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CHAPTER 2 CONSUMER BEHAVIOUR THEORY

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Schiffman & Kanuk, Consumer Behavior | Pearson

Consumer Behaviour: Authors: Leon G. Schiffman, Leslie Lazar Kanuk, Mallika Das: Edition: illustrated: Publisher: Pearson Prentice Hall, 2006: ISBN: 0131463047, 9780131463042:

Length: 566 pages : Export Citation: BiBTeX EndNote RefMan
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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 on critical concepts in consumer behaviour.

Consumer Behaviour - Leon G. Schiffman, Leslie Lazar Kanuk ...
With this editions ' emphasis on new media, Schiffman and Kanuk recognize that new 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.

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

Chapter 12 Subculture and Consumer Behavior

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Consumer behavior book under consideration is written by Leon Schiffman and Joseph Wisenbilt. It contains 5 parts and 16 chapters. Part 1 deals with the introduction of Consumer behavior approach. It also explains the importance of consumer research and strategic targeting in marketing. Part 2

concentrates of understanding consumer as an individual.

Consumer Behavior by Schiffman Leon G Kanuk Leslie Lazar ...

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

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

Consumer Behavior Prentice Hall International Editions: Authors: Leon G. Schiffman, Leslie Lazar Kanuk: Edition: 6: Publisher: Prentice Hall, 1997: Original from: Pennsylvania State University:...

What is Consumer Behaviour? - TestMyPrep.com

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

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