or a medium of

solving these needs, makes purchase decisions like planning

whether he should buy or not buy a certain product, and then he

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**4 important Factors that Influence Consumer Behaviour**  
Consumer Behaviour Jane Priest is a Teaching Fellow at Edinburgh Business School and teaches parts of the on-campus Marketing course, as well as the Consumer Behaviour elective by distance learning. She is a key member of a team exploring how technology can be used to enhance the student learning experience.

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Others have targeted the consumer behavior field such as the studies done by Kassarijan (1977) and Helgeson, Kluge, Mager, and Taylor (1984), but there is no current review of the field. Therefore, given the importance of consumer behavior research, a comprehensive literature study of more recent contributions to this area of research is warranted.

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