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Kanuk (1997: 648) define consumer

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disposing of products, services, and

ideas" Schiffman & Kanuk (1997: 6-7)

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## Behaviour Tenth Edition

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Consumer Behavior Prentice Hall  
International Editions: Authors: Leon  
G. Schiffman, Leslie Lazar Kanuk:  
Edition: 6: Publisher: Prentice Hall,  
1997: Original from: Pennsylvania  
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Consumer Behavior - Leon G.  
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Schiffman 11th Edition It is an  
intermingle of many sciences It simply  
concentrates on understanding the  
behavior of consumers in buying and  
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Schiffman & Kanuk, Consumer Behavior | Pearson

Consumer behavior book under consideration is written by Leon Schiffman and Joseph Wisenbilt. It contains 5 parts and 16 chapters. Part



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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.

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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 Prentice Hall, 2006: ISBN: 0131463047,

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