



Consumer Behavior (9th Edition)

Leon Schiffman, Leslie Kanuk

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With a strong empirical and market segmentation approach, this book focuses on how the Internet has changed the way people obtain information about potential purchases, giving readers the most up-to-date material on how technology is changing their lives as consumers. The Thirty-two mini-cases help readers learn by applying the theory, drawing on current business news to demonstrate specific consumer behavior concepts.

This edition now includes thirty-two Active Learning mini-cases. A clear consumer decision making model is set out in each chapter to facilitate learning—presented in the first chapter, this model serves as a structural framework for the concepts—the building blocks—examined in the following chapters. The book's final chapter ties all of these concepts together so readers see the interrelationships and relevance of individual concepts to consumer decision-making.

For those studying consumer behavior and/or marketing.

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