The Life Course Approach to the Study of Consumer Behavior

Abstract

Consumer researchers have long recognized the need to study consumers over the course of their lives and to identify the factors responsible for stability and changes in consumer behaviors over time, but they have had inadequate theories and methods for accomplishing such objectives. The life course paradigm, which has been widely adopted by researchers in dozens of disciplines but has received little attention in the consumer research field, could help researchers improve their efforts in studying consumer behavior over time in different contexts. This presentation will show how this paradigm can serve as an overarching multitheoretical framework within which existing models and disparate theories of consumer behavior, as well as several streams of research, can be integrated to improve research efforts. It will illustrate the paradigm’s value by offering new insights and approaches to the study of a wide variety of consumer behaviors, some in the form of propositions and others as conceptual directions for research.

Short Bio

Dr. George P. Moschis is Alfred Bernhardt Research Professor of Marketing and the founding director of the Center for Mature Consumer Studies (CMCS) at Georgia State University. He is also a visiting professor at Mahidol University, Thailand, where he has founded and directed the Consumer Life-course Studies Group (CLSG), a global network of academic researchers. Dr. Moschis’ research is globally known to academics and industry, and his CMCS been recognized over the years by American Demographics as one of the best sources of marketing information in the United States. As a guest of various types of organizations around the globe, Dr. Moschis lectures annually in several countries in the five continents and is considered by practitioners as one of the world’s foremost authorities on topics related to consumption habits of different generations. His list of publications includes hundreds of peer-reviewed papers, dozens research monographs, and seven books. Based on his impact on academic research, he has been cited as one of the most influential figures in consumer research.