

CONSUMER BEHAVIOUR : SOME OBSERVATIONS

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ABSTRACT

"The study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of product, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

A common middle class man steps out of his home with a list of items to be purchased. He enters into a supermarket and he finds himself in to a Alibaba's cave : Everything, from pin to computer is available. This baffles him and he forgets the list in his pocket and when he comes out, his bags are full with items probably he never wanted to purchase.

Who decides what is to be purchased? When to be Purchased? And most important of all, Why he purchases? An attempt to answer these questions lead some observation of consumer behaviour.

EVALUATING THE EFFECTIVENESS OF REMEDY GROUP WITH AN IDENTIFICATION AND BEHAVIOR APPROACH IN DEPRESSED ADDICTS

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ABSTRACT

There is much evidence among psychological remedies for efficiency of identification-behavior remedy in psychological disorders. Also, today much research confirms co-existence and prevalence of the fundamental depression disorders and addiction disorders; therefore, the need for intervention in the two disorders simultaneously is felt. This research intends to achieve the practical guide remedy group based on CBT approach in order to intervene in the two disorders simultaneously, and to evaluate the effectiveness of this remedy guide. The considered guide was prepared, in order to inspect its effectiveness, two groups, control and experimental groups were used. 15 test cases for each group were collected by available samples from several centers for quitting drugs. The subjects had both basic depression disorder and disorder of drug addiction. To measure the depression rate, "Beck depression questionnaire" was applied and "Morphine test" was used for measuring drug addiction at the beginning of the remedy period. The remedy guide considered was performed for the experimental group in 12 sessions and the group did not receive any remedy control. At the end of the remedy period, the results of the two groups were applied by using statistical tests Chi square and Uman-Vitney formulae. The results of the present study revealed that the returning rate of the illness has showed significant decrease in the experimental group over controlled group ($p < 0.01$) and the depression rate also had significant decrease ($p < 0.01$).

Keywords: Co-existence, basic depression disorder, drug addiction disorder, remedy group, Identification -behavioral remedy



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