

Collecting Regarding Consumptions Styles and Behaviors

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Abstract

Collecting is mentioned as a kind of consumption by many scientists. However, there are varieties in the type of consumptions which are also related to the behavior of the consumer. This paper regarding comprehensive review of the literature focuses on consumption behavior and considers it through collecting. The related researches categorize the factors which influence on collecting consumption to compulsive purchase, obsession, culture, desires, luxury aspects, a kind of addiction, set completion, passion, social activities, prestige, financial causes and limitations, the elements related to value, and etc. Besides, issues related to collecting consumption are also considered as issues for society, family, and individuals. Collecting is a type of consumption beyond everyday needs. It is luxury and based on desire. Collecting also transfers consumable features to culture.

Keywords: Consumer behavior, Consumer style, Buying style, Decision making

1. Introduction

Categorizing and studying consumption in different forms is helpful for marketing and stating of market through relevant consumer. Collecting is one of the consumption's forms which had been studied by researchers who were interested in. This paper considers the literature review about consumption by focusing on collecting buying. The problem is about the kind of behaviors which influence on collecting consumption and relations among these behaviors, collecting, and consumption. The importance of the problem in this study is to understand behaviors and causes which effect on collecting as consumption. Categorizing and considering the relations of these behaviors based on the consumption's style is significant. Indeed, relevant scholarship is based on the sources and researches in collecting behavior which are introduced in the references of the paper.

2. Discussion

2.1 Decision making in collecting consumption

Gaoet *al.* (2014) believe consumers can explore extra items to achieve their goals. The consumer style of collecting behavior is not based on pre-buying decision. It usually happens through an unplanned process. In this regard, Hogg (2003) mentions, collecting is a kind of consumption which often starts accidentally than personally. Gaoet *al.* (2014) indicate making decision in buying collectibles happens through a top-down process

of goal setting. Besides, Baekeland (1981) asserts sometimes collectors' persuasion happen in a bargain situation or by outsmarting of other people in an auction. Gaoet *al.* (2014) reckon that the need to justification effects on consumer's behavior to make a decision as well as to choose a collectible.

Table 1: Classification of authors' assertions of collecting consumptions about pre-buying decision

Assertion	Authors
Unplanned process	Gaoet <i>al.</i> (2014)
Accidentally	Hogg (2003)
Top-down process	Gaoet <i>al.</i> (2014)
Persuasion in a situation	Baekeland (1981)
The need to justification effects on consumer's behavior to make a decision	Gaoet <i>al.</i> (2014)
Being suspicious whether collecting starts by the aim of collecting or without aim	Baudrillard(1994)
Beginning in a tipping point situation	Gaoet <i>al.</i> (2014)
Decision making in an organization's repository for collecting normally is taken by the administrator, responsible staff, and researchers in competition with the organization	Jimerson(2003)

However, Baudrillard(1994) declares one of the important things in collecting consumption, which the experts are

always suspected about it is the collector never starts to collect by the aim of collecting the collection. Gaoet *al.* (2014) declare collecting is a non-linear consumption style, and they begin in a tipping point situation. Besides, collectors as consumers are interested in keeping the status quo of them below the tipping point. Jimerson (2003) mentions decision making in an organization’s repository for collecting of what is needed, normally is taken by the administrator, responsible staff, and researchers in competition with the organization.

2.2 Categorizing collecting under consumption forms

Pearce (1995) believes that collecting is a kind of consumption, which makes the distinction between genders. However, Belk *et al.* (1988) believe collecting is a type of consumption, which is common, and it extremely involves the collector. Besides, Pearce (1995) declares that collecting is a kind of consumption, which is beyond everyday needs. Macdonald (2006) declares consumer’s culture changes collecting form to a form of consumption. Belk (1995) mentions to contemporary collecting and he introduces it as a type of consumption. Macdonald (2006) also asserts collecting transfers the consumption based on ordinary necessities to a consumption based on desires. McAlister *et al.* (2011) indicate collecting in childhood period is a consumption behavior. However, he mentions the role of the theory of mind is not clearly defined and tested in children’s consumption. Besides, McAlister *et al.* (2012) imply that actual consumption in collecting mostly happens based on an individual’s beliefs about the expected quality.

Belk (1995) declares collecting is more accepted consumption in the society when the luxury aspects are considered. However, Carey (2008) believes collecting is a consumption based on materialistic luxury form. Besides, Belk (1995) asserts collecting is a consumption style which has materialistic and luxurious aspects. Regarding collecting as a novelty in consumption Carey (2008) declares we should pay attention to the level of novelty in order to be joyful and to influence on consumption. In addition, Belk (1995) indicates collecting presents a hedonic form of consumption. However, Pearce (1995) also asserts most of the collectibles which are gathered to be admired are known as a clearly visible consumption. Nevertheless, Belk (1995) believes collecting is a passionate type of consumption in which nothing or no one else matters. Besides, Belk *et al.* (1988) also call collecting as an open-ended consumption behavior which is based on the fundamental behavior of the consumer. On the other hand, Hogg (2003) also claims mortality or immortality of a collection is inevitably considered by collectors, which is less seen in other forms of consumption. However, Belk *et al.* (1988) distinguish collection’s forms of consumption as accumulation, hoarding, and possession.

Nevertheless, Baekeland (1981) believes collectors are types of consumers that considered as buyers than

sellers. Belk *et al.* (1991) believe collecting is a noticeable type of consumption. Besides, Belk (1995) claims female collecting basically is passive and male collecting is recognized as an active style of consumption. Cheetham (2009) implies consumers through giving over the collectibles to others try to praise the concept of their objects. This presents the meaning of consuming through collecting. Belk *et al.* (1991) declare collecting is a worthy consumption because of the collector’s high skill in collecting as well as the time and monetary aspects which are used in collecting. McKinley (2007) believes collectors are supreme consumers and they are at the highest level of consumption. Ritchie (2013) asserts collecting is a consumption which gives the collector the sense of identity. Ritchie (2013) illustrates, sometimes collecting is a consumption based on pleasure gained through chasing after collectibles, and it causes high emotionality. In relation to collecting records and archives Jimerson (2003) refers to two forms of consumptions, one is individuals’ seeking, and the other is documentation for organizations or institutes.

Table 2: Classification of authors' assertions that collecting categorized under consumption forms

Assertion	Authors
A kind of consumption which distinct genders	Pearce (1995)
Common consumption	Belk <i>et al.</i> (1988)
Consumption beyond everyday needs	Pearce (1995)
Collecting form changes to a form of consumption	Macdonald (2006)
Contemporary collecting is a type of consumption	Belk (1995)
Transferring ordinary consumption to consumption based on desire	Macdonald (2006)
Collecting in childhood is a consumption	McAlister <i>et al.</i> (2011)
Luxury consumption	Belk (1995)
Novelty in consumption	Carey (2008)
Hedonic form of consumption	Belk (1995)
Visible consumption	Pearce (1995)
Passionate type of consumption	Belk (1995)
Open-ended consumption	Belk <i>et al.</i> (1988)
Accumulation, hoarding, and possession are collections' forms of consumption	Belk <i>et al.</i> (1988)
Noticeable types of consumption	Belk <i>et al.</i> (1991)
Passive consumption in females and active consumption style in males	Belk (1995)
Worthy consumption	Belk <i>et al.</i> (1991)
Collectors are at the highest level of consumption	McKinley (2007)
Consumption which gives sense of identity	Ritchie (2013)
Consumption based on pleasure	Ritchie (2013)

2.3 Culture and consumption through collecting

Macdonald (2006) declares consumer’s culture changes collecting form to a form of consumption. Pearce (1995) also mentions that consumer’s culture can be supported by collecting. Belk (1995) also declares that collecting is a cultural style which represents social classes’ power. McIntosh and Schmeichel (2004) mention collecting is a

behavior which has been spread in people’s culture. Belk *et al.* (1991) indicate collecting in contemporary society illustrates the current consumer's culture. McIntosh and Schmeichel (2004) declare collecting persuades people in taking apart to a type of cultural-economical work. Pearce (1995) mentions regarding the study of consumption, the cultural values should be considered. Belk *et al.* (1991) claim about the contemporary culture of consumer in vast scale which is not only about the pure nature of consumption, but also about its consideration of modern consumption as an experience of a discourse. Pearce (1995) believes collecting transfers the consumable characteristics to culture regarding emotional levels of the consumer. Belk *et al.* (1991) mention to collecting as a self-rewarded type of activity which one thinks he deserves it while the ideologies in consumption’s culture are different.

Table 3: Classification of authors' assertions about collecting regarding culture and consumption

Assertion	Authors
Consumer's culture changes collecting form to a form of consumption	Macdonald (2006)
Consumer's culture can be supported by collecting	Pearce (1995)
Collecting is a cultural style	Belk (1995)
Collecting is a behavior spread in people's culture	McIntosh and Schmeichel(2004)
Collecting illustrate consumer's culture	Belk <i>et al.</i> (1991)
Collecting persuades people to take apart to a type of culture	McIntosh and Schmeichel(2004)
Collecting transfers consumable features to culture	Pearce (1995)
Collecting is a self-rewarded activity in different consumption’s culture	Belk <i>et al.</i> (1991)

2.4 Issues happen by collecting for an individual, family, or society

Pearce (1995) states collecting behavior sometimes influenced by obsession, or it can be compulsive. Besides, she mentions to the addictive aspect of collecting which is admitted by many collectors. However, collectors’ feeling demonstrates a type of positive addiction. Belk (1995) mentions to the hard ways of collecting which costs too much and brings abstinence in collector’s lifestyle and consumption’s style and some collections worth much more than collectors’ annual revenue. Pearce (1995) declares collecting in a chronic type can bring negative consequences and craving form of collecting brings loss of control. Belk (1995) asserts collector’s expenditure for collecting effects on family in a way it limits the sources for the households, life necessities and ordinary consumptions. Pearce (1995) believes euphoria or depression, which made by collecting is related to the mood of the collector. Belk *et al.* (1991) assert that a considerable number of people are involved and attracted to collecting, and they spend their time, money, and talent to gain their interests. Pearce (1995) claims

objects used as collections’ parts are not considered by their utilitarian roles anymore. Belk *et al.* (1991) mention to market deliberation which is like rational styles happens in consumption and creates challenges.

Table 4: Type of authors' assertions about issues happen by collecting

Assertion	Authors
Obsession or compulsive effect	Pearce (1995)
Addictive aspect	Pearce (1995)
Abstinence (austere) lifestyle	Belk (1995)
Negative consequences of chronic and craving behaviors	Pearce (1995)
Negative expenditure effect on family lifestyle	Belk (1995)
Depression	Pearce (1995)
Spending time and money in keeping objects in a form of indulgence	Belk <i>et al.</i> (1991)
Collecting objects by no utilitarian role	Pearce (1995)

2.5 Behaviors and factors influence on collecting

Gaoet *al.* (2014) state unattractiveness of collectibles can push the collectors to change the subject of collecting. Belk (1995) believes collection demonstrates that consumer’s tendency is to have many similar collectibles. Gaoet *al.* (2014) mention that the need of the consumer to justification will have effect on consumption’s levels. Pearce (1995) reckons to validation given to a collector by accepting his or her collection in a museum. Gaoet *al.* (2014) believe donation can increase consumer's behavior in collecting. McAlister *et al.* (2011) states the developing social cognition can be occurred under collecting behavior. Gaoet *al.* (2014) mention that repetition in purchasing of similar things can lead the consumer to be a collector even in voluntary situation. Pearce (1995) asserts collecting can be like a phenomenon which transforms an ordinary profane object into a sacred symbol. McAlister *et al.* (2011) believe children who have high scores in their theories of mind strongly know the relation among brand products and trade characters. Pearce (1995) believes our possessions are significantly related to self-definition which implies extended-self of the collector.

McAlister *et al.* (2012) believe that it's better for marketers to manage their promotions' patterns similar to long-term goals of consumers. Zimmerman (2010) believes offering a collectible beside a product can add value to the product and persuade the consumer to try it. She also prefers a type of consumption’s form, and asserts that even some foods can be offered with a non-edible part of the collectible, and consumer tries it because of some extra values which come from it. Carey (2008) asserts that set completion in collecting behavior is a motivator of consumption and acts in financial and non-financial aspects; besides, this variety of consumption among collectors and non-collectors depends on consumption's styling. Danet and Katriel(1989) assert collectors try to gain a closure,

completion or perfection. Therefore, these reasons can lead the individual to buy a collectible. Carey (2008) mentions collectible's manufacturers use different strategies to create some demands for consumption, like supplying collectibles in some incomplete sets. Besides, they offer some missed pieces with different prices so that the consumer tries to buy other pieces to complete the set. In these ways they persuade both collectors and non-collectors to buy the entire set or buy some collectibles one by one. Pearce (1995) declares in collecting these are the signs of the collectibles which are consumed not the product. Danet and Katriel (1989) believe collecting is an activity regarding aesthetic aspects in which the collector has a good feeling from buying a collectible. Pearce (1995) indicates the paradigm of modernist collecting is based on the tendency in consumption. Baekeland (1981) believes collectors who buy in an unselective way and in large quantities are not professional. Hogg (2003) asserts sometimes collectors involve in brand community and become a brand consumer and share their interests with the same collectors who interact in similar consumption. Baekeland (Baekeland, 1981) illustrates women's collecting behaviors are personal, rational, decorating, and based on the relationships. On the other hand, men are interested in historical collecting, impersonal, and thematic. Price (1995) declares groceries offer and arrange their objects based on the knowledge that comes from the consumer. Baekeland (1981) indicates collecting in most of the people makes a feeling of security which in this way they buy and pay for the collectibles. Baudrillard (1994) mentions to habits in collecting consumption, and believes it relates to repetition and discontinuity. Baekeland (1981) claims sometimes mundane reasons like price, value, or even others' ideas can influence on the collectors' decision to buy a collectible. However, collectors often deal the collectibles. Nevertheless, Baudrillard (1994) indicates collecting is based on temporality; therefore, he calls it passion. Baekeland (1981) believes collectors are types of consumers that considered as buyers than sellers. Baudrillard (1994) creates a relation between collecting consumption with an extended relationship through prestige and social communication sphere. Ritchie (2013) also asserts collecting relates to experiences of consciousness. Baudrillard (1994) implies collecting to a complex play between birth and death oriented on objects and this form of consumption is not to insure the individual who can live out in immortal form; indeed, it is a symbolic mode by sense of cycling through his life. Jimerson (2003) indicates methods of this kind of consumption are based on what institution focuses on. However, it may acquire by purchasing or donation, and it is considered through this legal aspects and financial limitations.

Ritchie (2013) asserts that collecting is a worthy pleasure and it is fundamental in man's behavior. On the other hand, Baudrillard (1994) believes the other side of satisfying is disappointing which emerges both of them

and activate the cycle shape of collecting behavior process. Cheetham (2001) also mentions collecting like other styles of consumption in many cases has exclusive magazines and newsletters related to it. Baudrillard (1994) believes collecting consumption can be influenced by valuing separated elements of the object in which each part is able to give pleasure. Besides, the whole set or object evaluates by a higher value than individual parts which is also stimulated to collecting. However, Baudrillard (1994) declares that in some cases separating the objects into smaller parts and valuing the individual for instance among the living organisms is not possible. It seems the consumption based on collecting is deeply connected to the inner sensations of an individual, and it can be generalized to object's parts or the whole object, or set of objects. He also mentions in collecting consumption when the collector tends to collect the series, the differences of the collectibles often fade during the substitution of the objects, and cause entropy of the system. In this form of consumption Baudrillard (1994) distinguishes motivations that can divide collecting into two categories which, although they are different, their existence is due to the value of an adjustment. Jimerson (2003) implies the individual's collecting of documents is based on personal interests, which are different from institutional goals and missions. However, he asserts that organizations occasionally gain their needs of manuscripts for collecting through individuals' collections.

3. Findings

Unplanned buying is the nature of collecting, and sometimes collector purchases accidentally. Persuasion occurs in a situation in collecting consumption. The need to justification effects on consumer behaviors, a reason to make a decision. Nevertheless, experts are suspicious whether collecting starts by the aim of collecting or without. However, beginning in a tipping point situation is a possibility. Decision making in an organization's repository for collecting normally is taken by the administrator, responsible staff, and researchers in competition with the organization.

Collecting is a kind of consumption which distinct genders and a common consumption. It is a type of consumption beyond everyday needs which the form of collecting changes to a form of consumption. Contemporary collecting is a type of consumption which transfers ordinary consumption to consumption based on desire. It is also a luxurious consumption and like the novelty in consumption. Collecting is hedonic form of consumption which is visible consumption. It is passionate type of consumption and Open-ended consumption. Accumulation, hoarding, and possession are collections' forms of consumption. Passive consumption happens in females and active consumption style in males. Collecting is a worthy consumption and collectors are at the highest level of consumption. Collecting is a consumption which gives sense of identity, and it is noticeable as it is based on pleasure.

Consumer's culture changes collecting form to a form of consumption and can be supported by collecting. Collecting is a cultural style and is a behavior spread in people's culture. Collecting illustrates consumer's culture, and it persuades people to engage to other cultures. Collecting transfer consumable features to culture and it is a self-rewarded activity in different consumption's cultures.

Issues through collecting may be demonstrated by depression, obsession or compulsive effect. Addictive aspect or abstinence and austere lifestyle are happening occasionally. Besides, negative consequences of chronic and craving behaviors and negative expenditure effect on family's lifestyle which is seen regarding collecting and also objects by no utilitarian role, indeed, spending time and money in keeping objects in a form of indulgence.

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