

50 years of consumer behaviour: Evolution and Disruption

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KEYWORD ABSTRACT

Digitalization, intelligence, behavior of consumer, brand management, evolution of consumer behavior.

In the 21st century, due to digitalization and intelligence, changes are being seen in the behavior of consumer as well as social infrastructure of consumer and this is the reason for major changes. Due to marketing management, brand management, consumer behavior is evolving and at the same time it is facing challenges. This research article has been divided into two parts, firstly it briefly reviews and in the second part 50 years of consumer experience has been commented as well as the evolution of consumer behavior has been outlined. This research article is based on secondary data and theories

1. INTRODUCTION

In the 21st century, consumer behaviour has been affected due to digitalization, therefore behaviour of consumer has to be understood, but Addressing customer behaviour is not easy because customer behaviour is so complex.

Observations, analysis and research on consumer behaviour began early, and personal discussions of consumer behaviour have also been published for a long time such as:

T. Veblen, 1899), Research on consumer psychology also began in the 20th century, mainly on advertising and promotion. such as WD Scott's "Psychology of Advertising" published in 1908.

The famous marketing history expert R. Bartels pointed out in his representative work "History of Marketing Thought" (3rd Edition) that in the 20th century,

In the 1950s, culture and tradition began to influence the economy. In the past, work was mostly business-oriented and was based on the hypothesis of "economic man". Assuming market analysis, in the 1950s, the perspective of "social man" began to be added, and "consumer behaviour" (consumer behaviour) began to be proposed. Behaviour (Bartels, 1988). L. Clark published two books with titles in 1955 and 1958. "Consumer Behaviour" book. However, ancient research on customer behaviour believes that client behaviour as a new subject started out inside the 1960s. Formal instructional studies on consumer behaviour began in the past half century (Morven and Miller, 2003). The first book on consumer behaviour in 1968

The publication of academic textbooks ["Consumer Behaviour" by J. Engel and others (USA)] and J.A. Howard (Howard) in 1969 and J.N. Sheth's "theory of buyer behaviours" (the theory of buyer behaviours) are two major symbols. US consumption

Professor M.R. Solomon (2014: 17), an expert on behavioural behaviours, pointed out that "most schools did not start offering this course until the 1970s.course."

Therefore it can be said that the history of consumer behaviors is about 50 years old. As a young discipline, its evolution is impressive. It is thought-provoking, at the same time, the 50-year history of consumer behaviors is undergoing an unprecedented transformation and Measurement. So far, we have examined its development in the past and its dramatic change today from a bird's eye view.

2. EVOLUTION OF CONSUMER BEHAVIOUR

Consumer behaviour covers many aspects. It studies the selection, purchase, and use of individuals or groups to satisfy their needs and desires. or the process involved in disposing of a product, service, idea or experience (Solomon, 2014: 5).

In recent decades, academic research field and market practical field are developing rapidly, attracting psychology, sociology, and marketing and computer science.

Scholars in many disciplines, including international studies, the number of papers, books and textbooks in this field has been at a leading level in international and core professional journals.

At the same time, consumer research has also become a business consulting company, market research company, advertising company etc. Table 1 lists the key events in the evolution of consumer behaviour and their occurrence times.

TABLE 1 CHRONOLOGY OF MAJOR EVENTS IN THE EVOLUTION OF CONSUMER BEHAVIOR

1940-1950	Consumer motivation research (motivation research) began to appear
1963	The concept of lifestyle was proposed
1968	Engel et al.'s "Consumer Behaviour" published
1969	Howard-Sheth buyer behaviour theory was proposed
1974	"Journal of Consumer Research" (JCR) was founded
1982	Self-concept was introduced into consumer behaviour (Sirgy, 1982)
1985-1992	The theory of planned behaviour (TPB) was produced and improved.
1995	"Being Digital" was published
2001	The concept of brand community was proposed
2004	Social media Facebook emerges
2010	The concepts and research on digital media and digital consumer behaviour emerged.
2020	Digitalization and intelligence, marketing emerged

The following briefly describes the development of consumer behaviour over the past 50 years from the aspects of origin, characters, stages, content, methods, and disciplinary framework.

3. ORIGIN OF CONSUMER RESEARCH

Consumer research emerged in the early years of American business and was often driven by business to conduct surveys of various consumers. A research revival occ

urred in the 1940s and 1950s, initially for commercial purposes. Motivation research uses information from sociology, anthropology, and psychology to explain why consumers buy. Promotion research has improved consumers' understanding of issues such as the benefits (benefits, products, advertising, culture, etc.) that consumers prefer when choosing products. Consumer research is mainly driven by customer experience, new exposure and brand loyalty. Researchers are dedicated to studying consumer behavior. From a historical perspective, the external drive and personal commitment to improving consumer research and user behavior abounds. Business support and business factors are the main factors. The following three main groups have emerged in business and marketing

Track advertising and promotion results. As large investments are made in advertising, the first impetus is to improve the results of social media. There is uncertainty in its effects, causing business organizations to hope to improve advertising and promotion by understanding customers.

The need to establish a relationship between the brand and the customer. With the development of business relations after the 1980s, relationships between business customers and business communities have become one of the most important aspects of brand management.

Innovate the customer business model. The key to finding new business models since the 21st century is "customer loyalty". In other words, the ability to better understand consumer behavior in the era of mobile Internet to win consumer rights is the key to business innovation.

4. PIONEER CONTRIBUTORS AND ACTIVE SCHOLARS IN CONSUMER BEHAVIOUR

Within the effort to set up the status of the discipline of consumer behaviour, J. Engel was the first vital figure. Engel's principal contribution is the integration of multiple disciplines based on consumer behaviour. In 1968, Engel organized a conference organized by Interdisciplinary scholars participated in academic conferences on consumer behaviour. Inside the same year, he published the textbook "Consumption" (Engel et al., 1968). This early and widely adopted textbook is characterized by its integration of psychology, sociology and humanities.

Typology and motivation-related research formed the comprehensive framework of consumer behaviour in the 1960s.

The "Buyer Behaviour Theory" proposed by J.N. Sheth pioneered the observe of purchaser behaviour from the perspective of advertising (marketing). He published the book "The Theory of Buyer Behaviour" also became a classic because of its contribution to "making advertising (marketing) more respected " and was regarded as Long and widely cited. Xie Si's consumer behaviour research is full of marketing colour, making consumer behaviour not only a multi-disciplinary synthesis, but also a marketing Concepts and contents unique to marketing.

Regarding scholars who have made outstanding and active contributions in the field of consumer research in recent decades, the core "Journal of Consumer Research"

(JCR) has published a list from 1974 to 2014, including the scholars who published the most papers (Chris Janizewski, Russel Belk, etc.), the most cited topics (consumer culture, methodology) and papers, universities with the most research contributions, etc.(Wang et al., 2015).

5. FOUR STAGES OF DEVELOPMENT OF CONSUMER BEHAVIOUR

Regarding the research history of user behavior, the author believes that the development of person behaviour studies may be divided into the subsequent four levels

- **The beginning of academic research:**

In the Fifties and Nineteen Sixties, researchers proposed some ideas of consumerism which include family life cycle, lifestyle, behaviour, feelings, tradition, and others. Those strategies recognition on segmenting customers and using them as advertising and marketing strategies for marketplace segmentation.

- **Theoretical creation stage:**

Within the 1960s and 1970s, various aspects of client behaviour regarded in instructional journals. the amount of research has increased sharply, and research methods have additionally moved toward recommended quantification. In 1974, the journal of consumer studies (JCR) was based, which later have become a prime magazine in the industry, encouraging researchers to behaviour similarly studies

- **Theoretical deepening stage:**

How is human behaviour formed and determined? those questions are associated with psychology (mainly psychology and psychology), anthropology, political ownership, enterprise, management, management, and so forth. It has attracted the attention of researchers from many

disciplines, and has come to be a brand new concept for understanding and explaining consumer behaviour. To offer a more unique clarification from character psychological traits and different elements that affect the customer's internal belief. Self-discovery ushered in a new wave in patron research. on the equal time, people are nevertheless searching out a model to outline successful behaviour. From 1985 to 1991, a new clarification of behaviour, inhibition idea (concept of planned behaviour (TPB)), emerged (Ajzen, 1985, 1991; Lawson, 2010). one of the most critical traits within the 1990s was the improvement and use of the TPB theory brought with the aid of subculture (Arnould and Thompson, 2005).

- **Theoretical reconstruction stage:**

Since 2000, the widespread application of the Internet and mobile terminals has enabled consumer behaviour itself and the understanding and analysis of consumer behaviour methods are undergoing fundamental changes. Compared with traditional consumer behaviour, the digital era reconstructs the concept of consumer behaviour Goals have been proposed (Solomon, 2014). "Digital consumer behaviour", "Digital generation", "Consumer virtual community", A number of new theoretical concepts such as "big data analysis" have emerged.

6. CHANGES IN THE THEME OF CONSUMER BEHAVIOUR RESEARCH

From the definition of research scope, three degrees have to be prominent, particularly intake research, consumer research and consumer behaviour studies. In comparison, customer behaviour research questions are greater Micro. whilst explaining complicated customer behaviour, different disciplines have distinctive views, focuses, studies strategies also are one-of-a-kind studies. Researchers have exceptional disciplinary backgrounds and research views. as an example, M.R. Solomon (2014: 18-19) believes that the variations in consumer behaviour. J.C. Mowen believes that there are the subsequent three research angles into customer behaviour: the perspective primarily based on consumption choice-making; the angle based on purchaser enjoy; the perspective based totally on impact A review published within the core magazine "magazine of purchaser research" (JCR) in 2015. A review of research trends in the journal over the past 40 years The analysis points out that from the perspective of the research focus of consumer research, consumer choice and decision-making has always been the research topic with the largest proportion, and its proportion has increased steadily over the past 40 years. From the first ten years (1974- 1984) increased from about 50% to about 60% in 2014 (Wang et al.,

2015). If we focus on the problem, roughly speaking, the historical evolution and development of consumer behaviour research has shown the following four waves:

- **Wave A:** Study. What is actual behaviour of consumers which is based on practice and market research. Perspective.
- **Wave B:** Observe customer behaviour from a psychological and economic angle. The centre issue is how clients make decisions (together with attitudes, preferences, courting and desire) which is a positivist explanatory perspective and can be understood as a modernist theory in the field of consumer behaviour.

Positivism is rationality first. As an important supplement, later research on irrational consumer behaviour received a lot of attention. Note that behavioural economics and irrational consumer psychology and behaviour have become new academic choices.

- **Wave C:** Studying consumer behaviour from a sociocultural perspective. The core trouble is how lifestyle influences patron behaviour (including intake culture, purchaser ethics) which is the explanatory perspective of postmodernism.
- **Wave D:** Research on digital consumer behaviour within the mobile internet generation. The middle issue is how digital intelligence generation modifications patron behaviour.

The question of Wave A is What, which has been around for a long time. The question of wave B is How, from about the 20th century, It began to reach its peak in the 1960s and became mainstream. wave B has the strongest marketing colour and performs a totally important role in marketing research. Question of wave C is Why. Starting from about the 1990s, it has been concerned about the trend of attention continues (Baker and Saren, 2010). The question of Wave D is how to change, brings disruptive impact and focuses on major new trends in the future Potential.

7. CHANGES IN CONSUMER BEHAVIOUR RESEARCH METHODS

In terms of research philosophy and methods, studies on consumer behaviour can be divided into two groups: positivism and interpretivism (Hudson and Ozanne, 1998). The difference between the two methods is that the positivist approach emphasizes scientific thinking and treats consumers as rational decision makers. In contrast, the interpretive approach emphasizes the concept of consumer self-awareness and believes that all behaviour is controlled by multiple causes rather than a single cause (Hirschman, 1986). Although the positivist method has an important place in the

examination of consumption behaviour, some researchers question how the inner world of the subject can be influenced and understood if only the "scientific" method, that is, the "(experimental) method" is valid. used? He was asked if he could discover customers' "hidden emotions". Therefore, "interpretivism" does not agree with the view from "positivism" that consumer behaviour cannot be described and understood using research methods, but often requires human nature or humanistic and humanist methods to provide a deeper understanding. Humanistic approaches to consumer behaviour research have received greater attention since the 1980s (Hirschman, 1985, 1986; Holbrook, 1986; Hudson and Murry, 1986; Soloman, 1986; Wallendorf, 1987; Belk et al., 1988).

The main methods of consumer behaviour research have changed significantly over the past few decades. Briefly summarized, there are mainly four types of method:

- **Observation and research methods:** This is the principle approach of early consumer studies, and it is no different from the method of marketing research. Analytical methods continue to develop in depth.
- **Causal model method:** Under the influence of strong trends in scientific methods, empirical methods, and modelling in economics, causal modelling. Causal modelling has turned out to be the mainstream of consumer behaviour research and advertising and marketing studies. Amongst them, structural equation modelling. The utility of (SEM) is the most massive and diagnosed by way of the educational network. A massive variety of posted papers are based totally on structural equation modelling methods.
- **Experimental methods:** After entering a stage dominated by psychological research, the reliance on psychological methods has become more and more important, so much so that it has affected in all aspects of overall marketing research, there is a trend to accept and adopt experimental methods. Experiment method came from model method that was originally the mainstream in marketing.

This is clearly seen, methods used in published papers. (JCR) Papers published within more than 30 years from 1974 to 2008 pointed out that experimental methods and causal model methods were more important to consumers during this period.

- **Big data intelligent methods:** In the 21st century, within the context of big data technology, capturing and analysing consumption, The method of behaviour is completely different. The essence of the big data method of consumer behaviour research is to "let consumers tell you themselves". It includes the collection and integration of consumers' online information, as

well as comprehensive, accurate and real-time analysis of consumers, as well as various ways to allow consumers to new tools and methods for integrating and interacting with users. Various innovative technologies and software for consumer insights are still booming.

8. EVOLUTION OF THE KNOWLEDGE FRAMEWORK OF CONSUMER BEHAVIOUR

The expertise of client behaviour comes from consumer behaviour studies. The content material and studies methods used in patron behaviour research, displays the extent and development of consumer behaviour. customer behaviour studies belongs to behavioural sciences and customer research. Behavioural technological know-how focuses on the theoretical clarification of various human behaviours in a broad sense, with unique emphasis on the look at of cognitive getting to know behaviour study. It need to be referred to that client studies and purchaser behaviour studies aren't the identical concept. There are exclusive critiques on the mixing of knowledge of customer behaviour. as an example, "selection-making process principle" define customer behaviour as the selection-making method of client buying, intake and disposal. "Stimulus-reaction idea" believes that customer behaviour focus on consumers' reaction to stimuli, and consumer behaviour must be studied from the relationship among customers and stimuli. "stability and coordination principle" believes that purchaser behaviour need to be understood from the interplay among consumers and advertising. marketing method must be highlighted for getting to know. "enjoy concept" emphasizes the enjoy method of current customers buy through revel in.

9. SUBVERSION OF DIGITAL CONSUMER BEHAVIOUR

These days, consumer behaviour is within the midst of ancient adjustments. because the give up of the twentieth century, the net and cellular have penetrated into human society at an unexpected pace, bringing mankind into a new global.

A new terrific technology. What concept must be used to summarize and guide this historic predominant exchange fashion inside the whole society? worldwide instructional concept network

The broadly used key-word is virtual, which means that "digitalization". glaringly, humans are not the usage of this time period in a technical experience (virtual). So why use this quite technical keyword? this is way to a professor from the Massachusetts Institute of era N. Negroponte. In 1995, Negroponte's ebook "Being

digital" turned into published. Negroponte Emperor said: " Computing is no longer pretty much computer systems, it's going to decide our survival." He expected that computer systems and the internet will allow mankind to strengthen entering the technology of virtual survival. Negroponte mentioned inside the e book, "virtual survival refers to human beings' digital and virtual activities. It has turn out to be the muse paintings for the coming of a superb generation. Later researchers often quoted or borrowed Negroponte's work when pioneering and innovating. The emperor's word virtual is used to signify that this is a few sort of ideological idea that is unique from the traditional one. as an example, virtual media and digital advertising, virtual communication, virtual branding in digital age etc. and the term "digital revolution" is broadly used.

Client behaviour in the digital age is actually no exception. In 2009, the well-known purchaser behaviour student M.R. inside the preface of his "purchaser Behaviour" (8th version), guys in reality proposed "virtual purchaser behaviour" and believes that digital purchaser behaviour is a "new international". inside the field of corporate exercise, people are even more energetic in penetrating into the brand new area of digital patron behaviour and seeking to seize new enterprise opportunities. as an example, international-class consulting agencies which include McKinsey, Nielsen, and Accenture connect high-quality importance to records. A new topic of investigation and research on digital consumer behaviour, and several survey and analysis reports have been released in recent years (Accenture, 2013, 2014; Boston Consulting Group, 2014; McKinsey, 2015). Subversion specially comes from two components: first and essential are the adjustments in consumers themselves. clients are called "conventional people" and "digital humans" respectively. The second is to understand, research, gain insight into, and influence the paths, methods, and tools of consumers. The tools have undergone tremendous changes. This also brought changes at the theoretical level. Let's talk about them separately.

9.1 NEW BEHAVIOURAL PATTERNS

Traditional humans and digital people, what are the variations among digital customer behaviour and conventional customer behaviour? In short, "conventional people" and "digital people" it could be stated that they are absolutely specific human beings. Customers include the digital age, and customers are beatified. They are now not only "digital natives" born in the internet era.

Human beings of every age have "immigrated" to the digital international. for example, almost absolutely everyone use smartphones. In contrast to preceding purchaser behaviour for evaluation, digital consumer behaviour is often very

different. It's far certain that modifications in clients themselves are absolutely penetrating into purchaser all factors of client behaviour. the primary adjustments can be summarized as follows:

- The virtual customer statistics environment is completely different due to the big-scale replacement of conventional media by way of numerous digital media and social media, the records infrastructure has changed from a pyramid shape to decentred three-dimensional tennis shape, customers pass from an asymmetrical incomplete facts nation to a obvious almost complete information country. gain the route of statistics, the way and effect of records dissemination, the adequacy and effectiveness of statistics utilization, and man or woman have an impact on are all absolutely one-of-a-kind. As a result, consumers' facts behaviour has absolutely changed, and customers have extra voice and strength.
- Digital client community turns into the principle frame of patron behaviour. Social networks and social media have contributed to the huge emergence of virtual consumer groups, and the strength of interplay, sharing, crowdfunding, and co-creation has emerge as because the dominant social riding pressure. purchaser behaviour has turned to a excellent quantity to pay close attention to and take a look at customer communities. The customer property accumulated via purchaser network platforms have come to be the point of interest of digital advertising. within the digital age, the focus on customer behaviour has shifted from "individual behaviour" to "(on-line) institution behaviour" (consisting of social the behaviour of socializing on line and in pal circles). group behaviour isn't always a easy sum of man or woman behaviours. The behavioural characteristics of the two are not the equal. Theoretically speaking, knowledge character behaviour does not mean mastering organization behaviour. In digital conditions, no longer best character behaviours are encouraged by way of the element have to emphasize "community", and greater importantly, institution behaviour shows the following new characteristics:
 - The network itself has no obligatory neutrality. it is managed with the aid of the heart, and all factors are particularly interconnected;
 - Mutual affect paperwork a non-linear causal relationship through the network;
 - "City crowd" impact.

The emergence of digital word-of-mouth: The emergence of virtual media within the 21st century has made the "phrase of mouth" that was forgotten inside the corner of

history shine once more and come to the vanguard of advertising control. At the vanguard of psychology and consumer behaviour. Its name changed from "WOM" to "eWOM", because of this "digital phrase of mouth", "on line phrase of mouth" or "virtual phrase of mouth". virtual phrase-of-mouth". within the academic subject, the study of virtual word-of-mouth has come to be a new theoretical hotspot (Kotler and Keller, 2015; Solomon, 2005), which includes research on word-of-mouth and lovers, impact size of phrase-of-mouth, and so on. virtual word-of-mouth magically amplifies the conventional environment.

- The impact of phrase-of-mouth amongst clients in the environment. Manifestly, virtual phrase-of-mouth may be very possibly to generate massive energy in a short time period and have a remarkable impact on brands and loyalty has a super have an impact on, and its industrial fee cannot be underestimated.
- Most importantly, digital shopping behaviour and decision-making styles are appreciably extremely good from traditional ones. In 2009, David courtroom and three different authors published an article in the influential McKinsey Quarterly proposed the "client choice adventure model" (CDJ), the subsequent year D.C. Edelman's article within the Harvard enterprise overview added and reinforced this version, which has a profound effect on digitalization. A new description of the relationship between contemporary consumers and types. Their research suggests that consumers' virtual decision-making procedure is now not a step-by means of-step system. The scope of brand selection is steadily narrowed, and the digital decision-making method is a cyclical manner, including the "purchase loop" and the "product loop". The "loyalty loop" consists of small loops, including consider, compare, buy, There are six key levels: enjoy, recommend and bond .The digital client selection-making version is in sharp evaluation to the conventional consumer selection-making version. The path and time of purchaser selection-making are the impact weights are very distinct between time periods, which has greatly changed the conventional terminal buying behaviour. as an example, a client's on line buying we chat and cell purchasing behaviours pose demanding situations to standard business channels and bodily retail stores.

New insight techniques: large data patron behaviour analysis due to the large software of massive information and clever terminal technology, it is viable to intelligently file, become aware of, and analyse clients, and you may have interaction

and impact consumers anytime and everywhere. therefore, the strategies and outcomes of information and discovering purchasers also are absolutely

It's unique. what's critical is that when you consider that round 2010, huge records era within the cellular net environment has made leap forward development. Purchaser behavior affords powerful new gear. huge data era can reap formerly impossible dreams within the following four components:

- Full facts of internet browsing: understand the whole traces. Cookie software program can be used to obtain the records that surfers browse on computer web pages. whole "footprints"; using the new Atlas software, you can in addition recognise "footprint tracking" in cellular pass-screen eventualities.
- Seek records: map worries and desires. by means of analysing the quest information generated through internet users' energetic search behaviour, which simply show the desires and it focuses and the troubles it hopes to resolve.
- Social media data: Determining personality and type. Data analysis based on social media can determine the personality of consumers, Sexuality, preferences, lifestyles, interests, affected populations, etc.
- Online payment: shows the actual buy behaviour. online purchases and on line bills already account for a massive percentage, and online fee statistics, the actual buying behaviour popularity is obvious at a look.

Specially, the above four aspects of records are all personalised and actual-time. This form of unique understanding of purchaser behaviour changed into no longer available within the beyond. It is not possible, by integrating the above four elements of information, you can attain a "purchaser profile". this is to say, "customer profiling" is primarily based on big records platform and massive facts analysis, integrating various fragmented information of clients, and through labelling and modelling, Generates an character, panoramic, and real-time accurate description of a particular consumer. therefore, it can also be known as "virtual purchaser portray" "Like" is a digital improve of the preceding "consumer portrait (tag)" (that is, a description of group characteristics that differentiates customers through kind) on this basis, technological innovation has provided new software program for accurate, actual-time and efficient advertising conversation, accordingly attaining "one-to-one" precise advertising, efficient area-based totally promotions, and so forth. have created a new virtual advertising and marketing model and digital marketing communicate version shape, and has risen to virtual advertising and marketing

strategy (Cao Hu et al., 2017), virtual advertising has presented an unheard of new web page.

It should be specifically talked about that digital purchaser behaviour is an vital manifestation of global consumption. mobile internet breaks nearby Cultural variations and isolation are merchandise of a globally ordinary technological manner of lifestyles.

10. WHAT REMAINS UNCHANGED?

In the wave of huge changes or disruptions, I would like to ask, is there anything constant in consumer behaviour? Let us first examine and answer the subject characteristics of consumer behaviour, and then examine and answer the basic questions of the subject.

After decades of development, consumer behaviour has become an independent subject field. There are also articles in the journal "Journal of Consumer Research" (JCR) that believe that consumer behaviour is only an interdisciplinary field, questioning, Can it be called an independent discipline?

It can be seen that consumer behaviour is first of all multi-disciplinary and interdisciplinary. Just as human behaviour is complex and diverse, consumer behaviour is also are complex issues that are difficult to fully understand. Therefore, consumer behaviour has experienced a diversified basic situation of "siege" by multiple disciplines and the underlying condition of concepts and theoretical tools that are often borrowed or introduced from other disciplines such as psychology. For example, the sociological "life"

The concept of "lifestyle", the concept of "self" in psychology and the "multi-attribute attitude model" are used in consumer behaviour research. It draws researchers from many fields from psychology to economics, from sociology to cultural anthropology, from history to advertising and marketing, and so forth.

With the participation of researchers, they jointly pay attention to the psychology and behaviour of consumers in the market and how they influence each other, and use different academic. To explain it using scientific knowledge and methods. Consumer behaviour today and in the future will still remain open to "interdisciplinary" nature, but it has been very broadly related to many disciplines such as psychology, marketing, sociology, economics, anthropology, and history are related, and now they are even further added.

Digital technology and smart science. Another characteristic of consumer behaviour is that it focuses on both academics and applications. This discipline characteristic of “equal emphasis on research and application” Not only will it not change in the digital age, but it will become more integrated and strengthened.

In particular, consumer behaviour from the perspective of marketing management emphasizes the combination of research and marketing. Modern marketing management takes "customer Orientation" and "customer value" as the purpose. On the whole, the whole process and various branches of marketing are inseparable from consumer's research, thereby providing huge needs and opportunities for the application of consumer behaviour research.

Inside the digital age, the results of purchaser behaviour studies could be greater quick and more carried out to the transformation of marketing strategies. And inside the beyond few decades, consumer behaviour research has had the best relevance with advertising and marketing communications (advertising, promotions), that is, patron behaviour research.

Studies often falls into the practice of “how to influence consumers”. A review of a paper in the Journal of Consumer Research (JCR) The research results of online content analysis show that the application of consumer psychology and behaviour research in marketing significantly or mainly falls into two influences:

Impact areas: advertising and advertising effects (30%); communication and persuasion (marketing communication and consumer attitudes) (24%) (Baker and Saren, 2010). For example, various psychological models are applied to study how to improve advertising effects (such as the study of smoking cessation advertisements in the United States around 2000).

In the 1950s and 1960s, psychology provided the basis and tools for market segmentation, including the application of various Concepts are used to segment the market. Among them, the method of segmenting the population based on lifestyle is the most in-depth and effective.

In the 1990s, the consumer-based brand equity theory (CBBE) was established in the brand field, making the main focus of brand research

Flow is closely related to consumer behaviour, and consumer-cantered research on brand-consumer relationships, brand (consumer) communities, etc.

Brand strategic management provides direction and basis (Kevin Lane Keller, 2009).

Let us return to the basic issues of consumer behaviour. Throughout the half century of consumer behaviour.

The basic questions that the school tries to solve include:

- Feature analysis of consumers (who);
- Consumer behaviour repute (what);
- Clients' psychological kingdom (what);
- A way to explain client behaviour (why);
- How to persuade and engage with clients (how).

Relying on digital technology, the above problems (1), (2), and (5) have made breakthrough progress, and problem (3) has been partially solved.

However, little progress has been made on problem (4). In other words, digital technology has greatly changed the way we understand consumer characteristics and behaviours and interact with consumption. methods and effects of user interaction.

The fundamental question of consumer behaviour is “how to explain consumer behaviour”. This fundamental question is not affected by big data, etc.

Changes due to technological innovation. Of course, the basic characteristics of the discipline of consumer behaviour (diversity and openness, integration of research and application) are also No change

11. OUTLOOK

Typical, virtual consumer behaviour is still growing, updating and reconstructing. Consumer behaviour inside the twenty first century will keep to go through many new modifications.

- **The trend of precision technology:** Research and theory about behaviour have for a long time been confined to the confines of the social sciences. digital social network. After the emergence of new technology disciplines and natural sciences, such as high-tech network technology based on big data, the situation has changed. Network science and social physics, and began to study human behaviour from a new perspective and using new methods.

Existing research on how social networks influence human behaviour has yielded results (Nicolas Christakis, James Fuller, 2013). Artificial intelligence science (AI), network science (network science) and social

physics (social physics)It will be a new and important related discipline in consumer behaviour.

- **The trend of intelligence:** Massive information era can essentially reap perfect insights into client behaviour, but deeper mental insights, psychological smart insights additionally rely on deep learning and different technology of synthetic intelligence to attain higher outcomes, thereby laying the foundation for “explaining consumer behaviour”.

12. CONCLUSION

I discovered something more about this issue. In other words, the accelerating development of smart technology will further change consumer behaviour.

Obviously, the digitalization and intelligence of consumer behaviour is also a "double-edged sword". Whether it is a blessing or a curse for mankind, it is still full of questions. Arguments of all kinds, especially philosophical and ethical ones. For example, personal privacy issues in new situations; smart machines such as smartphones Whether the "human-machine" relationship can replace or indifference the "human-human" relationship, etc. So, will consumer behaviour become a technical discipline in the future? A highly relevant question is: can people

Can it be 100% "interpreted" by intelligent machines?

It is almost certain that consumer behaviour will not become a purely technical discipline, although the role of technology-driven will become increasingly

Significantly. The human spiritual world and spirituality, as well as values and beliefs, will always exist independently of technology and I also found 10% of buyers are Complex buying behaviour, 15% of buyers are Dissonance- Reducing behaviour, 40% of buyers are variety seeking Behaviour, 35% Of buyers are Habitual behaviour

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