



Integrative Consumption: Proposed Consumer Behaviour Model

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Abstract

This think piece shares the conceptual development of an integrative consumption consumer behaviour model informed by integrative thinking and problem solving as developed by Roger Martin. Integrative thinking is valuable when facing a seemingly intractable problem including the alleged stalled development of consumer behaviour models. Five papers about integrative consumption were shared to affirm the nascent status of this idea. A detailed overview of integrative thinking and the integrative problem-solving process culminates in inaugural thoughts about an integrative consumption consumer behaviour model. It represents an attempt to use the best parts of consumer behaviour Model A (rational) and Model B (irrational) to develop an alternative model that comprises (a) simplicity, (b) contextual action, (c) selective behaviour, and (d) integrative problem solving. Per the tenets of think pieces, which do not yet benefit from empirical validation, consumer behaviour and marketing theorists are invited to engage this conversation about integrative consumption.

Keywords: consumer behaviour, integrative consumption, integration, integrative thinking, integrative problem solving

Introduction

The neologism *integrative consumption* seldom appears in the literature. Before explaining how this term is conceptualized in this think piece, nascent examples are identified to clarify other scholars' interpretations of what constitutes integrative consumption. This background provides some context against which to juxtapose the idea herein, which is a new theoretical consumer behaviour model based on integrative thinking and integrative problem solving.

For clarification, think pieces contain conceptually advanced but still evolving views on a topic. Without “the benefit of empirical evidence ... authors anticipate future validation of the ideas if and when other scholars ... judge they have merit” (McGregor, 2018, p. 475). Think pieces challenge established thinking thereby provoking conversations that might prompt intellectual innovations (Lindsay, 2012; McGregor, 2018). In that role, they serve as “legitimate and important forms of [scholarly] discourse” (Kennedy, 2007, p. 139) and are valid “tools for contributing to the cumulative improvement of theoretical knowledge” (McGregor, 2018, p. 470).

Nascent Examples of Integrative Consumption

Five examples gleaned from an exhaustive review of the literature are profiled to illustrate how consumer and marketing researchers have approached the idea of integrative consumption. This collection is characterized as nascent (i.e., coming into existence and beginning to develop) because the idea is not fully evolved despite efforts ranging from 1987–2020.

Integrative Approach to Consumer Choice (1987)

Suggesting that “the cognitive-rational and hedonic aspects of choice are not two mutually exclusive elements in consumers' scheme of things,” Srinivasan (1987, p. 98) attempted to “integrate these aspects and present the 'whole picture', as it were” (p. 98) thereby leading to an “integrative approach to consumer choice” (p. 96). For him, the cognitive aspect of consumer choice is predicated on a rationale, linear, analytical, and deliberate process influenced by product/service (functional) variables and social variables. On the other hand, the emotive aspect of consumer choice presumes a spontaneous, holistic, emotional, and simultaneous process influenced by personal, psychological, and symbolic variables. He maintained that treating these aspects of consumer choice as interconnected instead of polarized provides an *integrative approach to consumer choice* because an array of seemingly disparate variables is being considered collectively instead of in isolation or sequentially.

Integrative Consumption Life Cycle Approach (2005)

Evans (2005) took a different approach to integrative consumption. Inspired by marketers' earlier interest in an integrative analysis of three consumption processes (e.g., buy, use, and get rid of it), she used the term an “integrative consumption life cycle approach” (p. 43) to refer to the study of the full life cycle of a product – acquisition, ownership, and disposal. She maintained that “consumers have a critical role in determining product longevity and consequent waste generation. However, much of the research addressing the consumers' influence on product life has been isolated to one or two stages of the [three-stage] consumption process” (p. 6). She was convinced that better insights into the consumption process would arise from integrated understandings of this purchase dynamic.

Integrative Consumption Practices (2004, 2011)

Blichfeldt (2004) claimed that the consumer culture has “integrative aspects – as most communities must” (p. 51). Most people want to *belong* with some people purchasing items that serve to integrate them into or help them participate equally in some aspect of their life (Laaksonen et al., 2011). The term “integrative consumption practices” (Laaksonen et al., 2011, p. 11) can thus refer to consumers justifying purchases as necessary to help them connect to aspired social groups (e.g., to fit in, belong, and be accepted by their workplace, social situations, or educational settings). *Necessary* purchases would include, respectively, buying proper workplace clothing, purchasing computers and internet access services, and paying tuition fees.

Laaksonen et al. (2011) further described integrative consumption practices as “*communicating different ‘linking values’ ... to achieve sought-for assimilation into various consumer tribes*” (p. 11). Blichfeldt (2004) similarly described it as when “people buy and possess different objects to maintain a shared lifestyle with others” (p. 51). They want to belong and be part of something, and they use consumption to make that *integration* happen.

Integrative Consumerism Index (2020)

Research into consumption patterns is well established and growing. The concept of *consumption patterns* refers to the process people use to search for, purchase, and consume products and services in a way that meets their needs and wants (Rasyid et al., 2020). Seda et al. (2020) recommended combining cultural indicators of food consumption patterns with economic and social indicators because this combination could support any initiative pursuant to “developing an integrative consumerism index” (p. 2). Although mentioned without explanation, it appears Seda et al. (2020) valued having a single metric to measure consumption patterns. They believed that scholars would benefit from the development of an *integrative index of consumerism* that combines several dimensions into a single value to better understand consumerism as explored through the consumption pattern conceptual lens.

Research Problem

The dearth of research on integrative consumption might reflect Erasmus et al.’s (2001) concern that efforts to model consumer behaviour have allegedly stalled since the major theories were developed (i.e., rational, and irrational models). They recommended renewed research to move beyond existing consumer behaviour models. To that end, this think piece shifts the discussion from the nascent ideas identified in the literature to the idea that integrative consumption requires integrative thinking and integrative problem solving. After describing integration as a construct, a detailed overview of integrative thinking and the integrative problem-solving process is provided. The discussion then turns to inaugural thoughts about what integrative consumption informed by integrative thinking might look like as an alternative consumer behaviour model. This think piece culminates with a claim of theoretical novelty warranting future uptake of this innovation.

Integration Construct

Integration stems from Latin *integrare*, ‘to make whole by bringing parts together’ (Harper, 2023). Bubolz and Sontag (1988) defined it as “a combination and co-ordination of separate and diverse elements or units into a more complex and harmonious whole” (p. 4). Drawing on Jung (1986), they explained that integration involves (a) pulling together seemingly unrelated bits of information, knowledge, perspectives, and values; (b) being able to

summarize this collection (i.e., develop a brief overview of the main points); and (c) constructively thinking about and synthesizing the collection into a manageable new whole for subsequent analysis and application (Bubolz & Sontag, 1988).

Fragmentation

Fragmentation and reductionism are the opposite of integration. They presume that a problem is best understood by analyzing each separate part. The whole can be reduced to its parts with each meaning the same thing. Because it is assumed that knowledge about the parts can be applied to solve the problem, knowledge of the whole problem and the role separate parts play is unnecessary. Instead, problem solving entails dividing the issue into as many parts as possible and necessary to find a solution. Unfortunately, this breaking-down strategy means that important relationships among the parts or how the pile of parts relate to the whole go unrecognized (Fang & Casadevall, 2011). Integrative thinking is thus compromised.

Integrative Thinking

As intimated by Bubolz and Sontag (1988), the process of integration requires *integrative thinking* rather than conventional (nonintegrative) thinking (Dunne & Martin, 2006). These two forms of thinking are distinguishable along four criteria: how they (a) identify key factors by determining their salience, (b) analyze causality, (c) envision the decision’s overall structure and (d) achieve resolution (see Table 1) (I-Think, 2021; Martin, 2007a, 2007b, 2010b; Riel & Martin, 2014, 2017).

Table 1

Integrative versus Nonintegrative Thinking

Nonintegrative, Conventional Thinking	Integrative, Holistic Thinking
“It’s either A or B. It can’t be both. I have to choose.”	“I don’t accept either/or. I don’t like either one. There’s always a different choice than that presented to me.”
Identify Key Factors by Determining Their Salience	
want the <i>best</i> answer from limited options (superlative answer – highest quality)	want an answer that is <i>better</i> than would have been possible before (most desirable or satisfactory)
willing to accept an unattractive trade-off (compromise, make concessions)	eschew compromise opting instead for <i>opposable thinking</i> (i.e., use tension between two ideas to think forward by making nonlinear, logical leaps of the mind)
consider only obviously relevant factors when weighing options	open to weighing less-obvious yet potentially relevant factors to generate alternatives superior to original options
ignore assumptions behind each option	determine assumptions behind each option
accept the world the way it is; accept what is put in front of you; see challenges as barriers	welcome the chance to shape the world for <i>the better</i> ; see challenges as opportunities

Analyze Causality

accept a simple understanding of causality: A causes B	embrace a more complex understanding of causality (linear as well as circular)
consider one-way linear relationship between two factors	consider multidirectional, nonlinear relationships among several factors
prefer simplicity, certainty, and clarity; crave closure upon choice between well-defined alternatives; gloss over potential solutions that are contradictory, and assume that creative solutions do not exist	comfortable with complexity and ambiguity and can appreciate potential in uncertainty (can see limitless possibilities); inclined to see value in contradictory data and to seek out creative solutions

Envision the Decision's Overall Structure

break a problem apart into pieces and then work on each piece separately and/or sequentially (break all connecting threads to create a pile of parts); use segmented thinking	see a problem as a whole, and examine each piece assuming it remains attached to the whole (invisible connecting threads); also explore how the pieces fit together to create the whole and how each piece affects other pieces; use holistic thinking
think about one piece at a time but run the risk of <i>that</i> piece taking over the thought process	per above, simultaneously hold several issues (factors) in one's mind to avoid undue influence by just one piece; explore connections and differences
develop a <i>pro/con</i> list	develop a <i>pro/pro</i> list (best parts of each choice), and use these parts to help build an innovative alternative
make an <i>either/or</i> choice; settle for the best available option despite neither being acceptable	reject <i>either/or</i> thinking; opt instead to hold two opposing ideas in your head at the same time with the intent of creating a third option that contains elements from both but is superior to both. This innovation arises from a synthesis of two seemingly unreconcilable ideas
try to solve a <i>given</i> problem	be open to <i>reframing</i> the problem as new information is discovered and new connections are forged

Achieve Resolution

constrained by " <i>I need proof.</i> " " <i>It is what it is.</i> " " <i>This is the case for sure.</i> " " <i>I'd bet my life on it.</i> "	imagine what <i>might</i> be (modal verb for possibility). It is all a matter of interpretation to come up with a different way of looking at things. " <i>It might be</i> "
use process of <i>evaluation</i> leading to a superior strategy (best choice) and faultless execution of the choice	use process of <i>consideration</i> (careful thought taking everything into account) and synthesis to create a new, <i>better</i> alternative
view tension as a disadvantage to accomplishing a purpose; eliminate the tension by making a choice	use tension as an advantage (lever) to accomplish a purpose; make sense of and then leverage the tension to create something new and better
assume that <i>the choice</i> ends the process	assume that the integrative solution might be temporary, as the problem tends to be reframed during the process

Integrative thinkers automatically assume that every choice is based on a model comprising particular building blocks or pieces. Integrative thinkers strive to “get around [choosing between] Model A versus Model B [by] figuring out what seems to be the better between the two [and then making] a different choice” (Martin, 2010b, para. 4). He explained it well. “Integrative thinking is the process of finding solutions that lie between known options. They aren’t just a compromise; they’re better” (Martin, 2010b, para. 8). The nonprofit organization *I-Think* (Roger Martin is Chair of the Board of Directors) framed it this way:

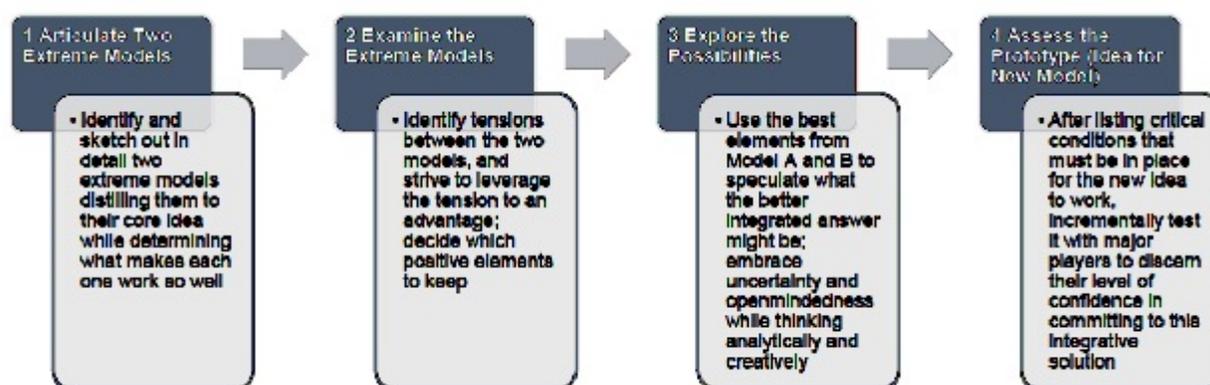
When it comes to our hardest choices, it can seem as though making trade-offs is inevitable. But what about those crucial times when accepting the obvious trade-off just isn't good enough? What do we do when the choices in front of us don't get us what we need? In those cases, rather than choosing the least worst option, we can use the models in front of us to create a new and superior answer. This is integrative thinking. (I-Think, 2021, “Read About It” section)

To illustrate this point, Martin (2010b) used the business models of *Target*, *Wal-Mart* (low-cost retailer with products carried by all such stores), and *Nordstrom* (high-end retailer with unique products). Target assumed that instead of thinking “you’ve either got to be like Wal-Mart or Nordstrom ... you can say, ‘Actually, there are two stores-within-a-store’” (Martin, 2010b, para. 4). With that insight, Target chose an alternative business model. It is a low-cost retailer with both common, comparable products (like Wal-Mart, Model A) and unique, noncomparable products (like Nordstrom, Model B). Target says it has stores within a store – an alternative business model using, what it judged to be, the best parts of Model A and Model B.

Integrative Problem-Solving Process

With a solid understanding of how integrative thinking works (see Table 1), the same scholars developed a four-stage model of the integrative problem-solving process. When using integrative thinking, people would (a) articulate two extreme models, (b) examine them, (c) explore all possibilities for an alternative approach and (d) assess any emergent prototype (i.e., a new idea for a third-way model) (I-Think, 2021; Martin, 2007a, 2007b; Riel & Martin, 2014, 2017) (see Figure 1 and following text).

Figure 1
Integrative Problem-Solving Process



1 Articulate Two Extreme Models

The first stage of solving a problem using integrative thinking is to identify two extreme opposite solutions (two models). Doing so narrows the field of solutions to a less-daunting, more-manageable starting point (other models may ultimately be considered). Next is sketching out each model in sufficient detail that others can discern the essence of each one – their core idea. This is followed by detailing how each model works using a pro/pro chart highlighting mainly positive items because “if the models are truly opposing, the negatives of one model should be the positives of the other” (Riel & Martin, 2014, para. 15). Then comes identifying major players whose opinion matter and developing explanations for how each player is affected by each model. This use of multiple perspectives pinpoints less-obvious yet relevant factors leading to a fuller picture. Finally, integrative thinkers figure out what makes each model work *so well*, which is achieved using evaluation and judgement as well as full consideration (careful thought) (Riel & Martin, 2017).

2 Examine the Models

At the second stage, integrative thinkers consider each model at the same time instead of separately or sequentially. Connor (2021) explained it thus. “You want to look at the models side by side and examine them from a number of angles to try to establish advantages and opportunities you might be able to leverage” (“Step 2” section). After discerning how they are similar and what connections there are, integrative thinkers would figure out what tensions exist between the two models. Tensions occur when there is conflict (incompatibility) or strain (pressure) due to differing elements, views, opinions, values, principles, or aims. The stretched-thin situation becomes untenable demanding resolution (Riel & Martin, 2017).

However, integrative thinkers resist the urge is to release the tension and opt instead to leverage it to their advantage. To that end, they hold both models in their head at the same time and drill down to deeper issues: (a) what assumptions underlie each model; (b) what problem is actually being solved, and has it shifted at all during this holistic examination process; and (c) what elements of each model stand out as potential for any new, alternative model or idea? Which elements of Models A and B do they want to keep? These deeper thought processes help integrative thinkers “progress towards a range of possible ‘better worlds’” (Riel & Martin, 2014, “Stage 2” section).

3 Explore the Possibilities

Regarding the third stage, integrative solutions can arise from exploring possibilities while embracing uncertainty instead of becoming mired in and restricted by a keen desire for certainty (i.e., afraid to make the wrong choice). Connor (2021) referred to the weeds of stage two (found when examining the models) by which he meant things that are not wanted and are in competition for what is wanted. He said that integrative thinkers must *stand in the weeds* and explore what better answers *might* be possible. What might a third way look like? Answering this query depends on leveraging tensions between the two models to create a *better* answer instead of being backed into a forced choice to remove the tension. Answering the question “How can the elements they want to keep be turned into a better model?” requires a shift from analytical thinking to creative thinking and speculation. It also requires reflection, insight, and some luck. To create new ideas, integrative thinkers must consider wide and diverse suggestions while not prematurely censoring ideas (Riel & Martin, 2017).

4 Assess the Prototype (New Idea)

While exploring the possibilities generated new ideas, the fourth and final stage involves putting one of these ideas to the test leading to a commitment (or not) to a full-scale application. In stage four, integrative thinkers begin by listing the critical conditions that must be in place for it to be a winning solution. Their assessment constitutes a series of tests (with a timeline) with each one more detailed: quick, small-, medium-, and full-scale. Integrative thinkers must justify why these tests occur in the order they do. Ideally, tests would involve the major players identified in stage one to determine “What would have to be true, relative to them, for the new solution to be a truly happy integrative answer?” (Reil & Martin, 2014, “Stage 4” section). Each test draws on more resources but generates data that speak to “Will the new idea work?” The progression of tests helps integrative thinkers gain confidence in their integrative solution, so they can move from idea to action or onto a different alternative idea.

Example of Integrative Problem-Solving Process

Connor (2021) modelled this four-stage process to address the problem of “How might my family go on a family summer holiday that everyone would enjoy?” Family members included husband and wife, the kids, and the family dog, and they all wanted something different. The two extreme models finally under consideration were a staycation versus a world cruise. To aid in keeping both models simultaneously in his mind, he created a 3x2 matrix with family members down the left column and the two model holiday options across the top row. Each cell contained respective family members’ positions on each option. An examination of the two models from the perspective of all three major players (not including the dog) revealed that it might be possible to find a third way that leverage the tensions – a way to incorporate (a) wanting the comforts of home with (b) wanting an adventure that (c) accommodated the dog.

Integrative thinking and problem solving yielded the third-way model of house sitting (house swaps), which they judged to be the best of both worlds (i.e., stay at home and have an adventure, which initially appeared to be contradictory). To test this idea (in time for the next summer holiday), a strategy was planned. A quick test run affirmed there were many house sits available around the world. A small-scale test involved booking a local Airbnb for a weekend aided by hiring a dog sitter who stayed home. A medium-scale test involved a house swap close to home followed with a full-scale commitment to a house swap on the other side of the world (Connor, 2021).

Martin (ca. 2010a, para 21) provided a very succinct overview of this process. In short, integrative thinkers

build models rather than choose between models. Their models include consideration of [many players] not just a subset of them. Their models capture the complicated, multifaceted and multidirectional causal relationships between the many salient variables. They consider the problem as a whole rather than break it down and farm out the parts. Finally, they creatively resolve tensions to produce a more powerful model rather than default to choosing one model over another when both are sub-optimal, but one is less so than the other.

Martin believed that integrative thinking and its associated problem-solving process are not required for all situations but are invaluable when there is “a real conflicting set of positions that seemingly just cannot be reconciled” (Connor, 2021, para. 5). These processes are very useful when facing a seemingly intractable, stubborn problem that is hard to deal with or solve (Connor,

2021).

Integrative Consumption Informed by Integrative Thinking and Problem Solving

In the consumer behaviour/marketing realm, Erasmus et al. (2001) identified an intractable scenario. They proposed that “although consumer behaviour theory has grown considerably, the popularity of model building has decreased after 1978 ... almost as if the initial efforts are generally being accepted as ‘acceptable/the ultimate/flawless’” (p. 87). They recommended renewed research and model building. Joining the company of nascent initiatives herein that focused on integrative consumption (e.g., Blichfeldt, 2004; Laaksonen et al., 2011; Srinivasan, 1987), this think piece explored how integrative thinking and problem solving might inform *integrative consumption*.

In their most extreme form (per Martin, 2007a), two dominant *models* of consumer behaviour exist: (a) rational, complex decision making based on reasoned action or planned behaviour; and (b) nonrational, simplified decision making based on habit or impulse. These are further broken down to extended, limited, and routine problem solving varying by consumers’ familiarity with and knowledge of the product or service (Bray, 2008; Erasmus et al., 2001; Ekström et al., 2017) (see Table 2).

Table 2

Integrative Model of Consumption

<i>Model A</i> Rational Model of Consumption	<i>Model B</i> Irrational Model of Consumption	<i>Third-Way Model</i> Integrative Model of Consumption Informed by Integrative Thinking
complexity	simplicity	<i>simplicity</i>
reasoned action	habitual action	<i>contextual action</i>
planned behaviour	impulse (unplanned) behaviour	<i>selective behaviour</i>
extended problem solving	limited, or routine problem solving	<i>integrative problem solving</i>

What would a model of consumption look like if consumers were framed as integrative thinkers and integrative problem solvers instead of *either* rational thinkers *or* irrational thinkers? Table 2 and its attendant narrative are an inaugural attempt to tease out this portrayal respecting Erasmus et al.’s (2001) implication that consumer behaviour model building has allegedly stalled. This think piece reflects the alternative idea that an integrative consumption model might entail (a) simplicity, (b) contextual action, (c) selective behaviour and (d) integrative problem solving.

Simplexity

Nicolescu (2014) recognized the misleading dualism of simplicity/complexity, arguing that they do not oppose each other but are interdependent. In his explanation, he employed the neologism *simplexity*, which reflects a complementary relationship between complexity and simplicity (Chokhachian, 2013). Bruce Shift defined simplexity as the process of striving toward simple ends by way of complex means (simplexCT, 2013). Integrative thinking involves a very complex process to arrive at a *better* model that draws on the *best* of two extreme models (Riel &

Martin, 2014, 2017). Appreciating this dynamic, simplicity serves to accommodate situations where simple things can become very complex, and complex things can be made very simple (Kluger, 2008) including consumer behaviour.

Basadur (2018) described simplicity as a way of thinking about how to solve problems by breaking down the process into three stages: (a) problem formulation, (b) solution formulation and (c) solution implementation. Simplicity described thus aligns well with integrative problem solving as conceived by Riel and Martin (2017) (see Figure 1). Judgements are suspended with people keeping an open mind, privileging positivity instead of negativity, holding a wide range of ideas in play concurrently, not dismissing things prematurely, and respecting the emergent power of innovation (Basadur, 2018).

Integrative consumption would value simplicity because it makes room for the messiness (e.g., confusion, perplexity) of complexity while legitimizing the role of simplicity (e.g., easily understood, uncomplicated) when modeling consumer behaviour. Arriving at a third way might indeed involve simplicity – a very complex cognitive process leading to a simplified solution.

Contextual Action

Context (noun) is Latin *con*, ‘to weave’ and *tus*, ‘action.’ Context (the character of a particular situation) is thus a set of circumstances or facts that have come together through some action. Contextual (adjective) means dependent on or related to a context (Anderson, 2014; Harper, 2023). The neologism *contextual action* is action that depends on the context. For integrative consumption, contextual action would draw on and weave together the best elements of Model A’s reasoned action (logic) and Model B’s habitual action. It would pertain to drawing on aspects of reasoning (logic) and mental habits (mental schemas and scripts) when engaging in consumer behaviour to arrive at the better (most satisfactory) action for the given circumstances. Contextual action thus draws on the best of extreme consumer behaviour models – reasoned action and habitual action. After all, integrative thinking is all about weaving disparate ideas together to get a new whole (Bubolz & Sontag, 1988) that is more than, better than, the originals.

Selective Behaviour

Integrative thinking requires people to carefully (*selectively*) choose elements from both models that might be useful for creating a third way (a pro/pro list). This selectivity can involve exploring the possibilities (Riel & Martin, 2014, 2017) by engaging in both planned, and impulsive, intuitive consumer behaviour (Bray, 2008). This is possible because integrative thinkers use both analytical, and creative and speculative thought processes. These are a meld of conscious reasoning and an immediate understanding *sans* conscious reasoning (intuit). Impulsive behaviour is action without forethought (see Table 2). *Selective behaviour* (i.e., carefully choosing conscious and unconscious thought – a paradox of sorts) is a part of the integrative consumption model.

Integrative thinkers who select combinations of planned and unplanned (reasoned and unreasoned) behaviour are employing a holistic consumption thought process. Kluger (2008) proposed that complex wholes can be very paradoxical thereby legitimizing the role of selective behaviour. Seeing a consumer problem as a whole and determining the value of key elements attached to the whole is a form of selective behaviour. Consumers would not comparison shop using a pro/con list but strive to come up with a solution using a pro/pro list that does not involve compromise or concessions.

Integrative Problem Solving

In general, per Model A (see Table 2), extended consumer problem solving applies when consumers do not have any firmly established attitudes toward what to buy (Bray, 2008). This state opens the door to prolonged deliberation. Per Model B, limited problem solving applies when consumers have a degree of familiarity with what they want and why such that their deliberations are less intense and more subconscious. Routine problem solving happens without giving things a second thought (Bray, 2008).

Integrative thinkers would strive to decide on what or if to purchase using some combination of conscious and less conscious thought processes and then test the viability of the new model (the integrative answer) under specified conditions with timelines (Reil & Martin, 2014). What would have to be in place to make the solution an integrative answer to the consumer's dilemma? In Connor's (2021) example, would all major players agree that purchasing a house-sitting service is the answer to their dilemma – the experience of staying at home and having an adventure that accommodates the dog?

Conclusion

Per the nature of a think piece (Kennedy, 2007, McGregor, 2018), this monograph reflected conceptually advanced but still evolving views on what a model of integrative consumption might look like compared to the longstanding rational and nonrational models of consumer behaviour (see Table 2). Applying the principles of integration (see Table 1) and the integrative problem-solving process (see Figure 1) (I-Think, 2021; Martin, 2007b; Riel & Martin, 2014, 2017), a third way was proposed. Integrative consumption might entail (a) simplicity, (b) contextual action, (c) selective behaviour and (d) integrative problem solving (see Table 2).

Will bringing integrative, opposable thinking to the development of consumer behaviour models bear fruit? To find out, the integrative consumption model (see Table 2) must now be assessed to see if it resonates with major players affected by it (Martin, 2007a; Riel & Martin, 2014, 2017): consumers, marketers, researchers, policy makers, educators, and so on. Will it serve as an integrative answer to Erasmus et al.'s (2001) concern that model development for consumer behaviour theory has allegedly stalled? Per the tenets of think pieces (Lindsay, 2012; McGregor, 2018), which do not yet benefit from empirical validation, major players so inspired are invited to engage this conversation about the merits of an integrative consumption consumer behaviour model.

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