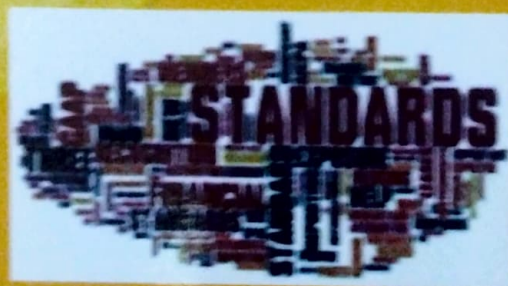


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Contact - 9422025610, 8806664858, 020-24433374, 24434662

Email- [marketing@sharpmultinational.com](mailto:marketing@sharpmultinational.com)

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# Consumption behavior

Dr. Latika Ajbani

YCMOU, Nashik

## Abstract:

In the context of globalization, neither the study of consumption, nor the study of consumer buying behaviour, can be explained as the mere interaction between a limited number of personal and impersonal (or external factors), but as an utterly complex and undoubtedly progressive process. Moreover, what today is one referred to as consumer behaviour research, represents the result of interweaving various and prolonged efforts coming from a wide spanning array of heterogeneous disciplines. Analyzing consumers and their purchase decisions/ consumption patterns/ post-consumption attitudes etc. only from an economic or psychological perspective will lead to an over-constrained problem, for which the solution will be at the same time academically unsound, and practically infeasible. Sallying forth on the wings of this realization, the present essay sheds some light on the significance of consumer behaviour research from a historical and multidisciplinary perspective, arguing against the isolation of the held within the narrow cones of a single discipline. The main objectives underpinning this work are the following: (1) to provide a straightforward conceptualization for consumer behaviour as a research domain; (2) to provide an extensive review of the main paradigms in the study of consumer behaviour; (3) to underline the importance of multidisciplinary approaches for a correct understanding of consumer behaviour. Even though this research represents a theoretical inquiry of previous literature, exhaustiveness is not one of its goals. Moreover, whilst they present evidence coming from previous works, the authors do not shy away from stating their own beliefs and ideas, thus imbuing the present work with an unmistakable subjective perspective.

**Keywords:** consumer behaviour research, the positivist-traditionalist paradigm, the interpretative paradigm.

## An introduction to consumer behaviour research

Field of consumer behaviour emerged at the beginning of the 1960s, drawing substance from different scientific paradigms. Jacoby (1976, pp.331-358) dense consumer behaviour as “the acquisition, consumption, and disposition of goods, services, time, and ideas by decision making units”, whilst Engel et al. (1986, p.5) place more emphasis on the internal cohesion of the decision process when denying the same concept: “consumer behaviour represents the acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts”. More recent writings usually build on the above mentioned seminar work. For example, Solomon et al. (2006, p.7) dense consumer behaviour as “the processes involved when individuals or groups select, purchase, use or dispose