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The second European edition of Schiffman and Kanuk's classic Consumer Behaviour focuses not only on what consumers buy, but also why they buy, when they buy, where they buy, how they evaluate their purchase, and how they ultimately dispose of it. The text has been thoroughly adapted and revised to reflect European conditions, and to focus attention on critical concepts in consumer behaviour.

Schiffman, Kanuk & Hansen, Consumer Behaviour: A European ...  
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With this edition's emphasis on new media, Schiffman and Kanuk recognize that new technologies may produce socially undesirable practices. The inclusion of new Chapter 16, Consumers Social Responsibility and Green Marketing, covers social responsibility, potentially unethical marketing strategies, and socially desirable marketing such as advocating social causes and green marketing.

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Similar definition of consumer buying behaviour is offered by Schiffman and Kanuk (2000) in which they describe it as behaviour that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.

Consumer Buyer Behaviour Definition - Research Methodology  
Leon G. Schiffman, Leslie Lazar Kanuk and Harvard Hansen. This new European perspective on Schiffman and Kanuk's classic Consumer Behaviour focuses not only on what consumers buy, but also why they buy, when they buy, where they buy, how they evaluate their purchase, and how they ultimately dispose of it. The text has been thoroughly adapted and revised to reflect European conditions, and shortened to focus attention on critical concepts in consumer behaviour.

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