

# A Consideration on Factors of Collecting Buying Behavior

Arash Allahdini<sup>1</sup>, Shahrzad Chitsaz<sup>1</sup> & Hamid Saeedi<sup>1</sup>

<sup>1</sup>Department of Business Management, College of Management and Accounting, Yadegar -e- Imam Khomeini (RAH) Shahre Rey Branch, Islamic Azad University, Tehran, Iran

Correspondence: Shahrzad Chitsaz, Department of Management, College of Management and Accounting, Yadegar -e- Imam Khomeini (RAH) Shahre Rey Branch, Islamic Azad University, Tehran, Iran. Tel: 98-912-284-8995. E-mail: Sh\_chitsaz@yahoo.com

Received: April 22, 2017      Accepted: June 6, 2017      Online Published: July 28, 2017

doi:10.5539/ijms.v9n4p111      URL: <http://doi.org/10.5539/ijms.v9n4p111>

## Abstract

This paper deals with reviewing the literature on factors related to collecting behavior and considers individual, social and other impacts on collector's life and functions during collecting. Variety of findings based on researches type such as researches on levels of possession, rareness, and value which influence on collecting behavior, and researches methodology are useful to consumer behavior science. Collecting has useful spiritual and mental effects and it is different from hoarding. Collectible things convey specific meanings. The process of collection completion is like child growth process in which the child starts with collecting cards or stones and then proceeds to demand more worthy things. There are different collecting behaviors in men and women. Things may have two functions; one is the real function to be used and the other is as a part of collecting. Collector is a person who is interested in a specific type of thing because of symbolic values to express oneself meaning, which do not mean hoarding.

**Keywords:** collecting, purchase behavior, collection, consumer behavior

## 1. Introduction

### 1.1 Introduction of the Problem

Collecting behavior considers history and theoretical-conceptual literature of related researches and describes study platform. From the beginning of the 20th century several expanded investigations have been done considering collecting and buying collections. These researches have met different expanded geographical and demographic methods in different levels of individual and social involvements about collecting buying behavior. The main questions in this review consider roots of collecting buying factors; reasons which explain how a buying change to a collecting buying; variety and the expansion of collections; and to what extent people insist, continue and tolerate expense of this behavior. The review is based on the concepts extracted from literature and sources considered during the investigation which are shown in Table 1 by paying attention to the factors influence on collecting buying behavior.

### 1.2 Importance of the Problem

The study is significant because the consumers' needs and producers' manners are changing as a result of inevitable changes in everyday life, while the competition inside and between societies meet new experiments. Today buying more than natural needs in any framework can affect the other sides of society. It seems in society, collecting buying is beyond the people's primary needs, and probably it influences on their economy and lifestyle. Therefore, understanding of its importance is necessary. Indeed, monetary turnover which earned by collecting buying in the families and market can be valuable enough to increase the importance of the subject. Nowadays, beside traditional market, there are virtual markets for presenting the collections or the things related to specialize them.

### 1.3 Relevant Scholarship

The review is based on the concepts extracted from literature and sources considered during the investigation which are shown in Table 1 by paying attention to the factors influence on collecting buying behavior.

## 2. Discussion

### 2.1 Values and Value Based Concepts in Collecting Buying

Pearce (1995) mentions the values and natural values in collecting according to Durost's ideas (1932). Moreover, he believes the concept of value is a secondary function which is different from the price of the objects, collecting commences based on specialized natural values, and also possession's ideas on objects and the main value of an object to collect which is based on its nature. If an object has been bought because of its usage or specific function, aesthetic or other values reasons, then the object is not considered as a collection part. Pearce (1995) believes that the object can be a subject in considerable decrease or increase of value when a nonfunctional object becomes the first and the most important thing to buy. Gao et al. (2014) believe that in general, changing of a buying to a collecting buying is a valuable subject. When the collecting belongs to a collector is rare and valuable, possessing just one object is enough to motivate the individual to start collecting related objects. They also suggest that the collection's position is related to the rareness and value of the objects which belong to it. McAlister et al. (2011) mention the material value of an object. Zimmerman (2010) realizes when the producing of some toys has been limited, the price value of them increases, so that collectors and investors caused rising prices. Cheetham (2009) points out that value analysis is important as well as material value.

Table 1. Concepts extracted from literature and sources

Concept	Authors
Value and value based concepts in collecting buying	(Baekeland, 1981); (Pearce, 1995); (Hogg, 2003); (Carey, 2008); (Jimerson, 2003); (Belk R. W., Wallendorf, Sherry, & Holbrook, 1991); (Belk R. W., 1995); (McKinley, 2007); (Baudrillard, 1994); (Price, 1995); (McIntosh & Schmeichel, 2004); (Macdonald, 2006); (Cheetham, 2009); (McAlister, Cornwell, & Cornain, 2011)
Motivation and stimulus concepts in collecting buying	(Pearce, 1995); (Carey, 2008); (Belk R. W., Wallendorf, Sherry, Holbrook, & Roberts, 1988); (Cheetham, 2001); (Baekeland, 1981); (Danet & Katriel, 1989); (Gao, Huang, & Simonson, 2014)
The Relation of norms and environmental effects on collecting buying	(Gao, Huang, & Simonson, 2014); (McKinley, 2007)
Possession concept and its relation to number of collectibles on collectors visual image	(Belk R. W., 1995); (McKinley, 2007); (Baudrillard, 1994); (Baekeland, 1981); (Price, 1995); (Gao, Huang, & Simonson, 2014)
Symbols in collecting	(Baekeland, 1981); (Hogg, 2003); (Baudrillard, 1994)
The concept of historical-cultural dimensions in collecting buying	(Pearce, 1995); (Hogg, 2003); (Jimerson, 2003); (Belk R. W., Wallendorf, Sherry, & Holbrook, 1991); (Belk R. W., 1995); (McKinley, 2007); (Baudrillard, 1994); (Macdonald, 2006); (Cheetham, 2001); (Cheetham, 2009); (Schoenmakers, 2012)
The concept of Social dimensions in collecting buying	(Belk R. W., Wallendorf, Sherry, & Holbrook, 1991); (Ritchie, 2013); (Pearce, 1995); (Hogg, 2003); (Carey, 2008); (Cheetham, 2009) (McIntosh & Schmeichel, 2004); (Macdonald, 2006); (Baudrillard, 1994); (Price, 1995); (McKinley, 2007); (Gao, Huang, & Simonson, 2014)
Abnormality and misuse caused by collecting buying	(Belk R. W., Wallendorf, Sherry, & Holbrook, 1991); (Belk R. W., 1995); (McAlister, Cornwell, & Cornain, 2011); (McAlister & Cornwell, 2012)

Carey (2008) emphasizes on the social values and value symbols in the society. She also declares a complete set in the secondary market may have more value than sum of individual objects. Accordingly, it shows the rareness value of the parts and expenditure of the consumed time to collect them are effective in rising up the prices. Products that can be suitable to collect have both normal and social value to the collector. Also completion of a set, increases social value of a product and encourages the individual to the collecting. Hogg (2003) believes, women normally collect objects with lower artistic and cultural values. However, Jimerson (2003) says make a decision to choose the collecting specifics is based on cultural values. Belk (1995) believes collecting seems more valuable and less egoistic in the society in comparison to other luxury consumptions. He also says successful collecting causes the collector to become an expert, to get preservation of a collection, to gain

acknowledgement, courage and perseverance in collecting. Thus, gathered experiments or characteristics are known as values in western cultures and jobs. Pearce (1995) explains that value is inside of qualitative relation between human and object, but Baudrillard (1994) asserts object's exceptional value is visible due to lack of its presence. He says collecting at its first outbreak will arise under cultural orientation, and then the collector's tendency to distinguish objects and their material values, as well as social custom values and etc. Belk et al. (1991) declares collecting benefits have an aesthetic purpose to oneself and others; and cultural values will be proofed among these advantages. On the other hand, Baekeland (1981) introduces a collector as a person who is interested in specific kinds of objects because of their symbolic values and uses them to raise the individual's meaning and connection. He believes art collections cooperate attitude to valuable artworks among art historians, art dealers, museum keepers and artists.

Table 2. Sort of authors based on value definitions in collecting

Subject	Authors
Collecting buying is based on social and cultural values	(Pearce, 1995); (Hogg, 2003); (Carey, 2008); (Jimerson, 2003); (Belk, Wallendorf, Sherry, & Holbrook, 1991); (Belk, 1995); (McKinley, 2007); (Baudrillard, 1994); (Price, 1995); (McIntosh & Schmeichel, 2004); (Macdonald, 2006); (Cheetham, 2009);
Collecting buying is based on symbolic values	(Baekeland, 1981); (Baudrillard, 1994); (Carey, 2008);
Collecting buying is based on material values	(McAlister, Cornwell, & Cornain, 2011); (Macdonald, 2006); (Cheetham, 2009); (Price, 1995)

### 2.2 Motivation and Stimulus Concepts in Collecting Buying

Gao et al. (2014) in their investigations for direct examination of collecting motivation, asked directly from participants about their tendencies to collect a product instead of asking them to choose between a collectible object and a nonrelated one. They realized when the object is valuable and a rare collectible, possessing of only one object is enough to motivate oneself to collecting of that product. McAlister et al. (2011) consider collectible toys as a motivation associated with foods, and revealed that 3-5 years old children understand motivation in collecting. McKinley (2007) regarding psychological viewpoint of collecting asserts that there are different types of motivations like: investment, hedonic, social stimulates, historical scientific studies and emotion filling. However, from Macdonald's (2006) point of view, personal museum owners have strong motivation to earn revenue of collection's side services. Regarding this issue Cheetham (2001) says at the moment of adding objects to interests, all identities and relations between them are examined in making an issue. On the other hand, concepts endeavor to fix identities, motivations or interests of collectors into a group. Pearce (1995) proposes inner motivation, but Gao et al. (2014) state both intrinsic and extrinsic motivations. Danet & Katriel (1989) introduce five separated solutions to reach the sense of receiving the result. First, set completion; second, filling the space; third, creation of visual pleasure; forth, collecting objects with extra big or small sizes; and fifth, wish to have perfect objects. On the other hand, Belk et al. (1988) believe that motivation is autogenously. They reckon that collections display expanded self in these elements: seeking power, knowledge, childhood memories, prestige and mastery. Also, Carey (2008) mentions the inner shape of motivation. Baekeland (1981) believes that some collectors are stimulated by giving their collections to the museum in order to keep their names alive, and become immortal in this way.

Table 3. Sort of authors based on intrinsic or extrinsic definition in collecting buying

Subject	Authors
Collecting motivations are intrinsic	(Pearce, 1995); (Carey, 2008); (Belk R. W., Wallendorf, Sherry, Holbrook, & Roberts, 1988); (Cheetham, 2001); (Baekeland, 1981); (Danet & Katriel, 1989); (Gao, Huang, & Simonson, 2014)
Collecting motivations are extrinsic	(Gao, Huang, & Simonson, 2014)

### 2.3 The Relation of Norms and Environmental Effects with Collecting Buying

Gao et al. (2014) state that unstable possession's level causes a tipping point effect. McKinley (2007) refers to Sigmund Freud who mentioned the dark side of collecting called hoarding. This abnormal behavior interferes with purposely collecting and effects on people's life.

#### *2.4 Possession Concept and its Relation to Number of Collectibles and Collector's Visual Image*

Gao et al. (2014) declare that people who possess a few objects, have more willingness to assume themselves as collectors than the ones who possess only one object and stimulus situation for choosing new collectible which they would buy it. However, unlike other studies when the collectible which belongs to a collector is rare and valuable, possession of one object is enough to stimulate oneself to begin collecting the same objects. At least possessing a few collectibles can be a spark to begin and collect more products. They imply initiate marketing based on collectible gift giving can expand and fulfill consumer commitment due to an obtained level of possession. McAlister et al. (2011) mention Belk's (1995) idea in which collecting process is defined as actively, selectively, and passionately acquiring, and finally possessing things that are out of common use and classified as dissimilar practice. While McKinley (2007) mentions Sigmund Freud viewpoints and he believes collecting behavior refers to human childhood when ones lose their control of what has gone down in the toilet and has tried to gain back lost possessions. McKinley (2007) also refers to Kyrios, Frost, & Steketee (2007), and states that compulsive buying would have been caused under the influence of lack of deciding, passionate relation to objects, and incorrect beliefs about possession feeling. Pearce (1995) believes men relation to collections and what they possess is based on relation and competition, but women willingness to possessing and collecting is based on their self-expression. Belk (1995) asserts collecting is a possessive behavior, common and more valuable than luxury consumption from society's perspective and it seems less selfish. Also, Price (1995) refers to Muensterberger (1994) who states that behind possession's passion, there is often a memory of hurt or slipup which causes change of people's need in relation to narcissism and their needs to objects instead of human. Regarding this issue Baudrillard (1994) believes each object can have two duties, one is the ordinary function and the other is to be possessed. Thus, it is not possible without a set to play, and there will be no possession. He points out complication not only prepares position of possession, but also rises up symbolic attitude to object. Possession is a motivation to the complete satisfaction of prestige earned from collectible encounter to people and the fact that they do not have it, and loving objects refers to be surrounded with possessed objects. However, Baekeland (1981) believes an art collector is neither a hoard nor an art lover, that's why most of the art lovers tend to see artistic products and not possessing them.

#### *2.5 Symbols in Collecting*

Regarding symbols Hogg (2003) asserts that symbolic meanings and stories used for remembering life experiences of collecting, which may change, or with resignation to a competent substitute will be preserved and increased, and collecting continues. However, Baudrillard (1994) believes a unique object is a symbol of the collection set belonged to and at the same time is the symbol of the collection owner. Complication prepares both position of possession and improves symbolic tendency. On the other hand, Baekeland (1981) introduces a collector as a person who is interested in specific kinds of objects because of their symbolic values which uses them to raise oneself meaning and connection. He believes art collections cooperate an attitude with valuable artworks among art historians, art dealers, museum keepers and artists.

#### *2.6 The Concept of Historical-Cultural Dimensions in Collecting Buying*

Schoenmakers (2012) refers to Edward Burnett Tylor (1871-1958) who stated that collections related to human cultural evolution are like mines of historical knowledge. However, Cheetham (2009) posits customs and methods through auction consider commodity of objects and blur the cultural biography of objects, but collectibles still transfer their cultural history to the next owners. McKinley (2007) states that some collect to preserve the past which they may be accused of stealing, but some propose collecting as a way of learning and also saving the history. Macdonald (2006) points out that collecting is a kind of distinction method which brings knowledge and creates the ways to understand, and culturally obtains relation channels between objects and human. Hogg (2003) refers to an ethnography used by Cheetham (2002) to explore materialistic culture of collecting. Regarding this issue Jimerson (2003) declares post modernists claim by which make the decision to choose and collect is not neutral, and is known as a mediator of cultural values. Pearce (1995) mentions that one of the main interests of male collectors in Britain is natural history. Also Belk (1995) refers to human relationships and asserts that collections display social class abilities as a human which made legacy, and collecting declares values as the consumer culture. Baudrillard (1994) reckons collecting presents material and social customs competencies based on cultural orientation. Expanding this subject Belk et al. (1991) states collecting reflects different modern consumer cultures. Also, it is a stimulus power to consumer culture. Collecting explains individual cultural identity, and connect it to object's nature. Therefore, the collector finds out a cultural viewpoint and develops his or her relation to self-image.

### 2.7 The Concept of Social Dimensions in Collecting Buying

Gao et al. (2014) believe that the testing tendency in order to change a buying to have, with a collecting buying in people is to know whether collecting behavior is based on an intrinsic personality or based on a social phenomena influenced by others. Pearce (1995) points out when a useless object becomes the first and more important collectible buying of a collector, in fact it presents its ability to social motivating due to the process of collecting. Cheetham (2009) states that collecting may be revealed by approving social relations. When collectibles are involved in a transferring meaning process, this shows the objects have a kind of social dynamic. She reckons researchers work in value analysis of consumer subject causes an increasing social representation of collectibles. However, Carey (2008) explains that the products which have the possibility to become a collectible have both social and ordinary values. Besides, in any situation collection special value may present social position, rising ones esteem, and proud feeling or culture. Regarding this subject McKinley (2007) reckons that one of the collecting reasons can be a social life expansion and exchanging, in other words, sharing information with like-minded people. Macdonald (2006) states, in collecting with cultural economy point of view in which economy can be added to art, and also economical model uses human behavior to understanding social aspects. Also McIntosh & Schmeichel (2004) believe collecting is a rich way to social behavior researches. That's why people collect to prove their identity as a representative of a good citizen in society. However, Hogg (2003) asserts exchange and commercial viewpoint is necessary to increase social communications in society of collectors. Price (1995) refers to Muensterberger (1994) who points out some moments collections fulfill the appropriate social role for the owner in the collector's society. Like the people who have a position and a social value or they are going to try to gain a specific social position. Baudrillard (1994) states that time for collection is interpreted somehow to a form of curiosity, prestige and social communication. Therefore, collecting in society is represented based on collection, but sometimes a misunderstanding may cause that collectors consider themselves as collecting orientation. Belk et al. (1991) believe collections stabilize social class's levels by making competition through members of a social class supported by enough requirements. On the other hand, Ritchie (2013) reckons that there are psychological, passionate and educational advantages in collecting for children. Parents and instructors can cause self tranquilizing and educational benefits by encourage kids to collect.

### 2.8 Abnormality and Misuse Caused by Collecting Buying

Belk (1995) mentions cases that the number and volume of collections present collectors addictive behavior. These cases display people's life, work, and health which are influenced by unsatisfied indulge of these addictive behaviors. However, McAlister et al. (2011) claim that collecting in childhood period is a consumption behavior. Also Belk et al. (1991) refer that collecting leads labor flows, love, and money to ingenerate functions which is one of the collecting weak points. Thus, passion of collecting occasionally misleads an individual to steal, murder, pillage and misuse from developing countries. McAlister et al. (2012) reckon that children encouraging to collecting buying behavior has educational advantages, and also includes potentiality to create negative behavior. For instance, it puts parents under financial pressure, or increases materialistic appeals in children.

Table 4. Sort of authors based on other collecting buying definitions

Subject	Authors
Collecting buying is based on possessive tendencies	(Belk, 1995); (McKinley, 2007); (Baudrillard, 1994); (Price, 1995); (Baekeland, 1981); (Gao, Huang, & Simonson, 2014)
Collecting buying is based on collectible rareness	(Carey, 2008); (Zimmerman, 2010); (Gao, Huang, & Simonson, 2014)
Collecting buying is based on getting pleasure	(Danet & Katriel, 1989); (McKinley, 2007)
Collecting buying is based on tendencies in scientific and historical subjects	(Pearce, 1995); (McKinley, 2007)
Collecting buying is based on getting prestige	(Belk, Wallendorf, Sherry, Holbrook, & Roberts, 1988); (Baudrillard, 1994)
Collecting buying is based on getting power	(Belk, Wallendorf, Sherry, Holbrook, & Roberts, 1988)
Collecting buying is based on fulfilling the feeling space	(McKinley, 2007)
Collecting buying is based on immortality sense in collector	(Baekeland, 1981)

### 3. Conclusion

#### 3.1 Related Factors to Value

Cross related factors to value, Pearce (1995) reckons that value is a secondary subject in collecting buying which is different from primary and related material values. Gao et al. (2014) believe that converting a buying to a collecting buying is valuable in general and a collection's position is based on the value and the rareness of collection's objects. McAlister et al. (2011) refer to the material value of collectibles, but Zimmerman (2010) states that object's value is concealed in their rareness. However, Cheetham (2009) believes in both value analysis and material value. On the other hand, Carey (2008) mentions social values' view and value symbols from society viewpoint, he claims these values earned from rareness and time consumed to acquire them. Also Baekeland (1981) states to object's symbolic value as self meaning expressing. Hogg (2003) says women collect to self-express, and usually collect low value things. Jimerson (2003) believes making decision about what to collect is based on cultural values, and Belk et al. (1991) also mentions cultural values. However, Belk (1995) reckons collecting from the society viewpoint is more valuable and less selfish than other luxury consumptions. Pearce (1995) asserts that value through collecting buying is in the qualitative relation between an object and human. Baudrillard (1994) believes the exceptional value of an object can be understood only by its lack.

#### 3.2 Related Factors to Motivation

Due to summarizing motivational factors Gao et al. (2014) realize being valuable and rare, are enough to motivate. McAlister et al. (2011) found 3-5 years old children who understand motivation in collecting. Motivations based on McKinley's (2007) state are: investment, hedonic, social stimulates, historical specific studies, and emotional filling. Macdonald (2006) also claims on materialistic reasons. Cheetham (2001) mentions identities and interests as the main motivations. Intrinsic motivations have been stated by Pearce (1995) and Carey (2008). Nevertheless, Gao et al. (2014) indicate to both intrinsic and extrinsic sides. Price (1995) believes in oriental motivation role. Danet & Katriel (1989) mention set completion, filling the space, creation of visual pleasure, having extra big or small sizes, and perfection as motivations. Belk et al. (1988) believe in the autogenously act of the motivation and reckon that seeking for power, knowledge, childhood memories, prestige, and mastery are reasons to motivate. On the other hand Baekeland (1981) claims being immortal as cause to collect.

#### 3.3 Norms in Collecting

In attention to norms Gao et al. (2014) mention unstable possession level as a tipping point effect. After all McKinley (2007) knows hoarding is an abnormality which interferes with collecting and effects on people's life.

#### 3.4 Related Factors to Possession

Regarding possessing Gao et al. (2014) believe possession of a few collectibles cause the collector to collecting, but being rare and valuable of an object is an enough reason for only one object to motivate collecting. McAlister et al. (2011) mention the process of collecting ends to possession. McKinley (2007) believes the reason is to gain back the lost possessions in childhood. Moreover, Pearce (1995) asserts men posses to compete, but women posses to self-express. Belk (1995) also claims that collecting is a possession's behavior. Prince (1995) mentions that possession is caused by a memory of hurt or slip up then. On the other hand, Baudrillard (1994) states to ordinary function and being possessed duty, and he believes complication prepares position of possession and possession is a motivation to the complete satisfaction of prestige. Baekeland (1981) points out willing to possess is the behavior of an art collector not an art lover who tends to see artistic products.

#### 3.5 Related Factors to Symbols

In relation to symbols subject of collecting, Hogg (2003) states that symbolic meanings effect on collecting. Also Baudrillard (1994) believes a unique object is a symbol of the collecting set which belongs to, and also a symbol of the collection owner at the same time. Besides, complication improves symbolic tendency. Baekeland (1981) points out that collectors are interested in collectibles because of their symbolic values.

#### 3.6 Related Factors to Historical-cultural Concept

Regarding the historical-cultural concept in collecting buying, Schoenmakers (2012) believes collections related to human cultural evolution are like mines of historical knowledge. However, Cheetham (2009) asserts that collectibles transfer their cultural history to the next owners. McKinley (2007) mentions that some collect to save the history. Also, Macdonald (2006) states collecting culturally obtains relation channels between objects and human. Besides, Jimerson (2003) believes collecting is based on the mediation of cultural values. Pearce (1995) talks about men interests in natural history. Moreover, Belk (1995) reckons that collecting declares values as the

consumer culture, also Belk et al. (1991) believe collecting explains individual's cultural identity and reflects different modern consumer cultures, including collecting is a stimulus power of the consumer culture and the collector finds out a cultural viewpoint. Nevertheless, Baudrillard (1994) mentions collecting presents based on cultural orientation.

### 3.7 Related Factors to Social Dimensions

Relating to social dimensions concept in collecting buying Gao et al. (2014) consider whether collecting behavior is based on an intrinsic personality or is a social phenomena influenced by other people. Pearce (1995) believes objects capacity to social motivating due to the process of collecting is considerable. Cheetham (2009) states that collecting revealed by approving social relations and objects has a kind of social dynamic. Carey (2008) reckons collecting refers to both ordinary and social values of objects for collectors. However, McKinley (2007) mentions sharing information and expanding social life as reasons for collecting. Macdonald (2006) points out that in economical model collecting human behavior is used for art social perception. Also, McIntosh & Schmeichel (2004) state that collecting is a significant way to social behavior research. Besides, collectors try to identify themselves in society as respectable citizens by collecting. Hogg (2003) expresses that in collectors' society trade behavior is necessary to create social relations. Price (1995) refers to Muensterberger (1994) who believes that sorting objects in groups is important as other social structures and occasionally collections purposefully are used to fulfill the sociological role of the collector. Baudrillard (1994) mentions prestige and social reflections of collecting dimensions. (Moreover, misunderstanding of collectors in which collecting significantly is based on collection oriented not based on the collector.) Belk et al. (1991) believe that social classes stability can happen based on collecting. Ritchie (2013) and also McAlister et al. (2012) point out to collecting educational benefits in children.

### 3.8 Abnormalities in Collecting Buying

Considering abnormalities and bad effects of collecting buying, Belk (1995) mentions that the collectors' life, work, and health have been effected by indulge and non facilities addictive behavior. However, McAlister et al. (2011) believe collecting in childhood is an consumption behavior, but Belk et al. (1991) state that social defects of collecting are guiding labor, love and money to activities which do not generate. Also, collecting can lead to steal, murder and abuse of undeveloped nations.

In relation to differences between women and men in collecting buying Belk et al. (1991) refer to the researches of Danet & Katriel (1989), Olmsted (1988), Belk & Wallendorf (1990), Rigby & Rigby (1944) in which they claim in youth, collecting behavior is the same in both girls and boys, but in the upper ages men's tendencies become more. Baekeland (1981) also asserts that men's collections are more historical; although, women's collections are more personal and non historical. Besides, Pearce (1995) believes men relationship to collection is based on competition; on the other hand, tendency in women consequences to self-extract and they present collectibles in their houses.

## 4. Recommendations

Due to less researches on extrinsic effect factors regarding collecting buying reasons, or less focused attitude of researches on this subject, it seems enough cognition is not reached on this theme. Accordingly, it seems useful that the researcher concentrates more on the sources in the next studies which emphasized on extrinsic factors effect on collecting buying behavior.

## References

- Baekeland, F. (1981). Psychological Aspects of Art Collecting. *A Journal of the Washington School of Psychiatry*, 44(1), 45-59. <https://doi.org/10.1080/00332747.1981.11024091>
- Baudrillard, J. (1994). The system of collecting. In J. Elsner & R. Cardinal (Eds.), *The Cultures of Collecting* (R. Cardinal, Trans., pp. 7-24). Cambridge, Massachusetts: Harvard University Press.
- Belk, R. W. (1995). Collecting as luxury consumption: Effects on individuals and households. *Journal of Economic Psychology*, 477-490. [https://doi.org/10.1016/0167-4870\(95\)98956-X](https://doi.org/10.1016/0167-4870(95)98956-X)
- Belk, R. W., Wallendorf, M., Sherry, J. F., & Holbrook, M. B. (1991). Collecting in a consumer culture. In *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey* (pp. 178-215). Provo, Utah.
- Belk, R. W., Wallendorf, M., Sherry, J., Holbrook, M., & Roberts, S. (1988). Collectors and Collecting. *Advances in Consumer Research*, 15(1), 548-553.
- Carey, C. (2008). Modeling collecting behavior: The role of set completion. *Journal of Economic Psychology*,

- 29(3), 336-347. <https://doi.org/10.1016/j.joep.2007.08.002>
- Cheetham, F. (2009). Out of control? An ethnographic analysis of the disposal of collectible objects through auction. *Journal of Consumer Behaviour*, 8(6), 316-326. <https://doi.org/10.1002/cb.296>
- Cheetham, F. (2001). Totally Teapots: Collecting Social Worlds and a Sociology of Translation. *Critical Management Studies Conference*. Manchester.
- Danet, B., & Katriel, T. (1989). No two alike: Play and aesthetics in collecting. *Play & Culture: The Official Journal of The Association for the Study of Play*, 2, 253-277.
- Gao, L., Huang, Y., & Simonson, I. (2014). The Influence of Initial Possession Level on Consumers' Adoption of a Collection Goal: A Tipping Point Effect. *Journal of Marketing*, 78(6), 143-156. <https://doi.org/10.1509/jm.13.0475>
- Hogg, M. K. (2003). Special Session Summary Collecting, Collectors and Collections: Ethnographic Insights on the Interrelationships. *European Advances in Consumer Research*, 6, 176-180. Retrieved from <http://acrwebsite.org/volumes/11741/volumes/e06/E-06>
- Jimerson, R. C. (2003). Deciding what to collect. *OCLC Systems & Services: International digital library perspectives*, 19(2), 54-57. <http://dx.doi.org/10.1108/10650750310481766>.
- Macdonald, S. (2006). *A companion to museum studies*. Australia: Blackwell Publishing Ltd.
- McAlister, A. R., & Cornwell, T. B. (2012). Collectible toys as marketing tools: understanding preschool children's responses to foods paired with premiums. *Journal of Public Policy & Marketing*, 31(2), 195-205. <https://doi.org/10.1509/jppm.10.067>
- McAlister, A. R., Cornwell, T. B., & Cornain, E. K. (2011). Collectible toys and decisions to share: I will gift you one to expand my set. *British Journal of Developmental Psychology*, 29(1), 1-17. <https://doi.org/10.1348/026151010X526353>
- McIntosh, W. D., & Schmeichel, B. (2004). Collectors and collecting: A social psychological perspective. *Leisure Sciences: An Interdisciplinary Journal*, 26(1), 85-97. <http://dx.doi.org/10.1080/01490400490272639>.
- McKinley, M. B. (2007). *The Psychology of Collecting*. Retrieved from <http://www.talkingclocks.net>
- Pearce, S. M. (1995). *On Collecting: An investigation into collecting in The European Tradition, The collecting Cultures Series*. London, New York: Routledge.
- Price, S. (1995). Book Reviews. *Museum Anthropology*, 19(1), 61-63. <https://doi.org/10.1525/mua.1995.19.1.61>
- Ritchie, M. (2013). *Children and Collecting*. Retrieved from [childresearch: http://www.childresearch.net/papers/playing2013-01.html](http://www.childresearch.net/papers/playing2013-01.html)
- Schoenmakers, H. (2012). *The power of culture: A short history of anthropological theory about culture and power*. University of Groningen.
- Zimmerman, A. (2010). *How Toy Crazes Are Born: Collectibles Are Designed to Be Cute, Numerous, Affordable and Just Rare Enough*. Retrieved from <https://www.wsj.com/articles/SB10001424052748704828104576021430434938792>

## Copyrights

Copyright for this article is retained by the author, with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).