

"A man is
great by
deeds, not by
birth"

-Chanakya

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Developing a model of Aesthetic consumption

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Developing a model of Aesthetic consumption

Abstract: Several models of aesthetic judgement have been developed. However, they fail to capture the nature of taste formation and the dynamic way in which aesthetic consumption changes. In this paper, we develop a model of aesthetic consumption, which comprehensively captures all processes involved in pre-purchase, purchase and post-purchase stages of aesthetic consumption. Study 1 adapts a qualitative enquiry using the principles of grounded theory to unearth the themes around aesthetic consumption.

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