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Consumer Behavior. 10th Edition. by Leon Schiffman (Author), Leslie Kanuk (Author) 4.3 out of 5 stars 33 ratings. ISBN-13: 978-0135053010. ISBN-10: 0135053013.

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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 Behavior as a field of study emerged in the late 1960s. As you study consumer behavior this semester, you will realize the importance of all these fields. Given huge economic shifts in the world economy beginning in 2008, it is important to realize the effect of economic changes on the behavior of consumers.

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A consumer may be cross-cultural if they were born in one country and are now living in another. Consumption-specific bases include facts about actual consumption behavior and cognitions consumers have about products and services in the form of attitudes and preferences.

### **Schiffman cb10 ppt\_03 - SlideShare**

Schiffman, G. and Kanuk, L. (2000) Consumer Behavior. Prentice Hall, Inc., Englewood Cliff.

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