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Schiffman, Kanuk & Hansen, Consumer Behaviour: A European ...

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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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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, 9780131463042: Length: 566 pages :
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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 model the suggestions component attracts on external affects to provide as sources of information regarding something and shape a consumer's product ...

What is Consumer Behaviour? - TestMyPrep.com
Statement of responsibility: Leon G. Schiffman, Leslie
Lazar Kanuk in collaboration with Joseph Wisenblit

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