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determine these actions, and are inspired by cognitive and psychological factors such as family, friends, moods, role models, and marketers (Schiffman, Hansen and Kanuk, 2008).

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Making (Schiffman,  
Hansen and Kanuk,  
2008, p 75) Input .

In this specific  
consumer  
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the suggestions  
componant attracts  
on external affects  
to provide as  
sources of  
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