

Research on Theory Sources of Art Consumer Behavior Model

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Abstract. As a part of people's spiritual and cultural life, art consumption has become normal in people's life, therefore, art consumption behavior has become an important research topic of many scholars. This paper discusses theory sources of art consumer behavior model from the general behavior to the general consumer behavior model and the art consumer behavior model.

Keywords: Behavior theory; consumer behavior model; art; theory reference.

1. Introduction

As a kind of consumer behavior, the construction of art consumer behavior model follows the principle of general consumer behavior model's construction, and the construction of the general consumer behavior model is connected with the general theory of behavior closely. In this paper, theory sources of art consumer behavior model are discussed in accordance with the route from the general behavior to the general consumer behavior and the art consumer behavior.

2. Evolution of Behavior Theory

Watson [1] (1913) was an early psychologist to research the behavioral theory, who put forward the behavior research model of S-R.

Woodworth [2] raised the S-O-R model of human behavior to replace the S-R model of Watson in 1929. "S" represents the stimulus of the internal and external environment. "O" stands for the organism that is the behavior main body, which refers to internal physiological and psychological characteristics of the organism caused by the internal and external environmental stimuli. "R" is the external manifestation of physiological and psychological changes.

On the basis of Woodworth's S-O-R model, Tolman put forward the concept of intermediary variable. Tolman thought that "O" could be seen as an intervening variable which was the behavior's intrinsic determinant between the stimulus and the response. [3] Tolman's behavior theory involves the content of cognitive aspects, so there are many people who believe that Tolman is the pioneer of contemporary cognitive psychology.

Cognitive psychology has broad sense and narrow sense. In western psychology, it often refers to narrow cognitive psychology, namely, Information processing and cognitive psychology, which put forward the "Input-Black box-Output" model that can be compared with the computer operation based on the model of S-O-R.

As a discipline, psychology theory system is so huge and difficult to measure, it provides the theoretical basis for the study of consumer behavior. In this paper, we just list the theory which is more close to the behavior.

3. Classic Consumer Behavior Model Introduction and Theory Reference

3.1 Howard-Sheth Model.

Howard and Sheth put forward Howard-Sheth model in 1969 and the main factors influencing the consumer decision-making process are divided into four aspects: Stimulating factors; External factors; Internal factors; Reaction factors. [4] The structure of Howard-Sheth model learns from the "Input-Black box-Output" model which develops from the S-O-R model. The corresponding relationship among the three models is shown in fig. 1.

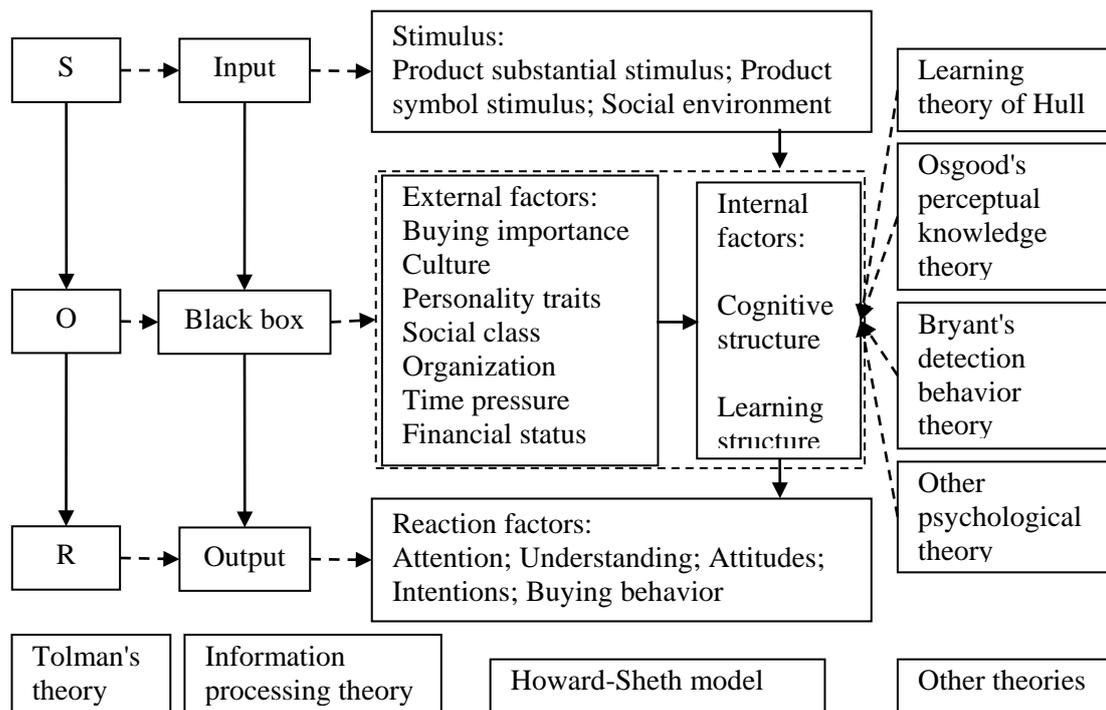


Fig. 1 Corresponding relationship among S-O-R model, "Input-Black box-Output" model and Howard-Sheth model

"S", "O", "R" represent "Input" "Black box" "Output" respectively. The input of Howard-Sheth model is the stimulus from market and social environment and the output is the responses which are made by external stimulus and psychological factors. The black box includes external factors which are used for showing individual differences characteristics and influencing consumer decisions and internal factors which are influenced by stimulus and external factors. The relationship among internal factors is the product of learning theory of Hull, Osgood's perceptual knowledge theory, Bryant's detection behavior theory and other psychological theory.

3.2 Kotler Model.

Kotler's consumer buying behavior model is the classic marketing model, and this model describes the whole process of consumer behavior, that is, consumers are stimulated by marketing and other factors, then come into buyers' "black box" and produce responses. [5] Kotler model follows the general rules of "S - O - R" model whose origin can be traced back to Tolman's new behaviorism psychology and Information processing theory of cognitive psychology. The corresponding relationship among the three models is shown in fig. 2.

We can see that the structure of Kotler model learns from the S-O-R model from the corresponding relationship between Tolman's theory and Kotler model. "S", "R" represent marketing stimulus, other stimulus and choice of product, brand, distributors, purchase quantity, purchase locations respectively. Intervening variable "O" includes individual difference variables such as Physiological (P), Heredity (H), Training (T), and Age (A) which are corresponding to the buyers' personal characteristics. The psychological, social and cultural characteristics are corresponding to require system, faith value motivation and behavior space of the intervening variable.

The corresponding relationship between Kotler model and Information processing theory is that Kotler treats "O" as buyers "black box" from "black box"'s concept of Information processing theory.

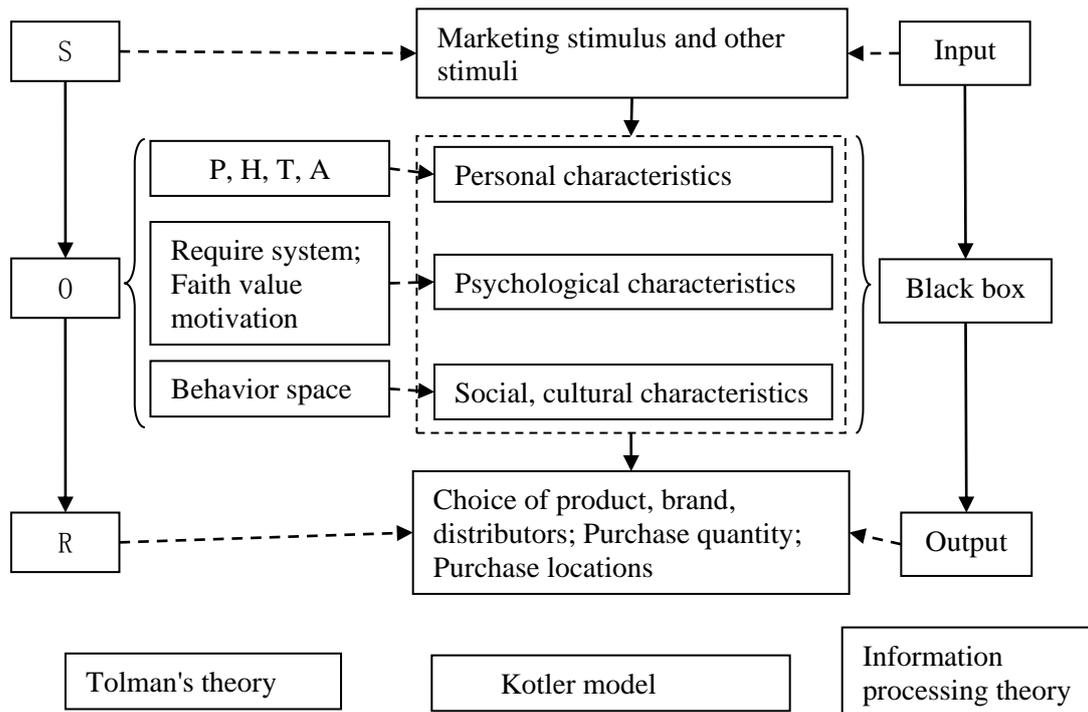


Fig. 2 Corresponding relationship among S-O-R model, Kotler model and "Input-Black box-Output" model

3.3 Other Models.

There are other consumer behavior models such as Nicosia model, EMB model and so on which are also constructed on the basis of "S-O-R" and "Input-Black box-Output" models.

4. Art Consumer Behavior Model Introduction and Theory Reference

Scholars' study on art consumer behavior model is less than consumer behavior model. We just list Zhang Ligu's art consumer behavior model and Cheng Qiaoming's art market consumption ecological butterfly model.

Zhang Ligu's model [6] inherits Kotler model and combines the actual market and consumers' situation when discusses art consumer behavior model. He thinks that stimulus factors are art product and price, place, promotion of art product, other stimulus factor is external environment of art consumers' buying behavior. Black box factors refer to art consumers' characteristics and decision making process. Consumer characteristics refer to the individual consumer conditions and psychological factors, as well as their ethnic, cultural, social and religious factors and decision making process refers to the whole process of mental activity from producing purchase motivation to evaluating the art product. In responses, product selection refers to the art type, category selection and the choice of specific work; Brand choice is the choice of art creators, that is, to choose the high famous artist, or a general artists; Dealer selection refers to the choice of commercial mediation.

Cheng Qiaoming [7] builds art market consumption ecological butterfly model from three aspects of art consumption subject, art consumption object, art consumption content which learns from Kotler model partly. Art consumption object contains information works, art information and art services three categories which are product factors in Kotler model. Art consumption activities often experience four steps of consumption choices, consumption trying, consumption experience and consumption-set. In each step, the consumption subject always experience different reaction of body and mind that can be seen as the black box which includes the consumption process and the psychological factors in the process of consumption. This model not only emphasizes the purchase of art product, but also pay attention to the art consumption and post-purchase behavior.

5. Summary

Through the above analysis, the behavioral paradigm of consumer behavior research method starts from the general behavior patterns---"S-O-R". On the basis of this model, many scholars improve and develop them combined with other theories to form a variety of general consumer behavior model on the basis of which art consumer behavior models are developed.

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