



# A systematic Review on the Consumer Self Observation on Purchasing Behaviour

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## Abstract

An act of self-examination is the process of introspection, during which one attends to their present mental condition. Although evidence from study in the humanities and social sciences demonstrates the usefulness of introspection in marketing and consumer research (e.g., Boring, 1953; Hixon and Swan, 1993; Macdonald, 1996), it has only been utilised in very small quantities on a systematic basis (on an informal basis, many researchers draw from their own lives and self-insights to formulate hypotheses and explanations). While developing introspection methods for the purpose of learning about and appreciating different introspection techniques, learning about and appreciating the applications of these introspection methods will play a large role. This is something entirely new in marketing research, and which provides certain benefits (SSO). We have presented SSO, as well as other forms of introspection, in this article. In order to demonstrate how customers think about their continuing purchases, we use it in a research study that looks into their perceptions of wisdom and foolishness. When doing an SSO analysis, we use the findings to further the application of the technique (such as using hierarchical linear analyses) while also making new discoveries on consumers' preference and understanding. Also covered is the potential for SSO to be used in the future.

**Keywords:** Consumer Behaviour, Self Observation, Review

## Introduction

As part of an overarching goal to learn about patterns and experiences in the world, a new tool, called Systematic Self-Observation, was created (Rodriguez and Ryave, 2002). Sociology and psychology key theories (for example, Goffman, 1967; Garfinkel, 1967; and



Jung, 1961) all fall within paradigms such as those of semiotics, analytic psychology, and interactionism. To identify possible victims of crime, law enforcement agents use numerous informants who are taught by the investigators to observe and report certain features of their everyday activities. When completing a timely field report of their observations, informants provide information such as what was done, how it was done, and where it was done. For the majority of studies, each informant submits multiple written narratives describing the subject. It is essential to choose a subject of SSO since daily life is complicated, context-specific, and changing. It's particularly relevant for subjects that are both hidden and delicate, such as motivations, objectives, and emotions, which accompany human actions. For examples, go back to the last time you disclosed a secret, withheld praise, or made someone envious. Following the example of Rodriguez and Ryave (2002), six criteria for identifying an appropriate SSO subject are laid forth by Rodriguez and Ryave (2002). It should be natural to the culture under investigation; singular and specific (i.e., it should be about something that's specific, like “moments of social intimacy,” rather than a broad concept, like “moments of social intimacy”); it should be obvious to the target population; it should occur on average only once per person, and its length should be brief; (not instantaneous and not lengthy so that the full course of the event and experience can be observed and reported).

Many informants are often asked to participate in SSO study, and this often results in a large number of reports. College students have often been used as SSO informants in previous studies. Practice is supported by Rodriguez and Ryave (2002) in that these kids are highly literate, cooperative, and capable observers. Prior reports are presented to teach the researchers how to be honest, accurate, and detailed while producing new reports. Agents are to take note of the occurrence of the event by either using a pencil and paper, a tape recorder, or a portable computer.

### **Other Approaches**

To demonstrate how unique SSO is and how we make it helpful, we discuss how it compares to two other kinds of introspection methods. Although self-reflection often takes place in the context of the individual alone, a person may also engage in this ancient activity as part of a group. For the most part, however, the uses of self-reflection in marketing research have been



enlightening and notable, particularly in the realm of consuming habits that have so far gone unexamined or under-emphasized, like personal hygiene routines and dependence on goods. Interactive introspection follows after that. When the name of the approach is taken into consideration, it is aimed for investigators and one or more informants, each of whom privately performs introspection on a chosen subject and then shares their discoveries with the rest of the group. The results of using Interactive Introspection to emotions' complexity, tactics, and control were detailed by Ellis (1991). All three techniques — SSO, Self Introspection, and Interactive Introspection — may help individuals learn about certain events in their lives as they happen.

When saying this, it is important to point out that the discipline grounds are common, but they vary in application across the three forms, which combines sociological and psychological underpinnings with SSO. The three kinds of introspection have almost identical goals, which is to describe the day-to-day experiences of emergence. As researcher and informant in Self Introspection, 1 person produces one or a few narratives; as researcher and informant in Interactive Introspection, it's 1 - 5 pairs of researchers and informants; and as SSO, it's 10 - 200+ informants, with an average of 50 joint narratives per informant. Many data elements may be represented throughout the collection of methods, and one popular form is narrative tales. Additionally, field notes are often used in SSO. Interactive Introspection also consists of face-to-face interviews with informants, who undergo personal introspection in order to discover new aspects of themselves in response to the researcher's interest and empathy. Due to its numerous narratives, SSO may more easily utilise traditional methods of content analysis, using preexisting classifications, as well as coming up with classifications specific to the introspective recordings based on an initial reading of a sample of the tales. This content analysis may help researchers to have a better picture of the component elements and interrelationships of narratives.

In addition to conducting data analysis, all three employ an interpretive/hermeneutic approach in which they read through the narratives multiple times, and each subsequent reading corrects previous impressions and each reading incorporates different stories and details. Additionally, each reading compares and contrasts stories. Overall, the analysis for



SSO (especially its univariate statistics) has mostly focused on percentages, with thoughts, emotions, interpersonal interactions, social and psychological tactics, and other occurrences often being looked at. Triangulation of insights from Self Introspection to Interactive Introspection to SSO happens naturally due to the differing facts and analyses that are found in each phase. We used open-ended prompts and structured measures in order to gather more insights from informants, thus in our research we supplement the usage of SSO by adding these elements on the data collecting instrument. We use a bi-variate and multivariate approach via hierarchical linear modelling to triangulate and synthesise interpretive-hermeneutic studies to triangulate and synthesise interpretive-hermeneutic bi-variate and multivariate analyses. Some theoretical advancements are achieved as a result of the combined efforts of these studies.

### **Conclusion**

In general, data from SSO enables the researcher to go beyond introspections that may be very interesting, but perhaps biased or only applicable to certain scenarios. In other words, SSO gives you the chance to perform analyses that focus on both the individual impressions and the statistics gathered across them. You also have the freedom to perform more advanced statistical analyses that build or test theories for conceptual generalisation about the phenomenon you are investigating.

However, some are less conducive to the study we were trying to perform. In this study, informants are equipped with beepers that are triggered by researchers for the purpose of measuring their descriptive experiences. As the beeper sounds, the informant quickly takes down what is happening in their mind. Collecting basic introspections like compliments and product choices quickly and unedited benefits from this method, but it limits the emphasis on a predefined subject that arises on a less frequent basis, such as making compliments or choosing a product.

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