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- Leon G Schiffman and Leslie Lazar Kanuk Selected Consumer Behaviour Roles: Role Description Initiator Initiator is the individual who determines that some need or want is not being fulfilled and authorises a purchase to rectify the situation Gatekeeper Influences the family's processing of information The gatekeeper has the

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CHAPTER 2 CONSUMER BEHAVIOUR THEORY

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Engel et al (1990: 22) and Schiffman & Kanuk (1997: 8), consumer behaviour is regarded as a relatively new ...

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subsets of consumers with common needs or characteristics is known as ____ A) target marketing B) market segmentation C) mass marketing D) the
marketing concept E) market evaluation Answer: B Diff: 1

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als and how individuals behave in consumption marvelous insights into consumer behavior-is it situations (Burk 1967:3-11; Schiffman and Kanuk
necessary to go any further?