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CHAPTER 2 CONSUMER BEHAVIOUR THEORY

importance of consumer behaviour, especially from a marketing point of view 222 The origin and importance of consumer behaviour According to Engel et al (1990: 22) and Schiffman & Kanuk (1997: 8), consumer behaviour ...

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11-16; Schiffman and Kanuk 1987:14, 368-550) "Consumer behavior" has been defined as "the Social psychology is the study of individual behavior that consumers display in searching for, havior in a ...

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Chapter 1: Introduction to Consumer Behaviour

Why study consumer behaviour? Public service initiatives have to be based on an understanding of consumer behaviour -Canada's largest advertiser is the federal government -Most government initiatives (eg, antismoking campaigns) need a knowledge of consumer behaviour ...

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