

MARK217 CONSUMER BEHAVIOUR

FINAL ASSESSMENT (FINAL EXAM) - ASSESSMENT 3

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ESSAY ONE - QUESTION 2

The trend of 'The Great Life Refresh' has strongly emerged within 2022, being applicable to various consumer behaviour concepts as well as daily personal activities. This trend refers to a consumer focus on personal growth, through the vices of purpose and values, which cause drastic life changes to occur. Of these various consumer behaviour concepts, personality is to be particularly highlighted as a main influence behind the trend. Includingly, motivation and values, as a consumer behaviour concept, directly relate to the trend's emergence. Furthermore, the concept of attitudes and attitude change also impacts the trend positively. Ultimately, these various consumer behavioural concepts relate and impact the emergence of this particular trend.

Personality, as a consumer behaviour concept, displays reasoning and influence behind the trend's strong emergence throughout the year. This concept refers to the manners in which an individual is influenced, in terms of responses and decisions, through their own psychological views (Tarka et al 2022). There are personality archetypes, universally shared ideas or behaviours that appear frequently, that relate to this particular trend. Many of these archetypes hold multiple values that can influence personal growth through purpose and values. Furthermore, personality traits provide more reasoning as to why an individual would take part in the trend as they may tend to be more inclined to stand for values and live by them. Personality traits can be defined as certain characteristics that display a consumer's purchasing personality. An example of this may be when an individual is diagnosed with a health condition and must now focus on their fitness, leading to purchasing habits regarding that. Personally, having an openness to new experiences, which is a part of the big five personality dimensions (Wu 2016), there is a higher likelihood of tending to purchase products that provide life experiences, such as a holiday and completing other learning courses, more often than individuals who seek to stay comfortable and to what they already know. Overall, personality greatly impacts the emergence of this trend.

Includingly, motivation and values is another consumer behaviour that correlates with the strong popularity regarding the trend. Motivation is the goal-oriented behaviour an individual holds, as well as values meaning holding beliefs that a condition is preferable to another (Ostinelli et al 2014).

An individual may be influenced by motivation in numerous ways in terms of consumer behaviour, such as introjection regulation. As this is ego-orientated, consumers may want to purchase a product motivated by social status, possibly being a drastic change from previous items bought. A great example of this is clothing, specifically if one usually purchases clothes from a medium-price store to purchasing clothing from a high-end store, all for social status even if that is not a fundamentally great financial decision. An aspect of motivation and values in relation to the trend that is applicable personally is the influence of religion. Religion can impact values regarding people, objects and ideas to this trend. An example of this would be certain

food products that aren't supposed to be consumed or certain items of clothing are to be worn. This can affect the consumer behaviours of an individual in terms of purchases made. Essentially, the trend is widely popular due to consumer behaviour concepts such as motivation and values.

Additionally, another consumer concept which is applicable to the trend is attitudes and attitude change. The concept of attitudes refers to the way in which an individual evaluates objects, people or ideas (Essiz et al 2022). Attitude change is the way in which attitude can change from one view, disposed to another regarding these objects, people and ideas (Essiz et al 2022). Cognitive dissonance, the inconsistency between an individual's attitudes, highly relates to the trend. AN individual may have two differing attitudes regarding an idea, motivating consumers to make change and resolve the issue. An example of this may be a person who eats in an unhealthy way but wants to be fit. The purchasing of healthier foods changes the differing attitudes to one, creating a change that is based on the individual's purpose. Personally, whenever the decision for an amount of money to be donated is through an emotional loyalty attitude. This refers to a commitment to a certain brand which brings positive feelings as well as attachment to ensure using the same brand or product next time when conducting a similar purchase (Sharma et al 2022). In personal practice, money is always donated to the same charitable organisation as they are known to be trustworthy and emit positive feelings due to the knowledge that the donations will be sufficiently managed. In brief, attitudes and attitude change clearly display a role in the significantly popular trend.

The widely utilised trend of 'The Great Life Refresh' relates to consumer behaviour concepts of which are both applicable and impactful its emergence. Of these consumer ideas, personality, motivation and values, as well as attitudes and attitude change are included. Concludingly, the three consumer concepts hold an impactful role in reasoning behind the emergence of the overall trend in 2022.

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ESSAY TWO - QUESTION THREE

Into the year 2022, the trend of 'Pursuit of Preloved' has emerged significantly with some consumer behaviour concepts providing substance as to why this trend is popular. This particular trend regards the element of secondhand shopping as well as peer-to-peer marketplaces due to the growing amount of consumers seeking affordable, unique and sustainable products. One consumer behaviour concept behind the emergence of this trend is buying, using and disposing. Another major concept applicable to the trend is lifestyle, income and social class. Additionally, the culture of consumption is a concept that highly relates and pushes the trend to its level of popularity. Ultimately, the three consumer behaviour concepts mentioned hold a role in the strong emergence of this trend.

Buying, using and disposing is a consumer behaviour concept that greatly influences the trend. This concept refers to the purchase, use and disposal of products through the contextual effects on buying, purchase environment and the post-purchase outcomes (Rithvikaa et al 2017). A consumer may hold a shopping orientation, which is the consumer's attitudes and motivations regarding the act of a purchase (Ladhari et al 2019), that is based on the social experiences. More specifically, peer-to-peer marketplaces can act as social events as well, such as at markets and fetes. Furthermore, the sharing of common interests is also a major aspect of shopping orientation as many of the individuals at these places of purchase are looking for affordable and unique products, relating to the emergence of the trend. Personally as a student, I may look to buy things from other students who are finishing their studies and moving elsewhere as products may be more affordable to purchase through them compared to buying something brand new. An example of this is a toaster bought through a students website. In total, buying, using and disposing is a concept that is directly behind the emergence of this trend.

Another concept that justifies the increase of popularity in the trend is lifestyle, income and social class. This refers to the consideration of consumer spending and economic behaviour through the lens of income and social class (Flemmen et al 2018). Income patterns can play a significant role in the trend as a declining economy can cause individuals to lose money every year (Chu et al 2021), leading to activities mentioned within the trend. Social class can greatly impact this trend as it affects lifestyle practices. More specifically, people tend to be grouped together in a social class leading to those -peer-to-peer marketplaces, further relating to the increasingly popular trend. Personally, as mentioned before, being a student requires that most of my time is spent studying, not working. This leads me to have a lower income and generally be lower in social class compared to others. This forces me to purchase more affordable products, mainly being secondhand items. In review, lifestyle, income and social class is a major aspect to the significant growth of the overall trend.

Includingly, the culture of consumption, as a concept, provides applicable insight into the strong emergence of this overarching trend. Through this concept, it is inferred that cultural context heavily impacts the way products are viewed, bought and consumed by consumers (Roxburgh 2018). High culture items, such as art products and craft products, are often sold as pre-loved products at marketplaces. These are known to be unique and can often be affordable. Personally, my family has bought rare ceramics from other family friends when they have no need for them anymore, such as when they are moving out. These items tend to be known as cultured systems and items which inspire emotional reactions within individuals. In short, the culture of consumption provides significant insight to the trend.

The trend of 'Pursuit of Preloved' is widely popular due to various consumer behaviour concepts. These concepts include; buying, selling and disposing, lifestyle, income and social class as well as the culture of consumption. These three ideas are impactful and greatly influence the emergence of this overall trend.

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ESSAY THREE - QUESTION FOUR

‘Self-Love Seekers’ is a trend that has popularly emerged into 2022 and has significant consumer behaviour concepts to establish its significance. This trend regards the spending habits and lifestyle choices of authenticity, inclusion and acceptance in order for individuals to embrace their truest selves. One consumer behaviour concept applicable to this trend is the self. Includingly, individual decision making is another concept that reinforces the trend. Additionally, groups and social influence is yet another concept reinforcing the trend’s popularity. Fundamentally, the trend is reinforced by consumer behaviour concepts in order to uphold its emergence into 2022.

The consumer behaviour concept of the self provides reasoning behind the trend’s growth in 2022. The self is defined as the ways in which an individual organises themselves through identities, feelings and thoughts while being influenced by self-reflection and other personal views (Mandel et al 2017). Individuals will tend to primarily look after their own interests and attitudes as well as their feelings. An example of this might be when a game is played to win a prize, you beat the other opponents as you want the reward over others. In essence, the self allows for an insight behind the growth of the ‘Self-Love Seekers’ trend.

Additionally, individual decision making also reinforces the trend’s significant emergence. This concept displays the perspectives to which consumer decisions are made from, being cognitive, behavioural and affective (Gollwitzer et al. 2019). Individuals tend to have their decision making skills in accordance with self needs whether it be physical or mental. An example of this is going to a mental therapist in order to keep mental health in shape. In summary, individual decision making provides the psychological manners that influenced the growth of this trend.

Furthermore, groups and social influence provide insight to the justification of the widely popular trend. Groups and social influence refers to the way in which an individual is affected by their social identity within groups as well as the influence of the same and/or other groups (Mau et al. 2014). Groups and social influence can cause an individual to join and pay for a sports team of a certain club to be with peers, such as a soccer club or drama club. In brief, groups and social influence displays reasoning behind consumers who were applicable to the trend.

The strong emergence of ‘Self-Love Seekers’ as a trend into 2022 clearly holds various consumer behaviour concepts as its reinforcement. These consumer ideas include; the self, individual decision making as well as groups and social influence. Ultimately, the use of these concepts allows the trend to maintain its popularity.

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