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Testing Evolutionary Theory of Household Consumption Behavior in the case of Novelty

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Evolutionary theory applied to consumer behavior

Neoclassical theory Evolutionary theory Ignores Novelty and - Considers Novelty and Uncertainties uncertainties - Consumer behavior is in continuous - Household have well defined change - Changes involve learning preferences

Evolutionary theory follow the Lancasterian point of view concerning **Novelty**. However, Evolutionary approach might be compatible with novelty processes, i.e. with the emergence of new Lancasterian characteristics.

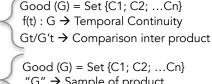
The emergence of new goods characteristics implies and requires **learning**

2 Hypothesis:

H1: Novelty: the set of goods characteristics evolve over time, contrary to Lancasterian approach

H2: Learning involves interdependence between New good characteristics

Research methodology Model



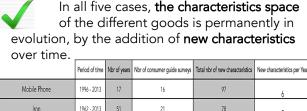
"G" → Sample of product "C" → consumer preferences

allection from:

Consumer Guides: Reports & Tests 1960-2013									
	Interviews	Nbr of consumer Guides viewed	Data Source	Consumer Products	Period of tim				
	4 Meetings with consumer guides	des 1960 – 2013 → 12*(nbr of years) → 636 Consumer Guides journals wness	« Que Choisir? »	Iron	1962 - 2013				
	Experts: 1. Validate and reinforce the quality of our tool.		« Que Choisir? »	Vacuum Cleaner	1969 - 2013				
			« Que Choisir? »	Toothbrush	1975 - 2013				
2. Cro validat	2. Crosscoding and		« Que Choisir? »	Mobile Phone	1996 - 2013				
	validate the newness of characteristics		« Que Choisir? »	GPS	2007 - 2013				

Results:

A. Novelty: Characteristics space of goods is permanently in evolution



over time						
	Period of time	Nbr of years	Nbr of consumer guide surveys	Total nbr of new characteristics	New characteristics per Year	
Mobile Phone	1996 - 2013	17	16	97	6	
Iron	1962 - 2013	51	21	78	2	
Vacuum cleaner	1969 - 2013	44	25	75	2	
Toothbrush	1975 - 2013	38	6	26	1	
GPS	2007 - 2013	6	8	20	3	

Example Mobile Phone Additional new Characteristics to Mobile Phone Number of New Characteristics 13

- B. Learning: Continuous learning, new characteristics are not independent
- Identification of waterfall process between new characteristics that highlight the learning effect
- Discussion:
 - Review the Lancasterian Approach of Novelty.
- Extension of characteristics space of different goods → Mobile phone (young dynamic) but also Iron (Old product)
- The gap between evolutionary consumption theory, the emergence of new Lancasterian characteristics.