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### Consumer Behaviour Leon Schiffman And Ramesh Kumar

importance of consumer behaviour, especially from a marketing point of view. 2.2.2 The origin and importance of consumer behaviour . According to Engel et al. (1990: 22) and Schiffman & Kanuk (1997: 8), consumer behaviour is regarded as a relatively new field of study with no historical body of research of its own.

### CHAPTER 2 CONSUMER BEHAVIOUR THEORY

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Leon G. Schiffman & Leslie Lazar Kanuk "Consumer Behavior" 8th edition, Prentice Hall - 2006 01 Definition Learning are those behaviors that result from: - Repeated experience - Thinking. Or, Learning as a process of understanding on what happens in the environment.

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In this review the second edition of the Schiffman et al. text-book designed for the Australian market is examined; then the wider issue of what should be in the consumer behaviour curriculum is considered. The textbook This book is rather longer than the 7th US edition on which it is based and contains a substantial amount of interesting

### Consumer Behaviour (2nd Edition) Prentice Hall Australia

Schiffman, LG. & Kanuk, LL. (2004). Consumer behavior, 8th International edition. Prentice Hall.

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