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### Schiffman & Kanuk, Consumer Behavior | Pearson

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**Chapter 12 Influence Of Culture On Consumer Behavior**

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ISBN: 9781775785033 1775785033: OCLC Number: 869423158: Description: 502 pages : illustrations ; 29 cm: Responsibility: L. Schiffman, L. Kanuk, S. Brewer [and eight ...

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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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Consumer behavior book under consideration is written by Leon Schiffman and Joseph Wisenbilit. It contains 5 parts and 16 chapters. Part 1 deals with the introduction of Consumer behavior approach. It also explains the importance of consumer research and strategic targeting in marketing.

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