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vii Brief Contents Preface xxi PART I Consumers, Marketers, and Technology 2 1 Consumer Behavior and Technology 2 2 Market Segmentation and Real-Time Bidding 26 PART II The Consumer as an Individual 48 3 Consumer Motivation and Personality 48 4 Consumer Perception and Positioning 76 5 Consumer Learning 116 6 Consumer Attitude Formation and Change 142 PART III Communication and Consumer ...

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Publisher: Pearson Education; 6 edition (15 October 2013) Language: English; ISBN-10: 1442561533; ISBN-13: 978-1442561533; Product Dimensions: 21 x 25.8 x 2.4 cm Boxed-product Weight: 1.6 Kg; Customer Reviews: Be the first to write a review; Amazon Bestsellers Rank: 4.001 in Books (See Top 100 in Books) #10 in Market Research Business

**Consumer Behaviour: Schiffman, Leon, O'Casey, Aron**

Consumer Behavior The marketing concept emphasizes that pro?table marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs. Thus, an understanding of consumers and their needs and purchasing behavior is integral to successful marketing.