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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.", Professor Schiffman is

a nationally recognized expert on the behavior of the older consumer since his pioneering research on the psychological and sociological aspects of perceived age and innovative behavior of this segment. He has been published in numerous major marketing journals on a wide variety of topics and is frequently referenced by ...

Preface
15 PART ONE I INTRODUCTION 20

Chapter 1 introduces the reader to consumer behavior, its development, interdisciplinary nature, and the impact of information technology-

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