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based on the model of consumer behaviour proposed by Engel , Blackwell & Miniard (EBM){1995 version), are need recognition, search, pre-purchase alternative evaluation and purchase and its outcomes. Three outcomes of purchase will be discussed, namely consumption, post-purchase alternative evaluation and divestment.

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CHAPTER 3 THE CONSUMER DECISION-MAKING PROCESS

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(Engel, Blackwell, & Miniard, 1995). It envisions the purchase process as a series of . discrete actions, typically precipitated by a conscious recognition of an unsatisfied . need.

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proposed by Francesco Nicosia in 1966 was one of the first contemporary model. It was an attempt to address numbers of issues that can influence consumer decision making.

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