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The second European edition of Schiffman and Kanuk's classic Consumer Behaviour focuses not only on what consumers buy, but also why they buy, when they buy, where they buy, how they evaluate their purchase, and how they ultimately dispose of it. The text has been thoroughly adapted and revised to reflect European conditions, and to focus attention

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Kanuk (1997: 648) define consumer behaviour  
as: "The behavior that consumers display in  
searching for, purchasing, using, evaluating,  
and disposing of products, services, and  
ideas" Schiffman & Kanuk (1997: 6-7)

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Consumer Behavior Prentice Hall International  
Editions: Authors: Leon G. Schiffman, Leslie



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With this editions ?emphasis on new media, Schiffman and Kanuk recognize that new

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Technologies may produce socially undesirable practices. The inclusion of new Chapter 16, Consumers Social Responsibility and Green Marketing, covers social responsibility, potentially unethical marketing strategies, and socially desirable marketing such as advocating social causes and green marketing.

Consumer Behavior - Leon G. Schiffman, Leslie Lazar Kanuk ...

Consumer Behavior, plus MyMarketingLab with Pearson eText, Global Edition, 11/e. by Leon Schiffman and Leslie Kanuk | 1 July 2014.

Paperback

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Schiffman & Kanuk (1997: 648) define consumer  
behaviour as: "The behavior that consumers  
display in searching for, purchasing, using,  
evaluating, and disposing of products,  
services, and ideas." Schiffman & Kanuk  
(1997: 6-7) elaborate on the definition by  
explaining that consumer behaviour is,  
therefore,

## CHAPTER 2 CONSUMER BEHAVIOUR THEORY

Consumer Behaviour: Authors: Leon G.  
Schiffman, Leslie Lazar Kanuk, Mallika Das:  
Edition: illustrated: Publisher: Pearson

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Prentice Hall, 2006: ISBN: 0131463047,  
9780131463042: Length: 566 pages : Export  
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Consumer Behaviour - Leon G. Schiffman,  
Leslie Lazar Kanuk ...

Psychological and monetary factors 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). FIGURE 1: Model of Consumer Decision-Making (Schiffman, Hansen and Kanuk, 2008, p 75) Input . In this specific consumer behaviour

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Type the suggestions component attracts on external affects to provide as sources of information regarding something and shape a consumer's product ...

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Statement of responsibility: Leon G. Schiffman, Leslie Lazar Kanuk in collaboration with Joseph Wisenblit

Consumer Behavior explores how the examination and application of consumer



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Behavior is central to the planning, development, and implementation of marketing strategies. Consumer Behavior: Its Origin and Strategic and Applications; Introduction to the Consumer Research Process; Market Segmentation; Consumer Motivation; Personality and Consumer Behavior; Consumer Perception; Consumer Learning; Consumer Attitude Formation and Change; Communication and Consumer Behavior; The Family and Its Social Class Standing; Influence of Culture on Consumer Behavior; Subcultures and Consumer Behavior; Cross Cultural and Global Consumer Behavior; Diffusion of Innovations;

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consumer behavior and/or marketing.

The Fifth Edition of this unique text uses a marketing segmentation approach to convey the essence of consumer behavior and to connect psychological, sociocultural, and decision-making aspects of consumer behavior. The authors explain in an integrated fashion what consumer behavior variables are, types and importance of consumer research, and problems in performing research. A vivid writing style

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motivates student interest.

?????:????

This new European perspective on Schiffman and Kanuk's classic Consumer Behavior focuses not only on what consumers buy, but also why they buy, when they buy, where they buy, how they evaluate their purchase, and how they ultimately dispose of it. The text has been thoroughly adapted and revised to reflect European conditions, and to focus attention on critical concepts in consumer behaviour. In doing so the authors illuminate the ways

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**Type** in which marketers apply the principles of consumer behaviour to the development and implementation of marketing strategies.

This Canadian edition retains the strengths of the highly popular U.S. edition and builds on them. The U.S. edition of Consumer Behavior has always been known for its strong focus on theory and readability and for the emphasis on marketing strategy implications of consumer behaviour concepts. While these features have been retained in the first Canadian edition, we've also added a multitude of Canadian examples to make

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Consumer Behaviour focuses not only on what consumers buy, but also why they buy, when they buy, where they buy and how they evaluate their purchase, and how they

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Ultimately dispose of it. The second edition has been thoroughly adapted and revised to reflect European conditions, and to focus attention on critical concepts in consumer behaviour. In doing so the authors illuminate the ways in which marketers apply the principles of consumer behaviour to the development and implementation of marketing strategies. The new 'Innovation In Action feature' will give practical examples to help you student link Consumer Behaviour with how it is practised in the workplace.

For undergraduate and graduate consumer

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European conditions, and to focus attention on critical concepts in consumer behaviour. The authors discuss the effects of family, social class, culture and subculture on the decision-making process, and, by taking a psychological approach, illuminate the ways in which marketers apply the pri.

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