
Behavioral Perspective Model: Conceptual Analysis and Review

Modelo de la perspectiva conductual: análisis y revisión conceptual

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Abstract

The purpose of this study was to analyze and review the conceptual categories of the Behavioral Perspective Model (BPM), taking into account the importance of conceptual activity has for analytical purposes which the sciences that study consumer behavior pursue. From the BPM model theoretical identification and contextualization of its main epistemological assumptions, we proceeded to identify publications that present the model and its conceptual categories, which were discussed based on the principles of Harzem and Miles (1978) on conceptual analysis and review. This analysis allowed the identification of logical and methodological weaknesses within the approach, being particularly salient the use of the term reinforcement beyond its legitimate use on behavior analysis, inconsistency in the analysis of transaction costs and linearity which does not allow a historical analysis of the interactions. With these findings we propose a reformulation of the model to overcome the specified difficulties, as well as the incorporation of different findings from the field from other disciplines.

Keywords: BPM (Behavioral Perspective Model), Analysis of Behavior, Behavioral Economics, Choice, Consumer Psychology.

Resumen

El propósito de esta investigación fue analizar y revisar las categorías conceptuales del Modelo de la Perspectiva Conductual (BPM), teniendo en cuenta la importancia que la actividad conceptual tiene para los propósitos analíticos que persiguen las ciencias que estudian el comportamiento del consumidor. A partir de la identificación teórica del modelo BPM y la contextualización de sus supuestos epistemológicos principales, se procedió a identificar las publicaciones que presentan el modelo y sus categorías conceptuales, las cuales se discutieron con base en los postulados de Harzem y Miles (1978) sobre análisis y revisión conceptual. Este análisis permitió identificar inconsistencias lógicas y metodológicas al interior del acercamiento, siendo particularmente saliente el uso del término reforzamiento más allá de sus usos legítimos en análisis del comportamiento, la incongruencia en el análisis del costo de las transacciones y una linealidad que no permite un análisis histórico de las interacciones. Con estos hallazgos se propone una reformulación del modelo que permita la superación de las dificultades especificadas, como también la incorporación de diferentes hallazgos del campo provenientes de otras disciplinas.

Palabras Clave: BPM (Behavioral Perspective Model), Análisis del Comportamiento, Economía Conductual, Elección, Psicología del Consumidor.

Introduction

The conceptual categories of any model are not presented as a theoretical practice in the void, the concepts have its own history and in some cases the conceptual way results in polysemic uses, or wrong in most of them, great part of the scientific work focus on the theoretical domain, and maybe it is the conceptualization the work for the scientist's antonomasia (Harzem & Miles; 1978; Ribes - Iñesta; 2004).

About the conceptual research, the models and the empiric research Machado, Lourenço, and Silva (2000), claim that the science as purpose is composed by three different kind of researches, which are fundamental and feedback the knowledge advance in a field of knowledge particularly; to illustrate its interaction they use the metaphor of a triangle named the epistemic triangle. The epistemic triangle is shaped by three vertexes which are the kind of researches/actions which scientific carry out.

In a vertex we can find researches on facts, for instance, the cumulative registration on the time of the products consumption of a particular commercial category in a group of families, of the choice behavior on a consumer (for example Oliveira-Castro, Foxall & Schrezenmaier, 2005).

On another vertex we find the theoretical researches that claim the attempt of theorizing which allows to report about the registered variations under the particular conditions of registration under we carry out the factual research, for example the attempts of explanation about variability in the consume of products under observation (see Uncless, Ehrenberg, & Hammond, 1995) and on a third vertex, conceptual researches which are researches about theories, their meanings, reaches, intelligibility and their sensible domains for the case, the theory study that explains the consume behavior, their limits, their construction deficiencies, etc.

The epistemic triangle in science should keep in balance among the researches classes in order to not turn out in a action field collapse, when some of the vertexes is extended, the triangle lose consistency. For instance, a excess of conceptual and theoretical investigation guide the discipline to empty discussions about concepts that do not have any basis on factual investigation, while an excess in factual investigation directs to a set of unorganized

data, without a thread, and the fallacy of considering that the records build-up is in itself the scientific labor and the statistic logical test is synonymous of validity test (Machado et al., 2000).

In psychology, the apex of studies of events is prominently developed, which has led to a variety of methods, tools and other artifacts related to logging activity of events and situations control in which such registration takes place; nevertheless, the level of conceptual research is less developed and in some cases, theoretical exercises are frowned upon in scientific communities.

Similarly Harzem and Miles (1978) point out that the conceptual systems in psychology result from joint proposals with different levels and reaches. On the one hand, the models consist of empirical statements, which are based on observation. Empirical statements are thus obtained from the different studies "empirical" carried out within a discipline, and are essential for the consolidation of the same, but the theoretical systems are not purely empirical statements. Theoretical systems are also shaped by conceptual statements, which more than point out specific aspects in the field of events allow scientists the conceptual classification and organization and reorganization of phenomena recorded.

Following with the conceptual system proposed by Harzem and Miles (1978), scientists operate in at least two different ways with the conceptual statements: (a) conducting a conceptual analysis, when reported by examining the logical behavior of concepts of a system, and (b) performing a conceptual review, when changes in the conceptual model are recommended. The conceptual analysis and review are seen as inherent tasks in the scientists work, and essential to the facts and explanation interpretation of them, "*great changes in history have been accompanied by great conceptual changes*" (p. 15).

Model Background

In psychology, the coexistence of different conceptual systems is evident with different epistemological, ontological and methodological claims (Ribes, 2004). Within the theoretical models of psychology, on a family theory of behaviorism, conceptual research is essentially important. One of the characteristics of scientists groups who have been called "behavioral" both within psychology and

beyond (philosophy, anthropology, sociology, politics, etc.), is the kind of language used to describe the behavior, the approach to what has traditionally been called the mind, the postulancy of the behavior causes, and how to validate scientific proposals that are made about these issues. In general, the characteristic behavioral language about mental events is given in terms of observable behavior - either directly or inferred - and not from private conscience (Schilling, 2004; Zuriff, 1985).

The most prominent conceptual system within different behavioral approaches is Skinner's Radical Behaviorism (Zuriff, 2003). In its principles, any kind of explanation focused on the body as an agency is eliminated, as well as the mediational and cognitivism assumptions. The conceptual procedure of Skinner's work (avoidance of descriptive mentalism and explanatory mentalism) is obtained using the conceptual strategy of the functional definitions. Zuriff (1985), the Functional Definitions section, he states that this conceptual strategy starts from regular variations between events that occur in the environment (classes of stimuli) and variations in the organisms responses (classes of response). The definition of each other as related does not take place until such variation is not recorded empirically.

This approach is opposite to other approaches developed in psychology in which definitions are constructed based on logic parameters, however, the Skinner system comes in a different way given the logic of his own vision of science and psychology (Baum, 2005). Thus, Skinner definitions can be traced not as a "copy or image of reality" in a realistic sense, but more than that, as a series of statements that allow for the one who records some kind of preparation about them, for example, if whenever given X conditions the event of response occurs and then a definition of this regularity can be formulated.

Thus, the course of action of Skinner is characterized by (a) the rejection of the descriptions which are not based on behavior records, and (b) the fallibility of scientific knowledge is proposed based on the evaluation of the predictions that take place from the same, consequently it is considered that stating concepts that do not contribute in terms of prediction and control over events, they have no sense for scientific activity. Within this philosophical outlook is that Skinner's postulates make sense, as well as

the postulates of any behavioral system which is declared radical behaviorist.

BPM Model Review

The BPM, according to Foxall (1992, 1998, 2005, 2007a), is set out as a radical behavioral choice model, and is particularly important this emphasis taking into account that is exposed as a differentiator and enabler element for its robustness as a choice model.

Although other behavioral psychologists have attempted an explanation way based on the learning psychology of economic phenomena (Skinner, 1981a), this has given as result, a kind of psychological technology which has come together into artificial economic system's approach (Ayllon and Azrin, 1974), the BPM argues that these approaches are not suitable for an adequate radical behaviorist interpretation because they do not catch the richness of variables and factors involved in an economic episode socially situated (Foxall, 1998).

According to Foxall (1998) his vision is a radical behaviorist interpretation which starts from categories and phenomena widely studied and documented in the learning psychology literature, it is behaviorally oriented and extrapolates the findings of psychology field to an application field socially located. Foxall (2007a) argues that radical behaviorism is the philosophy that underlies its theoretical work and states that its work is directed under the categories of operant conditioning, i.e., it considers purchase behavior as an instance of operant behavior.

So, considering that purchase behavior is an operant, Foxall (1998, 2007a) attaches at a particular explaining and understanding way of the acquisition and maintenance of this behavior, where the basic principle is that the nature of past reinforcement determines the probability of recurrence of operant behavior in a given situation, therefore, "rather than attempt to modify or maintain the behavior by acting on its precursors or cognitive background, behaviorists argue the manipulation of the environments in which the response and reward occur" (p. 36) (Foxall, 2005). Figure 1 shows the specific categories comprised within the BPM model and their interrelationships.

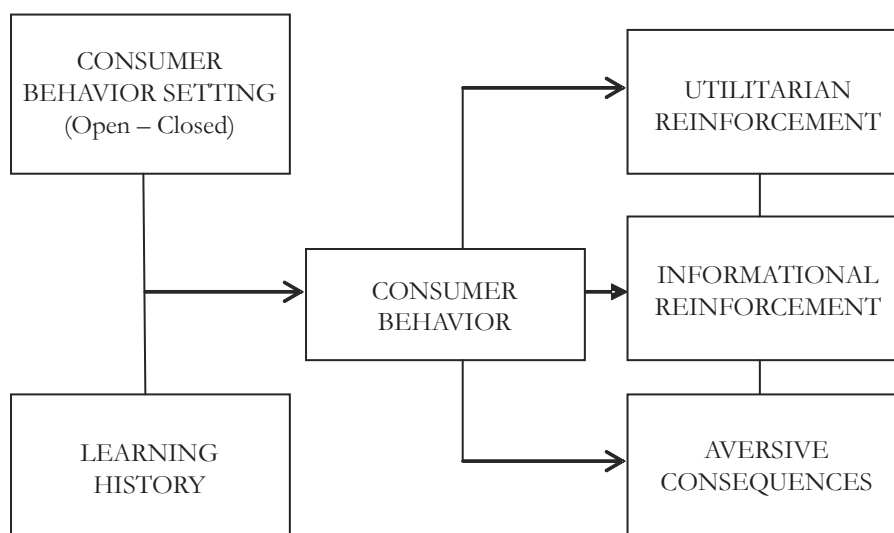


Figure 1. The behavioral perspective model. Source: Modified of Foxall (2007a).

According to the BPM, when the purchase response takes place it is assumed as maintained by the consequences of it, this forces producers to be more compromised with the quality of the offered products, as well as the appropriate design strategies of release to promote contact between consumers and products (Foxall, 2005). From this perspective and in line with a radical behavioral view, the explanation focuses on the consequences of the responses (which strengthens or weakens), the learning history as the history of relations with the consequences, and context or signs present which inhibit or promote a particular response, therefore, the model is considered to be situational - the explanation revolves around the situational aspects (context and consequence) and dispositional (learning history).

Foxall, (2005) and Foxall et al. (2007a, 2007b) make echo on the postulates of Schlinger (2004) and contextualize it for the case of marketing analysis, arguing that the conceptual alternatives used in the field of marketing professional performance suffer from visions that are good “guidelines for action” taking into account the low level of prediction that methodologies focused on cognitive processes within the individual have shown in the field of study of economic behavior, and propose the BPM as alternative which may fulfill that purpose, starting from a radical behaviorist philosophy basis.

However, the potential of a model to predict the behavior and its determinants depends on its conceptual

consistency and assumptions about the object of study, which involves a review process of the principles that includes the definitions of its constituent. BPM as a model is capable of that review. In the view of Machado et al., (2000), to carry out this process is related to the conceptual scientific practice as the heart of the epistemic triangle. This review can take place at different levels, a purely conceptual one, i.e. the way how they build their concepts and the application cases thereof, and a methodology one, it means how they relate concepts with collection strategies and analysis of data about studies conducted from the perspective of the models. Both issues are central to the internal logic and the application of the models, and involve identifying conceptual categories (and evolution of such conceptual categories over time) of BPM. Then it is necessary to carry out a review of the categories identified in the light of a theoretical review, and ultimately maintain, transform, or add some categories of BPM from the weaknesses identified in the review.

Method

Procedure

Theoretical Corpus Location

In order to identify the conceptual categories included in the BPM, a search of articles published by author Gordon Foxall was conducted (main theoretical and empirical

exponent BPM) in the following databases: OVID - Journals@Ovid, EBM Reviews, Cochrane Database, Medline - OVID, Evidence Based Medicine Review - EBM, PubMed, EBSCO: MEDLINE with Full Text (EBSCO EIT) (XML), WilsonWeb: Wilson OmniFile Full Text Mega Edition, ECCO - Eighteenth Century Collections Online, Emerald, Source OECD, HAPI - Hispanic American Periodicals Index, EBSCO: MLA Directory of Periodicals (EBSCO EIT) (XML), EBSCO: MLA International Bibliography (EBSCO EIT) (XML), EBSCO: EconLit with Full Text (EBSCO EIT) (XML), EBSCO: Academic Search Complete (EBSCO EIT) (XML), EBSCO: Business Source Complete (EBSCO EIT) (XML), EBSCO: Newspaper Source (EBSCO EIT) (XML), EBSCO: Regional Business News (EBSCO EIT) (XML), EBSCO: PsychINFO (EBSCO EIT) (XML), EBSCO: PsycARTICLES (EBSCO EIT) (XML), Ovid: Philosopher's Index, Multidisciplinaria, Annual Reviews - Back Volume Collection 1932-2000, ECCO - Eighteenth Century Collections Online, JSTOR, Ebrary XML, Project MUSE, ScienceDirect--XML Gateway, SpringerLink, SciELO - Scientific Electronic Library Online, Web of

Science - Science Citation Index Expanded, Web of Science - Arts & Humanities Citation Index, Web of Science- Social Sciences Citation Index, ebrary: elibro (XML) (Spanish), EBSCO: MasterFILE Premier (EBSCO EIT) (XML), Wiley Interscience: Wiley Journals, Books in Print, Google Book Search, Google Scholar, FindArticles (Free Articles Only), Scirus.

Article Filters

Afterwards articles related to establish which could be entered as a body of conceptual analysis and review for the BPM were reviewed, following the next review criteria: (a) Identify the acronym BPM at least once in the body of the text, through internal search parameters: Search, Behavioral Perspective Model, B.P.M. and BPM and (b) with articles which achieve this criterion, those that showed conceptual definitions of the categories of analysis of BPM were included.

All articles and those which achieve with that criterion are described on Table 1.

Table 1.

Articles selected for review based on the presence of acronyms BPM criteria, definitions and reporting categories of analysis.

YEAR	TITLE	PUBLICATION	AUTHORS
1992	The behavioral perspective model of purchase and consumption: From consumer theory to marketing practice	Journal of the Academy of Marketing Science	G. Foxall
1997	The emotional texture of consumer environments a systematic approach to atmospherics	Journal of Economic Psychology	G. Foxall
1998	Radical Behaviorist Interpretation: Generating and evaluating and account of consumer behavior	The Behavior Analyst	G. Foxall
1999	Consumers' emotional responses to service environments	Journal of Business Research	G. Foxall & G. Greenley
2000	Predicting and explaining responses to consumer environments: an empirical test and theoretical extension of the behavioural perspective model.	The Service Industries Journal	G. Foxall & G. Greenley
2005	Situational influences on consumers' attitudes and behavior	Journal of Business Research	G. Foxall y M. Yani-de-Soriano
2006	Consumer behavior analysis and social marketing: The case of environmental conservation	Behavior and social issues	G. Foxall, J. Oliveira Castro, V. James, M. Yani-de-Soriano, V. Sigurdsson
2006	The emotional power of place: the fall and rise of dominance in retail research	Journal of Retailing and Consumer Services	M. Yani-de-Soriano y G. Foxall
2007	Consumer Behaviour Analysis and the Behavioral Perspective Model	Management Online Review	G. Foxall, J. Oliveira Castro, V. James, y T. Schrezenmaier
2007	Explaining consumer choice: coming to terms with intentionality	Behavioural Processes	G. Foxall

Analysis Categories

Once the articles for conceptual analysis and conceptual review are identified, we proceeded to identify the definitions of categories to analyze BPM. Taking into account that the definitions are not always explicitly mentioned in the articles, or cases are pointed out more than characteristics of definitions, whenever it was necessary a construction of them was performed. Such construction took place under the following criteria:

1. The identification of conceptual categories took place based exclusively on the theoretical model postulates, so that they are not changed or get included in the analysis categories that had not been worked out explicitly by the authors. The conceptual categories, in the case of BPM, are provided from schematic models of triple contingency usually presented to readers in a graphical format and whose definitions are given within the articles.

2. The definition was synthesized trying to turn them into intentional but no extensional definitions. That means, that the characteristics of the sets of events which it refers to will be presented, and not the examples or test cases enumeration, it means, no extensional character definitions. The enumeration exclusion took place taking into account that it does not delimit the classifications reaches, but it shows types, and no inclusion criteria (Van Orman, 1983).

Table 2 shows the most common conceptual categories in the model in different articles. The table lists in descending frequency the name of the conceptual category identified based on the criteria previously presented.

Table 2.

Conceptual categories most commonly tackled in articles by Gordon Foxall about BPM.

CONCEPTUAL CATEGORIES	Frequency
Purchase behavior	9/10
Context or scenery of behavior	9/10
Informational reinforcement	9/10
Utilitarian Reinforcement	8/10
Aversive Consequences	3/10
Hedonic Reinforcement	1/10
Informational Consequences	1/10
Utilitarian Consequences	1/10
Reinforcement History	1/10
Aversive Consequences	3/10

Results

The following Table 3 presents an account of the categories analyzed of BPM with the found weaknesses and suggested alternatives for the development of a synthetic exercise of the alternative conceptual consolidation.

Table 3.

Summary of conceptual categories analysis of BPM.

CATEGORY	CRITICISM	ALTERNATIVES
Purchase behavior	(a) Category delimitation. (b) Variables Identification of which is a function.	(a) Limiting behavior in which a money exchange occurs. (b) Management of reinforcement history and update functions stimuli - response.
Context of behavior.	(a) Dissociation between context and discriminative stimuli. (b) Logical implication of the number role of alternatives that provide consequences on a category context of behavior.	(a) Unification of the context notion, scenery and discriminating stimulation. (b) Exclusion of the number of consequences as a classification criterion of opening context.
Informational reinforcement	(a) Category mistake by using the term reinforcement to nominate consequences and no behavioral effects (b) Analysis limitation of social influences to a particular type of consequence. (c) Measurement of levels of reinforcement to the different brands.	(a) Abandonment of naming reinforcement for the category. (b) Linguistic social contextualization of the entire segment of interaction, including the level of immediate influence and the general regulation of the interaction. (c) Adoption of the nomenclature: informational consequence, according to the vision of Foxall et al, (2006).

Utilitarian Reinforcement	(a) Category mistake by using the term reinforcement to nominate consequences and no behavioral effects (b) Absent or invalid measurement of the category in empirical studies.	(a) Abandonment of the name reinforcement by utilitarian consequences according to the proposal of Foxall, (2006).
Aversive Consequences	(a) Error when conceptualize aversive consequences exclusively as costs without starting from the observations of behavioral effects. (b) Non exclusive use of costs as aversive consequences in the model taking into account that it is the informational reinforcement indicator.	(a) Abandonment of the notion of costs as aversive consequence and inclusion of that category as response criterion of contingency. (b) Category use of aversive consequence to the reduced chance of purchase a good or service by previous experiences with them.
Learning history	(a) Casual and conceptual status not limited on the BPM.	(a) Conceptualization of learning history as an update of the stimulus-response functions.
Informational consequences and Utilitarian consequences		(b) Replacement of informational reinforcing notions and utilitarian reinforcement.

Table 3 shows that although the BPM model has important heuristic value as a guide for the approach of typical problems in the consumer psychology area, and from its synthetic alternative position allows the identification of resulting relationships in the strengthening of behavior, application of the analysis in specific cases reveals some important theoretical and methodological problems.

In the first instance, the categories of BPM are usually presented in exemplary terms, but no of classification, it means, either the conceptual barriers of categories are not clearly presented or methodological alternatives for its measurement, consequently it ends up being problematic the way in which reports information for each of the categories in the studies that formed the basis for their development (e.g., panel studies).

Second, there is an ambivalence regarding the price, given that on theoretical elaborations of the model it is conceived as equivalent to the purchase by individuals, but when in panel studies the formula of elasticity of the demand which connects responses and consequences is established, the counterpart of responses in this equation is the paid price and not the number of times that the acquisition of product or service takes place (Foxall et al., 2003, Sandoval, Robayo, Rincon & Cortes, 2009).

Third, symbolic reinforcement is not identified based on verbal responses or through the identification of symbols related to the practices of the groups to which individuals belong. This is established based on parameters set by the researchers without identifying specific criteria

to such classification. This result in a classification of levels of reinforcement which is seemingly tautological, due to it is started from the assumption that if a brand takes up a major penetration, on the same way it has a high level of informational reinforcement. Although previous information might be true, the behavioral model rejects the priori classifications which are not based on direct observation of behavior (Foxall et al., 2007b).

In this regard, the work by Sandoval et al. (2009) through a different methodology, shows that when we start from the consumer report about their reasons for purchase, a consistent relationship between reasons and buying patterns are not identified, contrary to what happens if we start from tautological classification.

Fourth, the utilitarian reinforcement is established based on the items prices in some cases (Foxall et al., 2007b) and in other cases it does not work based on actual purchases but from the application of questionnaires about purchase intentions, which contradicts the assumptions of radical behaviorism (Foxall et al., 2003).

Fifth, the stimuli and responses that constitute verbal interactions are not clearly established in the model as consequences, either background or context of interaction or behavioral function in each of the moments and interaction contexts. Likewise, the model does not establish the role of feedback, i.e. the relationship, diachronically, between the different interaction elements, so that both the description and the presentation of the model in graphical form, it is possible to see it as a lineal model, and

synchronous, and it makes difficult the interpretation and classification of each of the categories and their conceptual status (causes, provisions, feature updates, among others).

Finally, the model is not contextualized within the practices of social groups either the logic of the different market channels (supermarkets, traditional channel, online shopping), or global cultural practices around the economic exchange. This implies that as a general rule purchase in large areas, which has particular characteristics that allow the application of models such as Dirichlet's, but whose assumptions oppose radical behaviorism, in particular, concerning the role interpretation of learning history (previous purchasing pattern) as an essential determinant of the current purchase (Ehrenberg, Uncles & Goodhardt, 2004).

The previous reasons make to question some aspects of the model given the difficulties to identify the events that belong to each category and the relations with the method of inquiry, how to conceptualize the interaction of the purchase, among others, this brings the need to carry out an analysis and review of the same model for two purposes, firstly discipline labor characteristic of theoretical review and methodological update which should characterize the fields of scientific development (Machado, et al., 2000), as well as technology development to a better understanding of market relations and thus the possibility of making best decisions both in the field of consumer protection and a harmonious relationship between producers and consumers to promote symmetrical gains for both players market, according to the conceptualizations of fair trade.

Discussion and Proposed Model

This BPM alternative proposal model starts from the review carried out of the conceptual categories, but this way, it promotes the integration of different conceptual elements with results supported the psychology of learning which have not been incorporated into the original model Foxall (2005).

Figure 2 shows the main categories of the model, as well as its explicit relations for two cases: direct relationships and

built relationships through learning. First, it is important to clarify that the proposal involves two levels of analysis: on the one hand, it presents a synchronic analysis, i.e. to a particular situation that occurs in a behavioral episode of purchase, and on the other hand, a diachronic analysis is shown, that is, the behavioral effects which may occur over time, signaling these same effects.

From original BPM model remains a radical behavioral view of general behavior explanation and the purchase behavior in particular, namely: (a) an interactionist view behavior - environment, from strengthening and / or weakening of behavior, and (b) a level of analysis focuses on the situatedness and historicity as key factors for the prediction and control of human behavior and technology development that implies for that (Foxall, 2007a).

On the other hand, the interpretation about behavioral phenomena ecologically located based on descriptive categories previously identified in controlled conditions are promoted, but not exclusively, the closest strategy carried out by Skinner (1981) in *Science and Human Behavior*, and named by Foxall (1998) as an interpretation of "top down", and opposite to the strategy of "down top" which is invoked by Foxall (1998) as its strategy of building without incurring a distancing of the epistemological assumptions important functional both, the BPM proposed by Foxall, and the revised and raised in this document.

Purchase Behavior

Following the conceptual review findings, the present model is oriented toward explaining purchase behavior, i.e. behavior of purchasing goods or services which present some kind of economic transaction, or exchange a result of which access a good or service. This emphasis does not deny that purchase behavior implies the presence of pre-recurrent behaviors (money management, language learning, among others), but its explanation is not their goal. Moreover, the definition of financial transaction is based on a functional perspective, it means, it is not restricted to a specific topography of behavior, as it is distinctive from functional approaches, understanding that it can be done with money exchange, credit card, in hypermarkets, traditional channel, online shopping, among others.

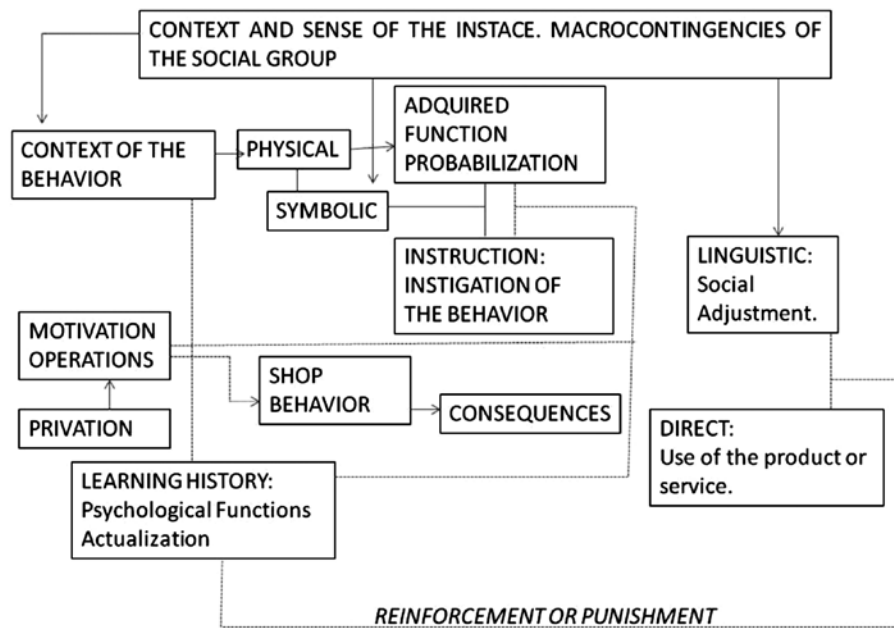


Figure 2. Revised Model of BPM. Source: Authors production.

Purchasing behavior is considered as an operant, it produces changes in its environment (Skinner, 1981a) and it is contextually situated, so it can be susceptible of control by the stimuli (Catania, 1992). In addition, the comments about operant behavior distinguishes Barnes-Holmes, Rodriguez and Whelan (2005) are included, to know, (a) development throughout the life cycle, i.e. they learn the pre-recurrent of economic behavior (b) flexibility, i.e. variation over time in accordance with the consequences, (c) control by antecedent stimuli, and (d) control by the consequences, key issue to the strengthening of purchasing behavior, as well as maintenance purchase, control by the context and behavioral flexibility.

Motivation Operations

Motivation Operations have two defining effects: they alter (a) the effectiveness of reinforcement and punishment (the effect of altering the value), and they also alter (b) the frequency of operant responses classes related to these consequences" (Laraway, et al., 2003, p. 412). The definition proposed is functional in the sense that it is connected to the behavioral episode and the relationship between conditions, responses and consequences, and serves as an alternative to the vision of "necessity" widely popularized in economics (Kotler, 2003).

In the case of purchase behavior, Motivation Operations are related, on the one hand by the scarcity of goods and services necessary for survival that affect behavioral function of the transaction of certain kind of goods and not from others, and they are conceptualized in economics and marketing as needs. Moreover, some behavioral effects of events can happen as a result no specific deprivation, but of their own social practices to which the individual belongs to carries out the financial transaction. These consumption practices therefore are related more to the set for a certain group than with survival (Ribes-Iñesta, 2006; Skinner, 1981c). This relationship between the practices of the groups is identified in the solid arrow which goes from macro-contingencies operations of motivational in the graph.

Behavior Context

The *behavior context* is defined as the space - temporary and social circumstances in which the purchase behavior takes place. The context of the behavior has an importance in particular settings involving physical and symbolic aspects.

The physical aspect in terms of interaction field acts as a factor enablement, it means, the amplitude characteristics allow certain sort of relationships and not others, for

instance, a small purchase space does not allow browsing behavior, or internet shopping does not allow direct contact with the products, among others.

On the other hand, there is the symbolic and linguistic dimension of the *context behavior* settings that may be related in two different ways to purchase behavior. Firstly, we will tackle the symbolic level. Staats (1983) considers that elements of language, whether phonemes, graphemes or signs, may have at least three psychological functions: classical conditioning, discriminative and reinforcing functions. If the classical conditioning operations, and emotional functions, autonomic reactive may increase the likelihood that certain events acts as reinforces or punishers, or inhibit this function, its role within the model is associated with the definition of Lareway et al. (2003) in Motivate Operations set, i.e. as events that affect the function of a certain number of consequences as reinforces or punishers, as well as the possibility of making easier operant classes related to these consequences.

This relationship is indicated in the model with non-continuous arrows between derived functions from the symbolic level, with the operations of motivation. This relationship is in a non direct way based on the facilitation relationship must be acquired, i.e., the word hamburger, or a brand of hamburger does not create in an unconditional way gastric responses, but that this relationship must be built (dashed arrow with history learning), once built, the presentation in the words context or brands can work as reinforcer of an operator, in this case the purchasing behavior and likewise, it facilitates the purchase response as operant response among other possible operant responses.

The second function, documented by Staats (1983) deals with the psychological function of discrimination presented by the stimuli, particularly verbal or linguistic stimuli. Verbal stimuli, by shared by a verbal community can point to the listeners the opportunity to provide a response, and the consequences thereof (Skinner, 1981b). This behavior whose control variable is related to verbal stimulation as above, and not with the particular history of actual consequences of behavior which have kept is called rule-governed behavior, and explicitly it is taught from the earliest years of life through socialization, so that a large part of our behavior is verbally controlled, more than our own history with the consequences.

In the field of consumer context, different advertisers promote instructional tracking by buyers emphasizing the kind of consequences that will occur after their behavior, cases (a) and (c) described above, or by appealing to consumption tradition, case (b) previously proposed. The instructional context in this sense has a relationship with the macro-contingencies dominance of a group, since the meaning of the instructions is usually associated with elements that are valued as important within the reference groups of target buyers.

Quiñones, Hayes and Hayes (2000) point the important area of cooperation which could be the domain of studies on derived relationships or emerging between events and the field of consumer psychology, especially the issue of building brands, the developing of its psychological function, and its behavioral effects in the sense that they can become sources of discrimination of behavior through the derivation of rules, or anchoring in the system of rules already presented in individuals.

Thus, the rules, or emotional-reactive functions can be derived from the presentation of one of the elements which could be related with, as we established previously that happens in other fields of study, for example, racial and social prejudice (Walther, 2002). This untrained derivation of rules and / or psychological functions are shown in the model with the solid arrow linking the psychological function and instructions, indicating this intricate relationship between derivation and theoretical reciprocal involvement by making part of the same network of the involvement of a member of the network who can lead to impairment of the functions of all members of the network (Quiñones et al., 2000).

In summary, for the conceptual category case of *behavioral context* understood as the space – temporary and social circumstances, in which the purchase behavior takes place, the context of behavior has a particular importance in settings involving physical and symbolic aspects. The physical aspects allow certain kind of interactions and symbolic aspects related to the type of emotive - reactive psychological functions that may have built.

Consequences

Finally, in the field of *consequences* of purchase behavior, they are the result of the consumption, appropriation and

use of the good or service purchased in the economic transaction. The term consequence turns out to be value-neutral, i.e. it is not named as fair benefit, or its opposite adjectives, nor it is predicated of them the behavioral effect of reinforcement or punishment, which leads to an explicit boundary of BPM, formulated by Foxall (2005).

Purchase behavior is conceptualized as an operant case precisely because it produces changes on the environment and produces consequences. The consequences of behavior strengthen or weaken the behavior at the same time, and on such effects the reinforcement or punishment of the responses is predicated. The consequences of the use or appropriation of property can come from two sources, firstly the consequences of use of goods can come from two sources, on one hand the consequences of good and or services and the social feedback, that is the linguistic feedback of appropriation - consumption of goods that usually takes place indicating the adjustment of that behavior of the social criteria in terms of adjustment or maladjustment of social criteria.

The consequences of purchase behavior affect the probability of that behavior occurs in the future, in this sense becomes the effect of disposition to behave in a way which is named *learning history* and can result in two effects: reinforcement, when it becomes more likely that this behavior be presented in the future, or punishment, when it becomes less likely, and is indicated by the dashed line running from consequences to learning history and points to possible behavioral effects of same: reinforcement and punishment (see Figure 2).

The learning history as update of the context response functions refers precisely to the product of the ontogenetically constructed interaction between contexts and responses. Then, the learning history established psychological functions, emotive - reactive and operant of the contexts, and are indicated by dashed arrows which go from learning in history towards the physical and symbolic context, and can result from a particular operant perspective to two types of discrimination, a typical molding behavior by contingencies, and other rule-governed behavior. In this latest one, the consequences become more likely given the physical context, in context, he points out the opportunity to purchase behavior occurs (purchase of a brand or category of them). Rule-governed behavior involves tracking a verbal discriminative stimulus character,

for example, always buy the cheapest, or always buy the one that is on offer, either because the verbal stimulation is presented by others or by the consumer (Skinner, 1979).

A model like the one presented in this article should be submitted both a review, as well as the matching. Its usefulness can be established once the description of different buying situations and prediction of specific outcomes in particular contexts is applied.

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