

: LIST OF MODELS :

No.	Title	Page No.
1.	NICOSIA MODEL	35
2.	HOWARD SHETH MODEL	38
3.	ENGLE-KOLLAT-BLACKWELL MODEL	43
4.	SHETH FAMILY	46
	DECISION MAKING MODEL.	
5.	BETTMAN'S INFORMATION PROCESSING MODEL OF CONSUMER CHOICE.	48
