

Articulating the Theoretical Emergence and Domains of Consumer Behaviour

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Abstract— This literature based paper tackles the emergence of consumer behaviour with an understanding that studying consumer behaviour is one of the most daunting tasks that marketers can ever engage in. In order to understand human behaviour, this paper uses an approach of touching on the consumer behaviour main domains and explains the views, perspectives, assumptions and possibly models developed under the domains. The paper therefore touches on the five main consumer behaviour domains which includes the Economic Man, the Psycho-dynamic approach, the Behaviourist approach, the Cognitive approach and the Humanistic approach.

Keywords— Consumer behavior, domains, eclectic school.

I. INTRODUCTION TO CONSUMER BEHAVIOUR

Khaniwale (2015) states that consumer behavior is the study of individuals in their capacity, or acting in groups, or organisations and the processes they utilise to select, secure, use, and dispose goods, services, experiences, or ideas to satisfy needs. This view is concurred by Solomon, Russell-Bennett and Previte (2013); Lobo, Meyer and Chester (2014) and Bray (2008) who use similar words to define consumer behaviour as the study of processes involved when individuals or groups select, purchase, use or dispose products, services, ideas or experiences to satisfy needs and desires. Schiffman and Kanuk (2006) defines consumer behaviour as encompassing the behaviours that people display when they are actively searching, purchasing, utilising, evaluating and disposing goods and services that have satisfied or from which they expected satisfaction. The definitions give room to issues that arise or may arise after purchasing and using the products which had been initially neglected by former consumer behaviour scholars (Shaw & Jones, 2005). Sahney (2012) stresses that in consumer behaviour there is need to study the processes an individual or groups go through to get a good, service or experience and how the process of utilising these products would impact the consumer and society. Consumer behaviour discipline blends components that exists in the fields of marketing, psychology, economics, sociology and social anthropology (Bray, 2008; Foxall, 1997; Foxall, Oliveira-Castro, James & Schrezenmaier, 2011; Schiffman, O'Cass, Paladino and Carlson, 2014). Kotler (2000) and Sahney (2012) propose that the study of consumer behaviour should embrace customer behaviour analysis in line with three distinct important roles an individual can play, which are a consumer being a user, payer and buyer.

1.1 Problem Statement

The main objective of this literature based paper is to simply identify the main domains of consumer behaviour which have assisted, down the history line, to understand and grow consumer behaviour studies to the current level. The different domains developed as authors investigated human behaviour under similar or different circumstances using various techniques, approaches, tools, philosophies from the traditional to conventional. Human behaviour is complex and fully understanding or predicting can be considered as unrealisable.

II. THE DAWN OF CONSUMER BEHAVIOUR

For over 300 years, the field of consumer behaviour has been an area of interest to many. Early economists such as Nicholas Bernouli, John von Neumann and Okar Morgenstern were investigating the concepts of consumer decision making (Bray, 2008; Foxall, 2005; Richarme, 2005). Cassels (1936) suggests that the ground breaking finding by the early economists at the time was the Utility Theory that calculated human behaviour from an economic perspective focusing on the purchase cost in relation to consumption satisfaction level. Consumers buy a product or make choices based on the favourability of the final result or what they expect to get. If the outcome to be produced or achieved is positive, then the consumer will buy and use the product, in that respect the consumer is very rational and self-centred (Bray, 2008; Schiffman & Kanuk, 2006). Previous economists viewed individuals as rational beings while modern views or studies, such as the marketing field, acknowledge various socio-psychological factors affecting the individual before, during and after purchase (Sahney, 2012). Socio-psychological factors evolved as a number of social scientific researches were carried out and paradigmatic approaches used (Bray, 2008; Kotler & Keller, 2015; Solomon, Bamossy, Askegaard & Hogg, 2007). Solomon et al., (2007) explain that scientifically consumers go through need recognition, information search, evaluation of alternatives, building of purchase intention, the act of purchasing, consumption and disposal, re-use or recycling of products.

The branching of the marketing theory and practice through the consumerism school of thought brought the emergence and development of critical studies in consumer behaviour (Ferrell, Hair, Marshall & Tamlia, 2015; Hermans, 2009; Kotler, 2000). Consumer behaviour's major thrust is to uncover the consumer's black box. The consumer black box has underlying forces that can be used to identify, explain, interpret or predict human conscious and subconscious behaviour when faced with internal or external environment variables, prompts or stimuli (Bray, 2008; Campitelli & Gobet, 2010; Foxall, Oliveira-Castro & James, 2006; Schiffman & Kanuk, 2006). The dawn of consumer behaviour studies in the marketing field has been a subject of intense debate as scholars argue whether it is a field of psychology that encroached into marketing, thus, giving insights to marketers about the behaviours of people (Fagerstrom, 2005; Sheth, 1985). Kotler (2000) agrees with Sheth (1985) in suggesting that consumer behaviour emerged as a dire quest by marketers to 'unbox' the consumer's black box in order to understand the hidden consumer decision making process. Similarly, according to Domegan (2010) it is the marketer's expedition to unpack the consumer black box which ushered in a dispensation of scientific and psychology inquiry into the marketing field.

2.1 Eclectic school of thought in consumer behavior

Arguably, the initial ideas on consumer behaviour emanated from economics, as a consumer was taken to be a 'utility maximiser' (Arboleda & Escobar, 2011; Foxall, 1990; 1992; 1993b; 1996). Freud (1923) also discusses consumer behaviour as emerging from the field of psychology. With this point of view, Freud (1923) believed that consumers can be manipulated by both open and subliminal messages. Authors integrated various views and thoughts into comprehensive models of consumer buyer behaviour. This led to the initial development of models such as the Model of Consumer Behaviour by Engel et al., 1968 and the Theory of Buyer Behaviour by Howard and Sheth in 1969. The Consumer Behaviour School of Marketing grew strong in the 1960s with the integration of cognitive psychology, risk taking, opinion leadership, information processing and other related ideas from psychology to sociology (Foxall, 1993b).

Schiffman and Wisenblit (2014) agree with Galalae and Voicu (2013) that in consumer behaviour, it is critical to understand that computer information processing systems provided a platform for comprehending human complex choice mechanism. Foxall and Greenley (2000) assert that behavioural complexity is a collection of what is happening within an individual, the internal processing of information or the action of mental traits. This philosophical standing can never be overcome by any amount of research or argument, in fact it can only be furthered by growing attempts to predict consumer choices using knowledge of attitudes, intentions and personalities.

2.2 The Domains of Consumer Behaviour

Diverse approaches have been used to study consumer behaviour (Foxall 2002; 2004; 2007). At least five classical approaches explain various positions and behaviours of individuals in the marketplace. Foxall (2007) says that a number of variables and circumstances have been accentuated differently to explain human behaviour and these are;

2.2.1 The economic man

Cassels (1936) says that man is economic by nature implying man would want to maximise on gains or benefits at little or no cost. Shaw and Jones (2005) and Richarme (2005) concur with this view with Richarme adding that consumer behaviour evolved with the need of man to be economic or rational with self-interest as the driving force. This assumption is in line with The Utility Theory – Perfect Decision which upholds that man tries to maximise on gains and minimise on losses. Foxall (1994) explains that The Utility Theory became the founding premise of human behaviour in the economic man or perspective. However, a 'perfect decision' is in most cases unrealistic as the world makes available limited information, time and motivation to a consumer (Foxall, 2005; Foxall & Yani-de-Soriano, 2005). In some cases the consumer is faced with other irrational influences such as social relationships, time pressure and societal-religious values (Bray 2008; Schiffman and Kanuk 2006). All these have an impact on what one purchases, how it is purchased, how much is purchased and at times when it can be purchased.

2.2.2 The psycho-dynamic approach

Bray (2008) and Foxall (2007) assert that Sigmund Freud (1856-1939) is the founding author of the psycho-dynamic approach. According to Sigmund Freud, biological influences through 'instinctive drives or forces' normally acting out of the conscious mind affect one's way of behaving in the marketplace (Foxall, 2007; Schiffman & Kanuk, 2006; Solomon et al., 2007). The psycho-dynamic approach's key assumption is that individual behaviour is subject to the biological drives (the id, the ego and the superego) rather than cognition or environmental factors (Freud, 1923). The psycho-dynamic approach therefore is premised on the assumption that biological drives rather than cognitive or environmental stimuli determines an individual's behaviour, even though this was discredited by the 'Little Albert' experiment (Bray, 2008). The 'Little Albert' experiment involved teaching a small child (Albert) to be afraid of non-threatening objects as they were paired with very loud noises. The experiment showed that behaviour can be learned through external events, giving birth to the behaviourism approach (Foxall, 2007). The behaviourist approach is discussed next.

2.2.3 The behaviourist approach

The behaviourist approach is founded on the principle that external factors to an organism are the causes of behaviour (Foxall, 1992). Everything that a living organism does which includes actions, thoughts and feelings fall in the description of what behaviour is (Foxall & James, 2001). Prominent authors of behaviourism include Burrhus Skinner (1904-1990) who originated the operant conditioning, John Watson (1878-1958) rejecting the introspective methods and Ivan Pavlov (1849-1936) who propounded the classical conditioning (Arboleda & Escobar, 2011; Khaniwale, 2015). Behaviourism exists only as part of a

possible explanation of consumer dynamics and the fact still remains that there is a great deal to be unearthed regarding individuals' responses when exposed to different or similar stimuli (Bray, 2008). Fagerstrom (2005) avows that a great achievement in the behaviourist approach is the confounding Behavioural Perspective Model (BPM), which is shown in Figure 1.

As shown in Figure 1, behaviour settings and learning history leads to behaviour that can be categorised into three types; which are informational reinforcement, adverse consequences and hedonic reinforcement (Foxall, 1996). Hedonic reinforcement occurs when a consumer buys, owns and consumes economic goods and derives satisfaction/ utility, informational reinforcement is derived through feedback from consumers and adverse consequences occurs in the costs of consuming, relinquishing money, waiting in queue, fore-going alternative and so on (Fagerstrom, 2005; Foxall et al., 2011). The learning history is considered as the total-sum consciousness effect that results from rewarding and punishing outcomes of previous behaviour (Foxall, 1996). Foxall (1998) added to the learning history variables that affect momentary buying which include mood, ability to pay, health and deprivation. Current behaviour settings defines the current relationship or position existing between the current environment and the individual.

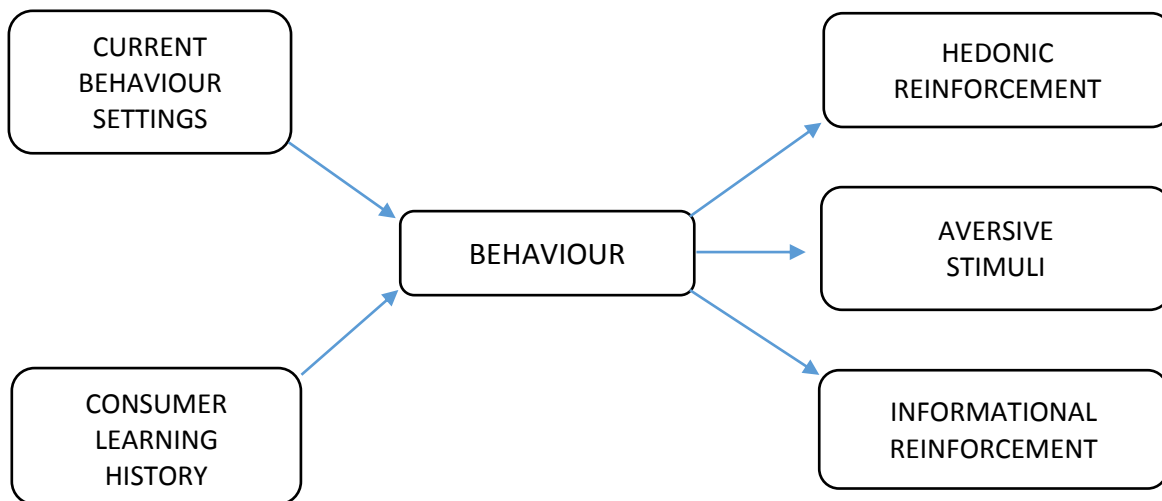


Figure 1: The behavioural perspective model
Source - Gordon R. Foxall (1993a): Consumer Behaviour as an Evolutionary Process

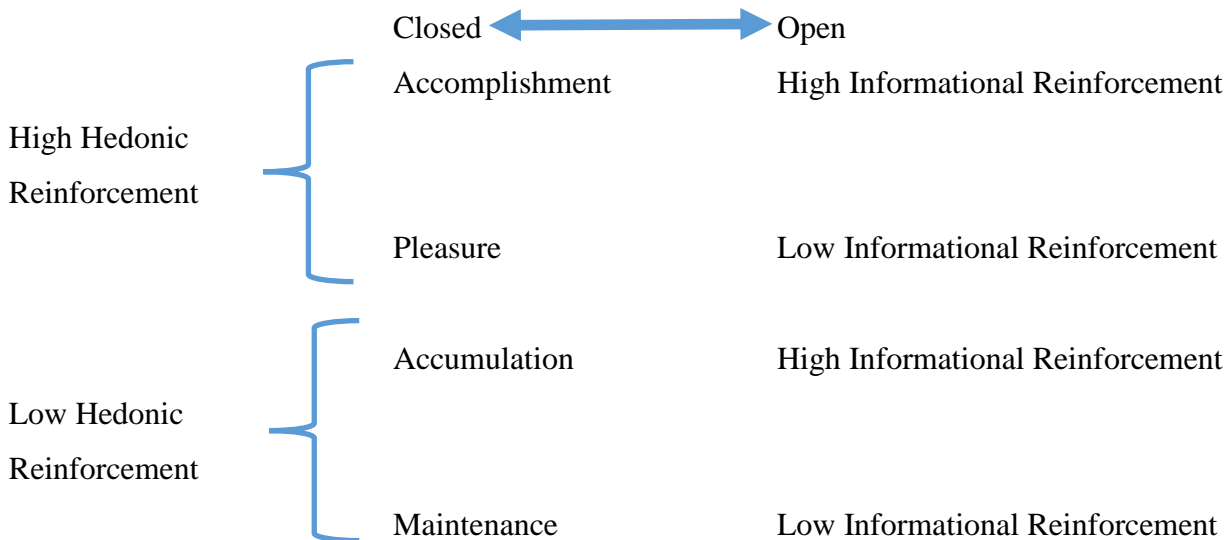


Figure 2: Operant classes of consumer behaviour
Source – Gordon R. Foxall (1993a): Consumer Behaviour as an Evolutionary Process

Figure 1 supports Figure 2 above which shows that behaviour is defined in the context of open behaviour (where consumers are free to behave in a particular way, or have been positively reinforced to do so) and closed behaviour (the influence of agencies and other elements determining behavioural patterns in pre-purchase, purchase and consumption) (Foxall, 1996).

Four categories of operant consumer behaviour can be discussed from the environmental forces emanating from behaviour settings as shown on Figure 2 (Foxall & Yani-de-Soriano, 2005). Firstly, accomplishment behaviour signalling the purchase and consumption of products or services related to personal attainment. Secondly, pleasure behaviour in the range of luxury such as consumption of and for entertainment. Thirdly, accumulation behaviour an indication of a tendency to collect, save and engage in instalments buying. Lastly, maintenance behaviour constituting activities necessary for one’s continued physical and welfare survival such as purchase and consumption of food. Maintenance behaviour also describe the ability to remain in a society by following laid down procedures and policies such as the payment of taxes.

Foxall (1998) disputes the fact that behaviourists use environmental stimuli as drivers of human behaviour and therefore purports findings such as the Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB) models as appropriate in telling the intentionality of an individual. To enable an understanding of mental processes, the cognitive approach came into picture.

2.2.4 The cognitive approach

Cognitive psychology developed strongly at the end of the 20th century to become a mainstream and useful field of consumer behaviour study. Jung raised the notion that a human’s mind is an information processor (Gould, 1991). This view was accepted by Foxall (1994) who argues that an individual is an ‘information processor similar to the working of a computer’. The cognitive approach became strong after the development of the Stimulus-Organism-Response model by Hebb in the 1950s as shown in Figure 3, yielding initial steps to the cognitive way of investigations (Bray, 2008; Jacoby, 2002). So, the cognitive approach was first decorated with the development of the Stimulus-Organism-Response model, and this model later led Bray (2008) in identifying the analytical and prescriptive models of human cognitive behaviour.



Figure 3: Stimulus-organism-response model of decision making
Source – Bray (2008): Consumer Behavior Theory. Approaches and Models

The Stimulus-Ogarnism-Response model explains that the mind plays a major role in what one purchases or what one responds to. Bray (2008), Schiffman and Kanuk (2006) and Solomon et al., (2007) state that behaviour (observed action - response) is a product of an individual’s mind in action or intrapersonal cognition. The cognitive approach acknowledges the environmental and social factors as stimuli or informational inputs into the consumer mind for decision making (Foxall, 1998). As much as the cognitive approach acknowledges the environmental and social factors as stimuli, the cognitive approach contests the explicative power of environmental variables as put across by the behaviourists (Foxall & Yani-de-Soriano, 2005). Bray (2008) identifies at least two broad classes of models of cognitive consumer behaviour that can be discerned, the analytical models and the prescriptive models.

a) Analytical models

Analytical models are demarcated as the grand models due to their scope, identification of an over-abundance of factors influencing consumer behaviour or decision making and their interrelatedness. Analytical models tend to take the classical five steps in making a decision, which are problem or need identification, search for information, alternative evaluation, selection of the best choice and outcome evaluation (Schiffman & Kanuk, 2006; 2014; Solomon et al., 2013). Well-known analytical models include the Theory of Buyer Behaviour (TBB) (Howard & Sheth, 1969) and the Consumer Decision Making Model (CDMM) (Khaniwale, 2015).

i) The Theory of Buyer Behaviour (TBB)

The TBB model offers a complex integration of numerous marketing, psychological and social factors on the consumer choice in an organised format of information processing (Foxall, 2005; Foxall & James, 2003). The input which can be marketing communications, accompanied by exogenous variables which includes any external information or factors such as the economy influence the human mind which has issues such as motivation or personality to produce a behaviour or output.

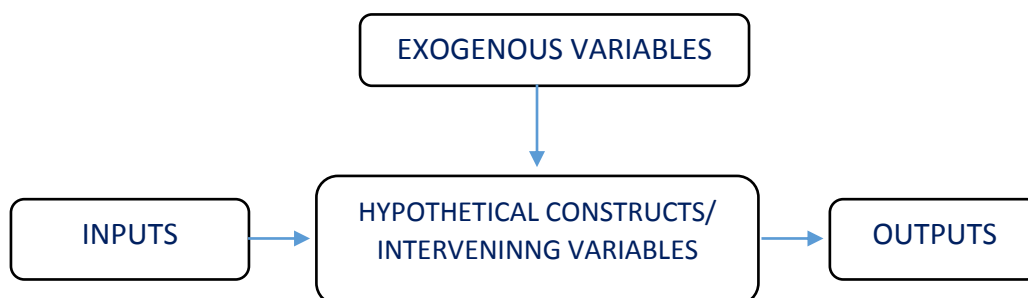


Figure 4: The theory of buyer behaviour
Source – Bray (2008): Consumer Behavior Theory. Approaches and Models

ii) *The Consumer Decision Making Model (CDMM)*

Engel et al., in 1968 developed the Consumer Decision Making Model which was originally recognised as the Engel-Blackwell-Miniard Model (Bray, 2008). The work on Engel-Blackwell-Miniard Model led to the development of the consumer decision making processes which comprise problem identification, search for information, evaluation of alternatives, choice, purchase, outcomes/ after purchase behaviour and divestment (Brosekhan & Velayutham, 2013; Schiffman & Kanuk, 2006; Solomon et al., 2007). Consumer decisions are mainly affected at two levels, internal and external. Initially, when stimuli is received, it is processed in line with the individual’s memories of previous experiences (internal) and furthermore, environmental influences and individual differences acts as external forces (Foxall, Oliveira-Castro & Schrezenmaier, 2004).

b) *Prescriptive models*

Prescriptive models of cognitive consumer behaviour provide guidelines, parameters or frameworks for organising consumer behaviour issues (Moital, 2007). The widely used models include the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behaviour (TPB) (Ajzen, 1991). The common feature in the prescriptive models is that the models puts in order how components should appear and they prescribe the effect that is observed under certain causal factors (Foxall, 1997). The models are useful to marketing and consumer behaviour practitioners who seek to modify marketing stimuli in order to achieve specific consumer responses (Kotler, 2000). Fagerstrom (2005) suggests that the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) underpin most attitude studies.

i) *The Theory of Reasoned Action (TRA)*

The TRA model was established by Icek Ajzen and Martin Fishbein (Fishbein & Ajzen, 1975). The model suggests that an individual’s desire or intention to do or not to perform certain behaviour is a function of two cognitive variables (Fagerstrom, 2005). Firstly, personal attitudinal judgements which are seen in one’s attitude against a certain behaviour. Secondly, a subjective norm component which is seen in an individual’s opinion of how other consider the importance or non-importance of the performance or non-performance of a behaviour. Figure 5 shows the Theory of Reasoned Action.

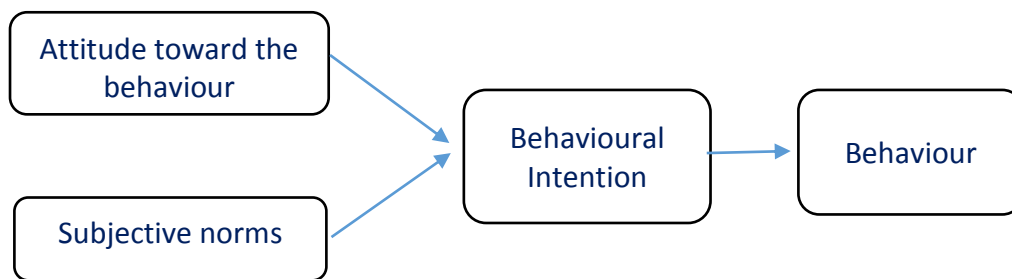


Figure 5: The theory of reasoned action (TRA)

Source – Fagerstrom (2005): The behavioural perspective model. A proposed theoretical framework to understand and predict online consumer behaviour.

Attitude toward the behaviour depict whether one prefers the behavior being exhibited or not, in the event that one prefers the behavior then the behaviour is reinforced. Subjective norms entails the belief that one follows a behaviour because it will be approved or supported by people in the society. When both attitude toward behaviour and subjective norms are positive it creates positive behavioural intention which leads to a certain behaviour demonstrated. The limitation of the TRA model exists in defining behaviour as a volitional element, meaning that behaviour requires motivation mainly on the part of an individual who is behaving in a particular way (Bray, 2008; Fagerstrom, 2005; Fishbein & Ajzen, 1975). The possibility of additional factors to the TRA spurred the growth of a modified form of the TRA model, with intervening factors, as shown in Figure 6 below.

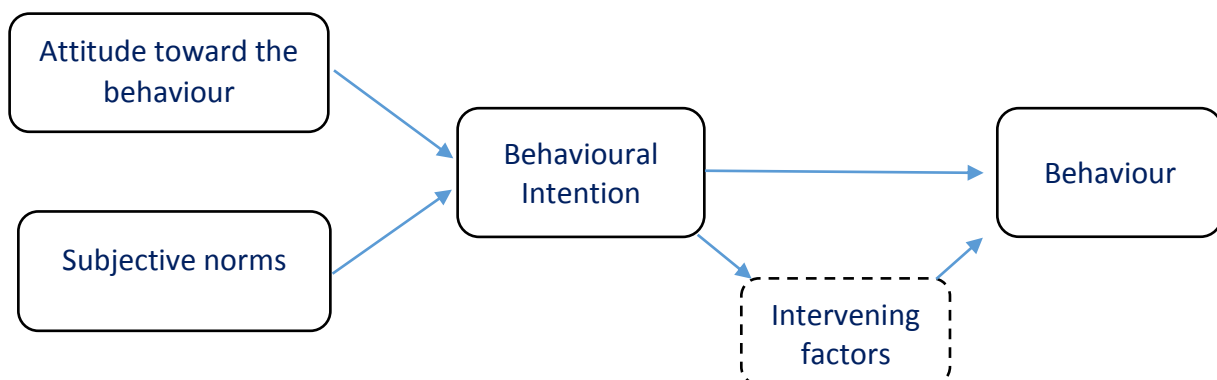


Figure 6: The theory of reasoned action (TRA) – ‘MODIFIED’

Source – Fagerstrom (2005): The behavioural perspective model. A proposed theoretical framework to understand and predict online consumer behaviour.

The TRA model modified version has addition of intervening factors which imply that even if one has high or positive behavioural intention, for certain behaviours to occur they can be moderated or checked by intervening factors such as the resources available for one to behave in that way, the physical stature of an individual and so on.

ii) *The Theory of Planned Behaviour (TPB)*

As Icek Ajzen attempted to expand the TRA model beyond most obvious work done on voluntary behaviours in 1985, his work gave birth to the TPB model (Ajzen, 1991). Ajzen inserted an additional factor, a third predicting cognitive variable to intention, which he termed the Perceived Behaviour Control (PBC).

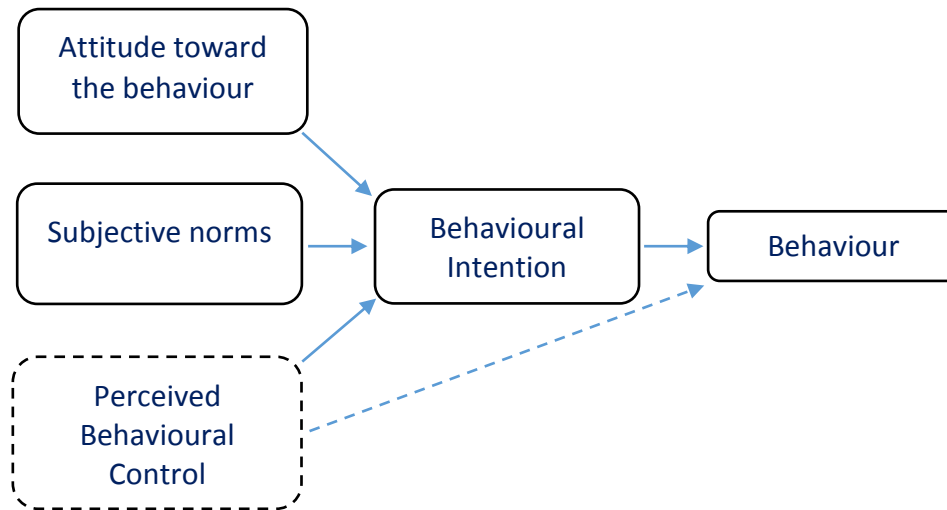


Figure 7: The theory of planned behaviour (TPB)

Source – Fagerstrom (2005): The behavioural perspective model. A proposed theoretical framework to understand and predict online consumer behaviour.

Loudon and Bitta (1993) concur with Ajzen (1991) that the main reason of introducing the Perceived Behavioural Control (PBC) is that most of the times the failure to perform certain behaviours does not only exist in the subjective norms or negative attitude, but is evident in the perceived lack of ability to perform the action. Thus, a customer who has a positive or favourable attitude and positive subjective norm (being positively supported by the community) will not perform an action because the consumer may believe that he/ she is not able to do the action (perceived behavioural control) (Ajzen, 1991).

Alsamydai, Alnaimi and Dajana (2015) agrees with Loudon and Bitta (1993) that after the TPB model, still there existed evidence of inconsistencies in the interrelatedness of attitude, intentions and behaviour. Bray (2008) in agreement with Loudon and Bitta (1993) went on to suggest components to improve the TPB model. The components include behavioural beliefs, normative norms, control beliefs and finally that there is an actual behavioural control component connecting perceived behavioral control to outright individual behaviour. The association of the components discussed is shown on Figure 8 below.

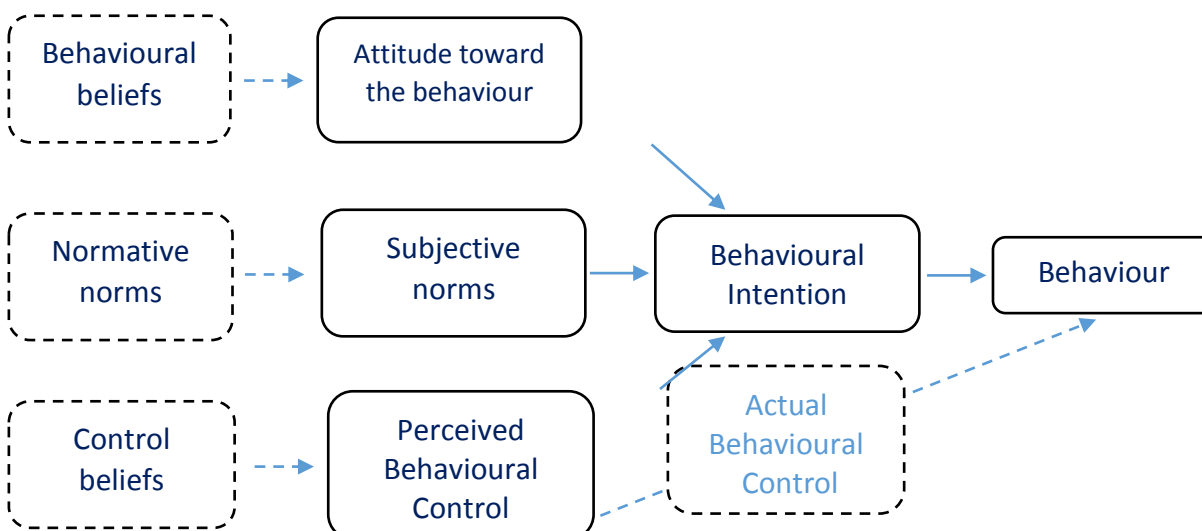


Figure 8: The theory of planned behaviour (TPB) – ‘MODIFIED’

Source – Fagerstrom (2005): The behavioural perspective model. A proposed theoretical framework to understand and predict online consumer behaviour.

In the modified TPB model, behavioural beliefs are considered as subjective assumptions that a behaviour will produce a given outcome, influences attitude toward the behaviour; normative norms which are standards used to judge behaviour outcomes determine subjective norms and control beliefs which refers to one’s ability to be in control of what will happen impact perceived behavioural control. The actual behavioural control implies one’s ability to quickly perform a certain behaviour by virtue of having the skills, resources and other pre-requisites necessary.

The models developed under the cognitive approach focused on how the rational human mind thinks, makes decisions and spur an individual to act. Despite the fact that cognitive models appeared more appealing in explaining consumer behaviour, there came a growing number of academics who started pointing out limitations of this approach and developed the humanistic approach (Foxall, 1993b). As such scholars started research to understand specific aspects of human behaviour, the need to understand human behaviour without generalising therefore led to the development of the humanistic approach.

2.2.5 The humanistic approach

Human beings need to be further understood in their individuality requiring more introspection into what causes people to behave differently under similar (or in some cases different) circumstances (Foxall, 1998). Instead of assuming humans behave as computers that can gabbage in and gabbage out, it has been noted that different human beings gabbage in same information and gabbage out different behaviours. That is, human beings are unpredictable and behave differently even though they are exposed to the same conditions. Many aspects which cause that include intentions, desires, learning, goals, motivation and feelings (Solomon et al., 2013). To explain such complex phenomenon, the humanistic approach developed theories which include the Theory of Trying, the Model of Goal Directed Behaviour, the Tri-component attitude model and the Multi-attribute attitude model.

Stewart (1994) highlights that emerging approaches are pronounced as humanistic, in that they try to find out concepts, introspective to individuals instead of giving a description of generic processes. In 1999, Natarajan and Bagozzi cited three perspectives to be considered in the emergence and development of the humanistic approach;

- i) The need to incorporate and not neglect the role of emotions in marketing, even if a consumer can be a rational being.
- ii) Bridging the gap between consumers’ stated buying intention and the final purchasing, in order to find out the volitional phases in decision making.
- iii) To find the influence of self-sacrificing motives towards consumer behaviour together with gauging the impact of egoism in marketing theory.

Therefore, to articulate the human being complex issues, as highlighted before, the humanistic approach developed the four models that are discussed here as follows; the Theory of Trying, the Model of Goal Directed Behaviour, the Tri-component attitude model and the Multi-attribute attitude model.

a) The Theory of Trying

Gould (1991) and Schiffman and Kanuk (2006) state that consumers have behavioural goals rather than behavioural intentions, therefore, they exert effort purposefully to achieve these goals.

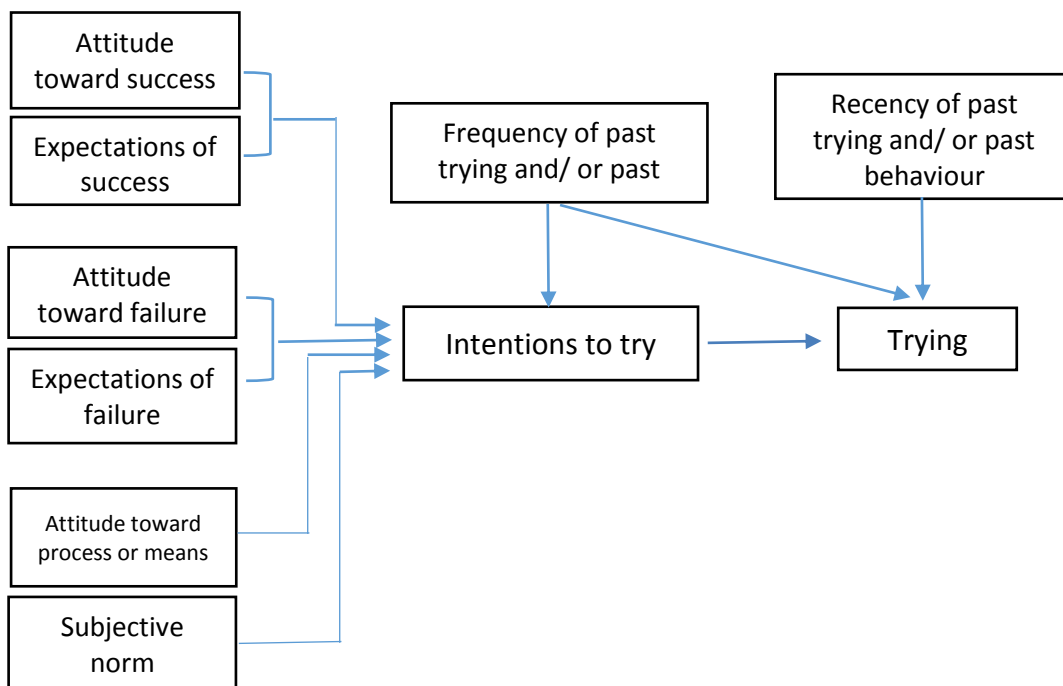


Figure 9: The theory of trying
 Source – Bray (2008): Consumer Behavior Theory. Approaches and Models

Gould (1991) believes that previous or past experience is integrated as a key factor in the humanistic approach, as the models in this approach assess or measure the human ‘trying to act’ component. Figure 9 explains that trying is a result of or is encouraged by the recency of past trying and/ or behaviour, frequency of past trying and/ or behaviour and intentions to try working individually or in a combination. On the other side, intentions to try build up through a combination of attitude towards and/ or expectations of success, attitude towards and/ or expectations of failure, attitude towards processes or means and subjective norms. A further understanding of intentions is expressed in the Model of goal directed behaviour as shown on Figure 10.

b) *The Model of Goal Directed Behaviour*

According to Fagerstrom (2005), the Model of Goal Directed Behaviour borrows greatly from the Theory of Planned Behaviour.

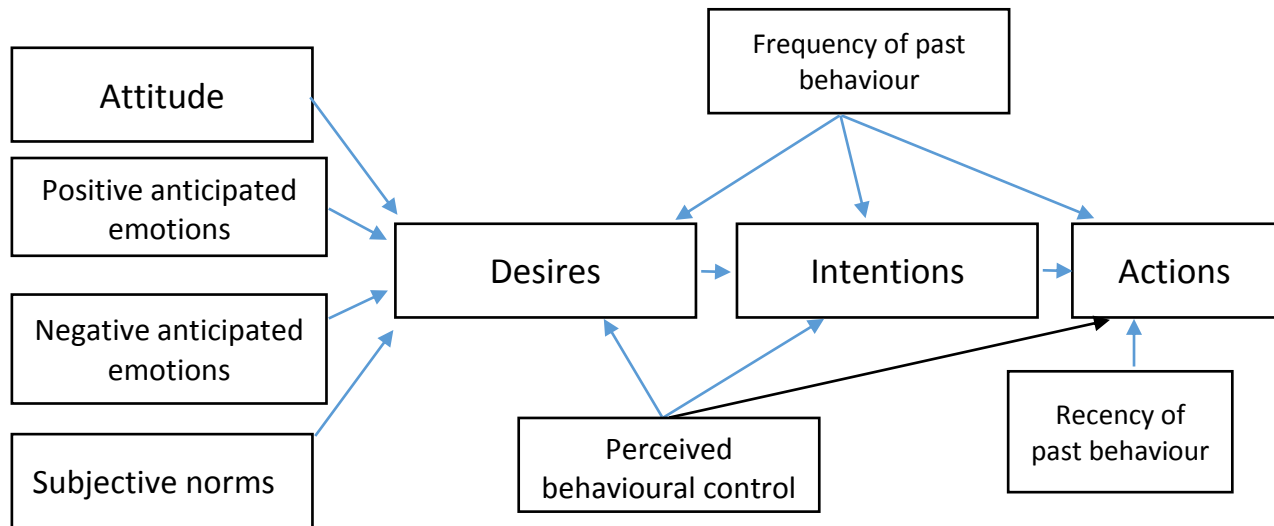


Figure 10: The model of goal directed behaviour
Source – Bray (2008): Consumer Behavior Theory. Approaches and Models

Figure 10 introduces the concept of desire and numerous researches prove that desire has consistently taken precedence and dominance over many acknowledged factors which are known to predict behaviour or intentions (Foxall, 1998; Foxall & Greenley, 1998; Foxall et al., 2006). Desire is created by a combination of attitude, subjective norms, positive or negative anticipated emotions. Desire stands to be the starting point of the development of intentions, therefore positive desires leads to positive intentions. Intentions can directly lead to actions though other factors such as frequency of past behaviour and perceived behavioural control can be present to influence. Finally, this model stresses that recency of past behaviour does not influence actions through intentions but recency of past behaviour has a direct influence to actions.

c) *Tri-component attitude model*

Brosekhan and Velayutham (2013) agreeing with Schiffman and Kanuk (2006) proposed three components that make up or cause the development of attitude, which result in a certain behavioural disposition. Khaniwale (2015) concurs with both Brosekhan and Velayutham (2013) and Schiffman and Kanuk (2006) that these three components includes affective – the feeling and emotions, cognitive – the rational thinking and acting, and conative – intentional and personal motivation as shown in Figure 11.

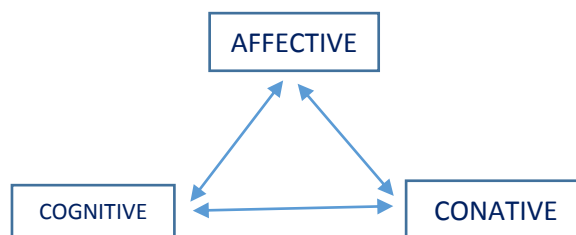


Figure 11: Reflection of the tri-component attitude model
Source - Schiffman and Kanuk (2006): Consumer Behaviour

d) *Multi-attribute attitude model*

Schiffman and Wisenblit (2014) discuss three categories of attitude models which are attitude-toward-behaviour model, attitude-toward-object model and response-action model. The Attitude-toward-object model occurs when people have a tendency

of appreciating favourably those objects in the custom of products (goods or services) or brands that they assume have a reasonable, fair or adequate level of features or attributes and the opposite is true (Raju & Xardel, 2007). According to Sahney (2012) the Attitude-toward-behaviour model is constructed based on people or is a people related model. Satisfaction or desire is derived from the owner or seller of the product or object to enhance positive consumer behaviour. Raju and Xardel (2007) assert that the response-action model presupposes that a person's attitude is developed from a conscious outlook of the others around, in other words, the society of people around us shapes our attitude. The positive or negative eyes of other people on a behaviour, at the same time, the positive or negative attitudes of other people towards a behaviour that one has exhibited could promote or discourage that behaviour (Kotler & Keller, 2015).

III. CONCLUSIONS

The Consumer Behaviour School deals with complicated issues of consumer psychology which makes the school a broad and complex marketing sub-discipline (Shaw & Jones, 2005; Schiffman et al., 2014). What makes consumer behaviour an assorted ideology is that it covers numerous individual consumer and social issues. The issues include buying (search and selection), consuming (use and disposal), consumer decisions as an individual and in groups, distinction between a buyer and a consumer, a consumer and a customer with their characteristics, roles and influences (Sahney, 2012). Sahney (2012) supports Loudon and Bitta (1993) that consumer behaviour is an area that is still broadening and developing further than the traditional domains of marketing.

Currently, consumer behavior studies can be summed up into the domain of the Economic man, the Psycho-dynamic approach, the Behaviourist approach, the Cognitive approach and the Humanistic approach; and whether consumer behaviour has been studied using any of these domains the bottomline is that each domain unpacks the complex human behaviour using its own unique but critical eye or angle. Notably, some thoughts in some approaches could have developed independently while some thoughts in other domains borrowed and/ or linked with previously developed domains in order to cover the identified weaknesses of the previous domain.

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