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Prentice Hall, 1997 - Consumer behavior - 672 pages. 0
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With this editions ' emphasis on new media, Schiffman and
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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
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Leon G. Schiffman, Leslie Lazar Kanuk and Harvard Hansen.
This new European perspective on Schiffman and Kanuk's
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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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