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Consumer-intrinsic factors include age, gender, marital status, income and education ii. Consumption-based factors include quantity of product purchased, frequency of leisure activities, or frequency of buying a given product b. Cognitive factors are abstracts reside in the consumer's mind, do not have universal

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Consumer Behavior, 11e (Schiffman/Kanuk)

Consumer behavior book under consideration is written by Leon Schiffman and Joseph Wisenblit. It contains 5 parts and 16 chapters. Part 1 deals with the introduction of Consumer behavior approach. It also explains the importance of consumer research and strategic targeting in marketing. Part 2 concentrates of understanding consumer as an individual.

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