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Consumer Behavior Paperback – January 1, 2010 by Eric G. Harris Barry.

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He is Consulting Editor for the Journal of Managerial Issues and with Dr. Babin has coauthored a chapter in the Wiley International Encyclopedia of Marketing. Dr. Harris's research focuses primarily on personality issues pertaining to consumer and employee behavior, customer-contact personnel, customer orientation, and sales force goal orientations.

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For Babin & Harris consumption behavior refers to “the set of value-seeking activities that take place as people go about addressing real needs”. This is an economic view where consumption is considered to be the fundamental premise of our society. CB,5th ed., 2018, Prof. Dr. P. Zamaros

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