

September 16, 2008 Featured Speaker

Irrational Consumer Behavior: Emotional and Unconscious Buying Mechanisms

Speaker

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Abstract

In recent times, there is an increasing amount of research from a variety of view points into irrational consumer purchasing behavior. For example, one school of thought focuses on unconscious purchases habits. Another school of thought focused on the emotional and conscious irrational purchasing habits of consumers. Recently many researchers are focusing on such arguments, but up until now the theories have been for the most part abstract and/ or instinctive.

In order to clarify the factors that contribute to temptations that lead to irrational consumer purchasing habits, it is necessary to identify consumers' needs. In order to make an effective marketing strategic plan, it is necessary to study such buying habits in a rational manner.

This present research attempts to examine the existent recognition theory and also economical rationale. The research will also examine decisive factors through analyzing information from media and advertisements from shops to show the impact of irrational informational interpretation. The goal will be to show factors that finally impact consumer internal buying behavior.

Commentator

TBA