

UNDERSTANDING THE SMOKER AS A CONSUMER

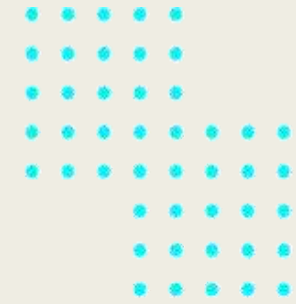
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UTILITY THEORY

It assumes that consumers aim to maximize their utility by making decisions that provide the greatest benefit for the least cost.

PSYCHOLOGICAL THEORIES

The Freudian theory posits that consumers make choices based on subconscious desires and needs, while Maslow's Hierarchy of Needs suggests that consumers prioritize fulfilling their basic needs before moving on to higher-level needs.

CULTURAL AND SOCIAL THEORIES

Cultural theories assert that consumers are shaped by their cultural background and values, while social theories highlight the role of reference groups and social interactions in decision-making.

COGNITIVE THEORIES

This theory suggests that consumers engage in a cognitive evaluation of products and brands, considering factors such as product attributes, price, and brand reputation before making a decision.

BEHAVIORAL ECONOMICS

It challenges the assumption of perfect rationality and acknowledges that consumers often make choices that deviate from traditional economic models.

Understanding Consumer Behavior



MICHEL FOUCAULT



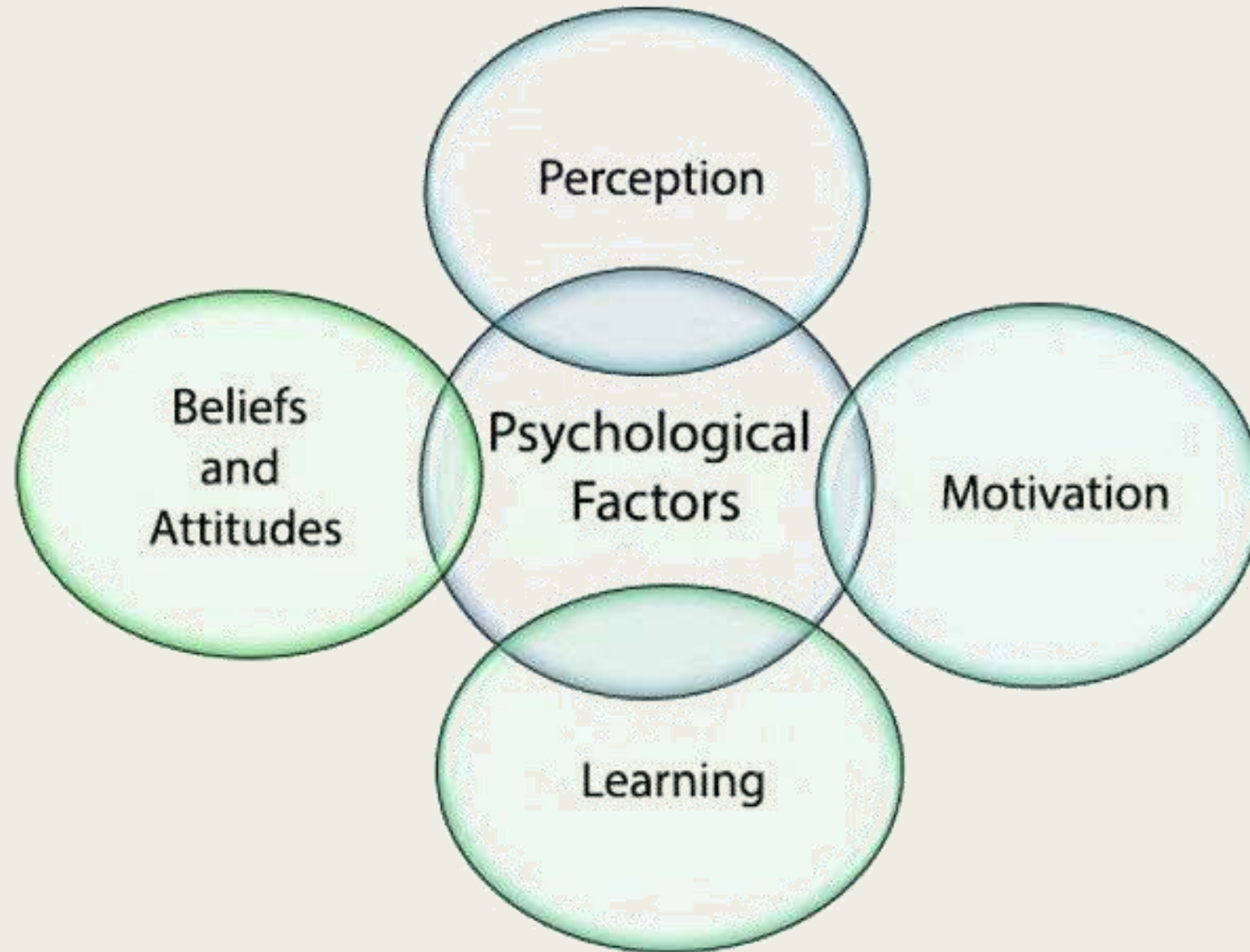
THE BIRTH OF
BIOPOLITICS

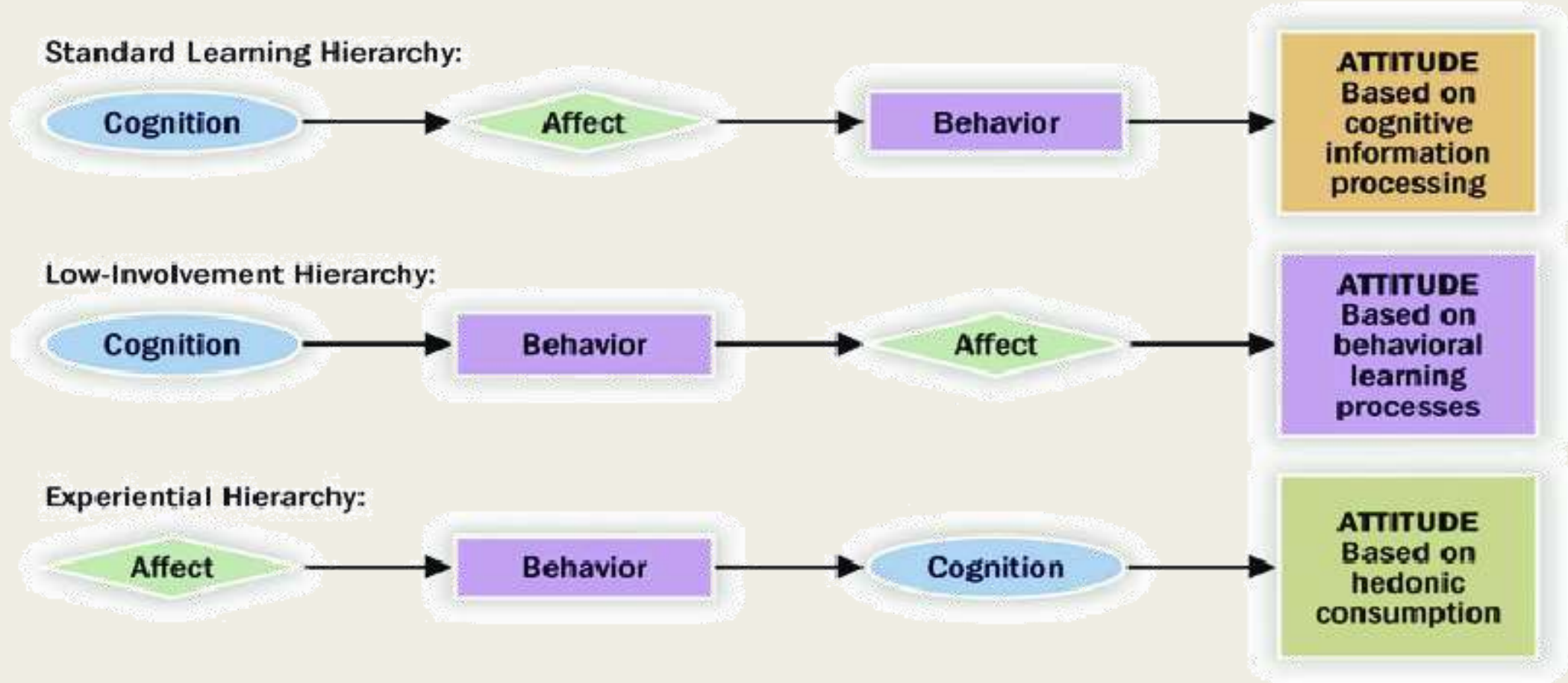
LECTURES AT THE COLLÈGE DE FRANCE
1978-1979

EDITED BY MICHEL SENELLART, TRANSLATED BY GRAHAM BURCHELL
GENERAL EDITORS: FRANÇOIS EWALD & ALESSANDRO FONTANA
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In neoliberalism *homo economicus* is an entrepreneur, an entrepreneur of himself, being for himself his own capital, being for himself his own producer, being for himself the source of his earnings. *Homo economicus* appears precisely as someone manageable, someone who responds systematically to systematic modifications artificially introduced into the environment. (Michel Foucault, 1979)

Economic Sociology & Political Economy community

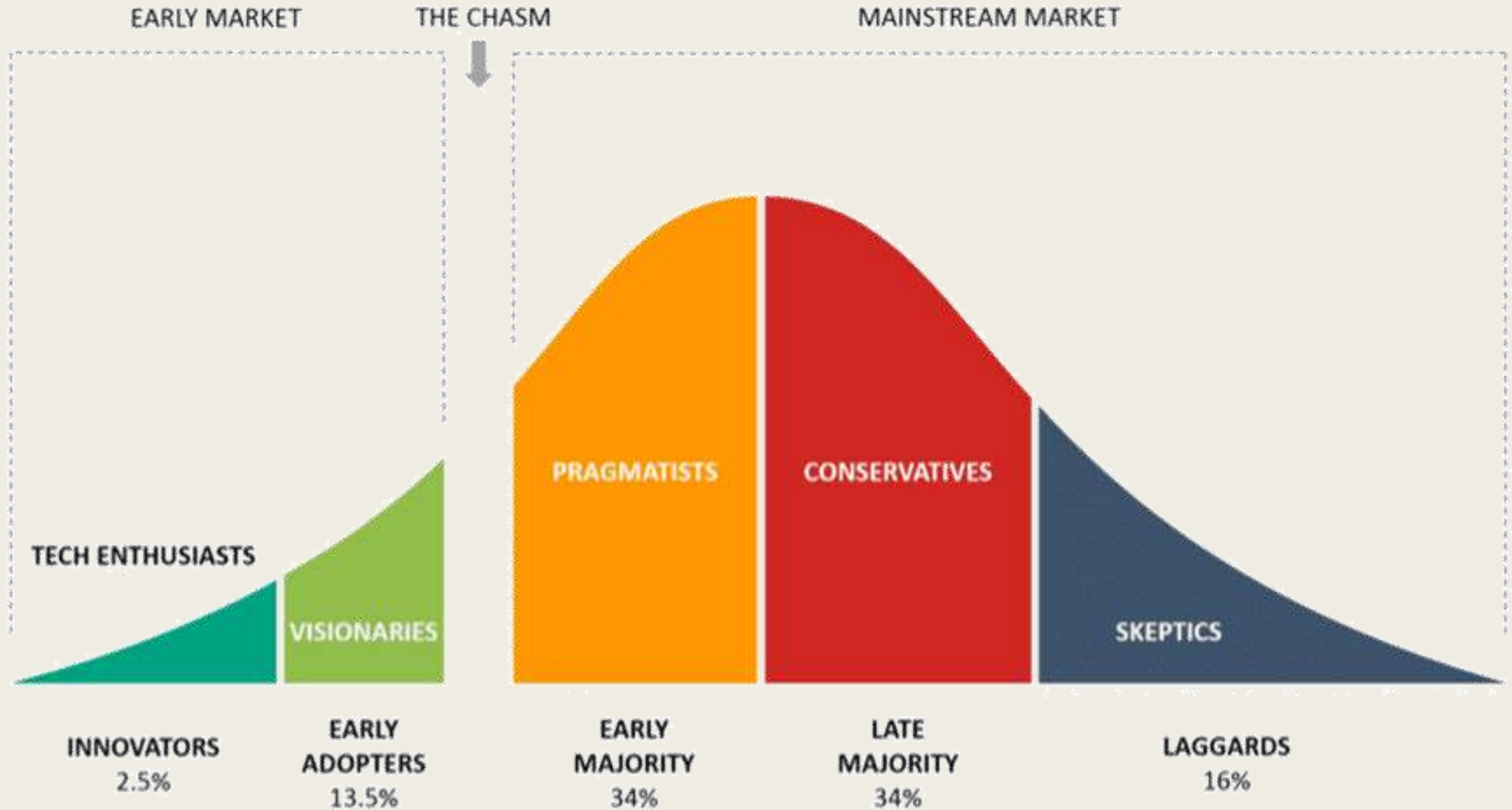


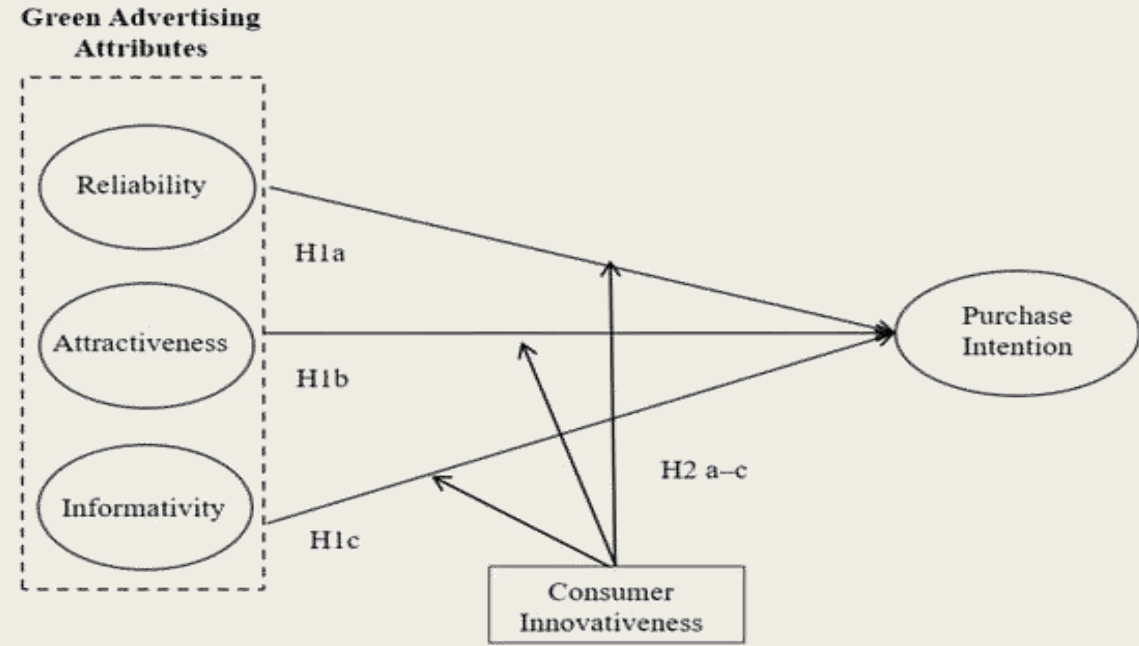
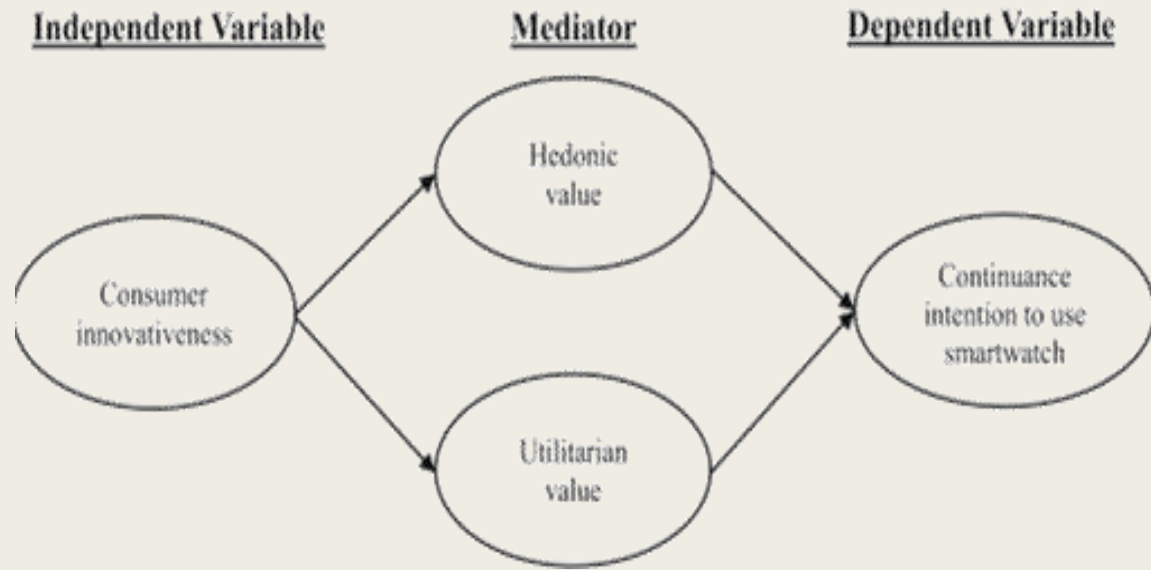


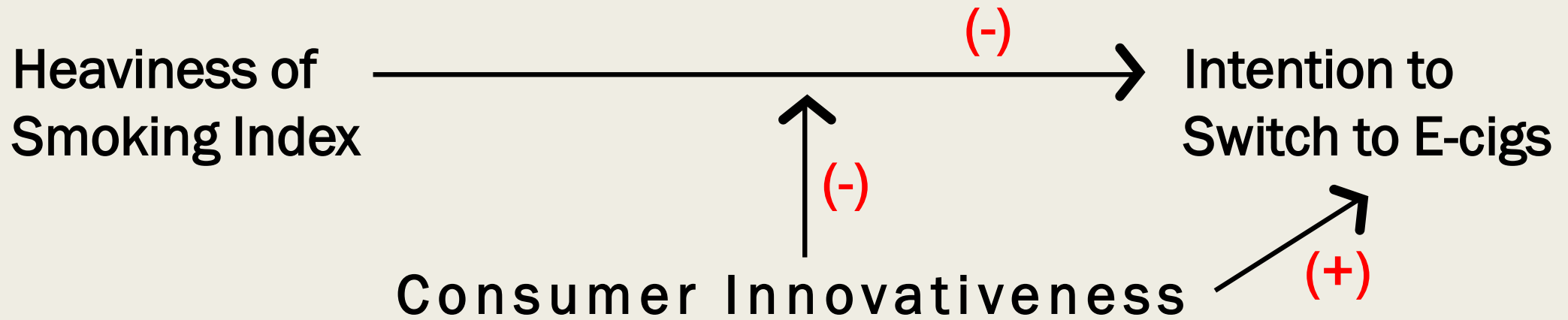












■ **Six-item DSI scale developed by Goldsmith and Hofacker (1991)**

1. In general, I am among the last in my circle of friends to purchase a new wine. (-)
2. If I heard that a new wine was available through a local store, I would be interested enough to buy it. (+)
3. Compared to my friends, I do little shopping for new wine. (-)
4. I would consider buying a new wine, even if I hadn't heard of it yet. (+)
5. In general, I am the last in my circle of friends to know the names of the latest wines and wine trends. (-)
6. I know more about new wines than other people do. (+)

■ **Six-item PA scale developed by Mugge et al. (2010)**

1. This camera has no special meaning to Joris
2. This camera is very dear to Joris
3. Joris has a bond with this camera
4. This camera does not move
5. Joris is very attached to this camera
6. Joris feels emotionally connected to the camera

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THANK YOU!

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