

عنوان مقاله:

Consumer Behavior Modeling Regarding to Consumer Attitudes

محل انتشار:

چهارمین کنفرانس بین المللی سالانه تحولات نوین در مدیریت، اقتصاد و حسابداری (سال: 1400)

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خلاصه مقاله:

The term behavioral economics has recently become popular in a number of contexts, but it refers to rather different approaches that display little by way of shared methodology or even a common view of the nature of human behavior and the factors of which it is a function. The behavioral economics of Herbert Simon suggests, for instance, that firms and consumers do not maximize but "satisfice," producing satisfactory results rather than acting optimally, simply because humans do not have the information or the cognitive skills that would be required to maximize. Conservation studies included those focused on increased bus ridership by using token reinforcements on intermittent and continuous schedules and reducing miles driven by college students. Other research showed that behavioral techniques such as prompting, a rebate system, video modeling, and feedback can effectively increase residential energy conservation. Ethical consumer behavior can be interpreted as "decision-making, purchases and other consumption experiences that are affected by the consumer's ethical concerns. Analogous to this definition, "ethical consumption" can be understood as "the purchase and use of a products and services chosen freely by an individual consumer that concern a certain ethical issue, such as human rights, labor conditions, animal well-being, environment, etc. Some forms of ethical consumption contribute to the improvement of natural environment, while others are focused on benefits for people

کلمات کلیدی:

Consumer Behavior, Behavioral Economics, Muslim Consumer, Islamic Economics

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