

CONSUMER BEHAVIOUR SETTING

Closed



Open

ACCOMPLISHMENT

High Utilitarian/High Informational
Reinforcement

Fulfilment

Excitement, fulfilment, pleasure and social approval:
casino gambling, personal development training

Status Consumption

Extended consumer behaviour /
Extended problem solving: search and evaluation
for status symbols

HEDONISM

High Utilitarian/Low Informational
Reinforcement

Inescapable Entertainment / Relief from Discomfort

Museum visit, inflight movie, meal consumption,
taking medication

Popular Entertainment

Variety, pace and change: TV shows, sensational
stories, listening to popular music

ACCUMULATION

Low Utilitarian/High Informational
Reinforcement

Token- Base Consumption

Collecting through purchase- based token economies:
gathering trading stamps, hotel points, „air miles“

Saving and Collecting

Systematic collection or accumulation of tokens:
coupons, promotional deals, installment buying

MAINTANANCE

Low Utilitarian/Low Informational
Reinforcement

Mandatory Consumption

Compulsory purchase and consumption of state-
enforced escape commodities: TV licensing, health
insurance, pension- fund membership

Routine Purchasing

Habitual purchasing of socialized economic
necessities: buying consumer goods, having dental
check- up