Analyzing the Possibility of Applying the Theories of Consumer Behavior, Whichever is Closer to the Market in the Iraqi Economy

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Abstract

This research aims to analyze the theories of consumer behavior and indicate what is closer to the market in the Iraqi economy, as the study of consumer behavior in general helps consumers understand their purchasing and consumer decisions and in identifying the motives and reasons behind these decisions, and this study also helps to understand the factors that affect their thinking In their choice of a certain commodity and a brand over another, the study also explains the reasons for their behavior and its consequences in light of these influences, so that consumers can improve their purchasing decisions and modify their consumer and purchasing behavior.

Keywords

Theories of Consumer Behavior, the Iraqi Economy.

Introduction

Theories of consumer behavior help the consumer to know the motives that make him prefer to buy a product or service from a particular brand, and to understand how he buys goods and how to obtain them, and helps marketing students to understand the environmental and personal factors that affect an individual's buying behavior, so they will be able to know how to take The consumer is responsible for purchasing decisions, the time they need and the motives and incentives that drive them to buy.

It helps companies seize appropriate marketing opportunities. It is important for the company to divide the market, and this means studying community members and familiarity with the characteristics of consumers and identifying their needs, desires and consumer behavior. By dividing the market, the company can maintain current customers, and develop plans for future growth and development to meet the needs of More people.
Research Methodology

The Research Problem

The consumer faces many influences that control his final behavior and direct him towards the purchase and use of a specific good or service, and these influences differ according to the individual consumer in terms of his nature, his cultural and social background, and the nature of the market he deals with. The theory of consumer behavior is of great importance in contemporary economic literature. As it helps to predict the way in which consumers allocate their cash income among groups of substitute commodities, it also helps to understand the nature of market demand. In view of this importance, the theory of consumption in positive economics has acquired more research and analysis on the theoretical and applied levels, to identify its most important aspects. These research and studies have focused on the theoretical study of consumer behavior and analytical methods and models, and research continues. Studies are continuing in our time to arrive at an integrated theory that can explain and analyze consumer behavior.

The Importance of Research

Consumption is one of the aspects of micro and macro-economic theory, and it is the main engine of economic activity and the motive for production. Consumption is the use of goods and services to satisfy human needs and desires. The study of consumer behavior and understanding the reality of the job that the consumer performs is necessary to explain many economic phenomena and problems, and given the importance that the consumer represents and the seriousness of its impact on the economic life of society, there have been numerous studies aimed at analyzing his behavior and arriving at principles and concepts about this behavior.

Research Objectives

The economic theory must be closely related to the doctrine of the theory, and the study of some aspects of economic theory must be based on the Islamic belief, as the economic theory of consumer behavior is one of the most important aspects of economic theory. Therefore, the aim of this research was to study the theories of consumer behavior in light of the Iraqi economy and try to formulate a theory for this behavior, and to determine the consumption function that fits the values and principles of the Iraqi market.

Research Plan

This research consists of three main parts. The first part deals with the methodology of the research, which includes the research problem, its importance, objectives and research
plan. While the second part reviews the development of economic literature with regard to the concept of consumer saloom, theories of consumer behavior, analysis of the possibility of applying consumer behavior theories in the Iraqi market and theories of consumer behavior, and they are closer to the Iraqi economy. The third part deals with the most important conclusions and recommendations reached by the research.

The Theoretical Framework of the Research

The Concept of Consumer behavior Theory

Behavior is generally defined as the way living organisms deal and act with environmental conditions through an activity that aims to modify or change these conditions, so that they become appropriate to them and their requirements in order to be able to live and survive, and this concept applies to humans as well. It is nothing but reactions to the pressures that he is exposed to in his life, which affects his psychological state. As for the consumer, it is defined according to his type. The individual consumer is that person who purchases goods that he needs for his personal or family use, and there is another type, which is the industrial consumer, and it includes all private organizations It searches for products and buys them to use in achieving their goals and future plans (Abdul Hamid, 2008).

Consumer behavior theory, the theory of consumer behavior is the study of how people decide to spend their money based on their individual preferences and budget constraints. The theory shows how individuals choose their options, depending on the amount of disposable income for spending and the prices of goods and services. Understanding the way consumers work makes It is easier for sellers to predict which products will sell the most, and it enables economists to better understand what the economy as a whole is like (Hussein Ghanem, 2011).

Individuals are free to choose between bundles of different goods and services. Behavior theory seeks to predict their buying patterns by making the following three basic assumptions about human behavior which are: (Rifat Al-Awadi, 2013)

- Maximizing Benefit: It is said that individuals make informed decisions when shopping and purchasing the products that bring them the most benefit.
- Maximum benefit: People seldom settle for one shopping trip to stores and always want to make more search trips.
- Diminishing marginal utility: consumers lose their satisfaction with the product as they consume more.
All human desires, aspirations and motivations are known to be human desires in the economy. Desires which can be satisfied with goods and services of any kind are economic desires, for example, food, shelter, clothes etc. are economic needs of man. Those that cannot be bought are non-economic needs like peace, love, kindness, etc (Amin Mustafa, 2011).

The study of consumer behavior is one of the things that workers in the field of marketing care about, as it enables them to prepare their marketing programs, design their successful advertisements and competition, and pushes them to develop or change the commodity to suit the desires and needs of the consumer, and to set appropriate prices for the product based on the consumer's social classes, and it pays them To developing different marketing strategies whose goal is to influence and motivate the customer to buy the product, and to understand consumer behavior so that those in charge of marketing operations can keep the customer in a competitive environment.

Either features of a behavior theory include: (Osama Muhammad, 2015)

- Building a better understanding of individuals ’tastes and incomes is important because it greatly affects the demand curve, the relationship between the price of a good or service and the quantity required for a certain period of time, and the shape of the economy as a whole.
- Consumer spending drives a very large part of GDP in the United States and other countries.
- If people reduce purchases, then the demand for goods and services will decrease, which will reduce corporate profits, the labor market, investment, and many other things that make the economy hurt.

Either the limits of consumer theory include: (Hamad Abdul, 2017)

- There are many challenges facing developing a practical formula for this situation. For example, as behavioral economics indicates, people are not always rational and sometimes indifferent to the options available.
- Some decisions are particularly difficult to make because consumers are unfamiliar with the products.
- There may also be an emotional component to the decision-making process that cannot be extracted from an economic job.
- The many assumptions made by consumer theory mean that this assumption has been severely criticized.
• Although his observations may be valid in an ideal world, there are, in fact, many variables that may reveal the process of simplifying spending habits as flawed.
• Economics is not just statistics and graphs; it also deals with human behavior and its needs.
• Consumer behavior deals in particular with how consumers allocate and spend their income between all the different goods and services.

Theories of Consumer Behavior

The starting point in the analysis of consumer behavior is that the role of this consumer in the market system is to spend his limited income in order to obtain various consumer goods and services offered to him by the producers according to the prices prevailing in the market, which are prices that are considered data for him, and the consumption theory tries. Explain how the consumer distributes his limited income to these goods and services (Amin Montaser, 2013).

The basic assumption in this theory is that the consumer is driven by this behavior by his desire to maximize the satisfaction he gets from his consumption of the goods and services he buys with his limited income in the market. There are two main types of analysis included in consumption theory or consumer demand theory. The first and oldest type is the analysis using the utility method, and the second and latest type is the analysis using the indulgence curves method (Ismail Sabry, 2002).

Indeed, these two types of analysis do not transgress to be in most parts two different ways of explaining the same thing. While some researchers prefer the first type of analysis, others prefer the second type. Regardless of their personal preference, both types of analysis undoubtedly aid in understanding consumer behavior in a better way (The Scientific and Practical Encyclopedia of Iraqi Banks, 2016).

There is a third type is the analysis using the clarified preference method. These three methods try to explain the consumer's behavior in determining his consumption spending plan, and each of them has its assumptions and criteria that if it is met, the consumer will be in equilibrium, that is, he is able to distribute his spending on various goods and services to obtain the commodity group that It achieves the largest possible benefit for him, i.e. the largest possible satisfaction at the lowest possible expense. Others have attempted to explain consumer behavior through suggested models based on some behavioral science data (The First International Conference on the Iraqi Economy, 2014).
1. Analytical Methods and the Position of Islamic Economics on its Assumptions

We analyze consumer behavior to find out how the consumer is coping with his economic problem. It is known that the economic problem of the consumer is the insufficiency of his real potential in relation to his unlimited needs of goods and services. Since the consumer cannot satisfy all of his needs, we assume a priori that he will seek to satisfy as many of these needs as possible. When the pursuit of this direction is achieved, it is linked to a certain pattern of behavior, which we describe as rational. She says that consumer behavior is rational, as he behaves in a way that satisfies the largest amount of his needs within the limits of his limited cash income and the prevailing prices of goods and services (Siddiq Muhammad, 2004).

When the consumer achieves the goal he seeks, we say that he has achieved a state of balance, and after a great deal of diligence from economists, especially since the late nineteenth century AD, three analytical methods of consumer behavior came out to us, and below we review these analytical methods.

A. Utility Method

The idea of utility appeared as a technical basis for the analysis of consumer behavior in the seventies of the last century when three important economic literature was published, approximately at the same time, and in an entirely independent capacity for the Englishman Stanley Jevons, the Austrian Krill Menger and the Frenchman Lyon Valras. What a person feels at a specific moment and in specific circumstances" (Muhammad Noah, 2015).

While the marginal utility expresses the "satisfaction that the consumer gets from the last unit of a series of successive units of the commodity consumed", we find the utility expresses: "the total satisfaction arising from the individual consuming different quantities of a commodity during a certain period of time." As for the principle of diminishing marginal utility, it means that when additional units of a commodity are consumed in a given time, the added benefit that we obtain from these units will decrease continuously with the remaining consumption of other commodities the same (Zuhair Al-Sabbagh, 2007).

The method of utility has been criticized by some contemporary economists, including: that utility can only be measured personally, and that the principle of diminishing marginal utility is not suitable to describe typical market phenomena, just as the consumer does not depend while he is in the process of choosing between different commodities on
the measurement of utility units. Rather, it depends on the mere preference between the additional units of these commodities. However, the concept of utility allows us to conduct consumer behavior, assuming rational behavior on the part of this consumer, and this means that the consumer aims to achieve maximum satisfaction within the limits imposed on him (Boualem & Taher, 1999).

These limitations are represented in the consumer's limited income and the prices he pays when purchasing various consumable goods. The consumer achieves maximum satisfaction when he spends his income on various commodities in such a way that the marginal utility of one monetary unit of one commodity is equal to the marginal utility of one monetary unit value of each of the other commodities. Utility analysis also allows us to identify the rules under which goods and services are exchanged between individuals in a society.

B. Alike Curves Style

The history of normalization curves as an artistic method of scientific research goes back to the eighties of the last century, although it did not take its current place in economic analysis until the thirties of this century.

What are the indifference Curves?

The normalization curves represent a graphic picture of the consumer's tastes and preferences during a specific period, while the normalization map represents a group of normalization curves, each of which slopes down to the right, and each of them represents a level of total saturation less than the total saturation level represented by the curve that lies above and so on, and so on. Both curves have certain characteristics, that they descend down to the right, that they are convex towards the point of origin, that they do not intersect, and that which lies farther to the northeast is always preferred. The advantage of the curves of indulgence that excludes the numerical measurement of utility, and that they are useful in explaining how a person with a limited budget chooses between two commodities, and their usefulness in determining the best consumer alternatives available for an individual (Rafiq Al-Masry, 2012).

However, there are some aspects of criticism that can be directed at the curves of fitness as an analytical tool, including: It still assumes that the consumer behaves in rational economic behavior, and makes his preferences firmly and precisely, although the wide advertising and propaganda about commodities have greatly affected the deviation of the consumer from rational behavior. It also does not take into account the problem of
changing consumers’ tastes over time, and it also assumes that the consumer spends all his income on consumption, even though reality is otherwise, because some people prefer saving for the future or for reserves (Ramadan Al-Sharnbasi, 2017).

Nevertheless, the analysis of indulgence curves is an alternative method of utility method in explaining consumer behavior and establishing individual demand curves for goods and services. Therefore, some researchers prefer to use the analysis of fitness curves, because the measurement of utility does not require a quantitative measurement, although the assumption of diminishing marginal utility is required for it. The normalization map shows consumer tastes and preferences, and the available groups line (budget line) shows the elements of opportunities available to the consumer when purchasing goods and services, and these elements are the consumer's income and the prices of goods in the market, and the consumer reaches the equilibrium position at the point of tangency of the available groups line at the highest curve either. The tangency point in this case shows the equilibrium groups of the two commodities, that is, the group that achieves the maximum possible total satisfaction to the consumer within the limits imposed on him.

C. Described Preference Style

One of the first to call for this method was economist Little and Samuelson, for each of them tried to base his analysis of the theory of consumer behavior not on the basis of asking consumers about their preferences for different groups, but on the basis of real actions, as they appear in the market, and he notes that this method is better than the method of alien curves; It is based on actual consumer behavior as we actually see it in the market. While this method downplayed the significance curves as an analytical method, it discarded the totality of the multiple utility method (Ahmed Abdel-Fattah, 2010).

However, he notes, in fact, that he reached the same results as the analysis of normalization curves, only without either curves, That is why it has been said: "The method does not amount to being a third independent method for analyzing consumer behavior, and it stands on an equal footing with the two methods of utility and the curves of alike".

He notes that Samuelson himself did not refer to the preference method explained in the later editions of his work on economics, but rather used the utility method (numerical utility) and the orthodoxy (ordinal utility) method in his explanation of the theory of consumer behavior. Nevertheless, the method of clarified preference is based on his analysis of behavior the consumer to the theory of consumer behavior to one thing, is the
preference of the consumer as it appears and actually expresses the decision that he takes to buy a particular combination without other two specific commodities in the market (Rashid Al-Barawi, 2009).

Thus, the decision that the consumer actually makes, or the choice that he really makes in the market, is related to disclosure of his preference or disclosure of this preference, and this means that the point on the budget line that expresses the consumer's equilibrium is indicative of a decision made by this consumer expressing his preference For the combination of the two commodities referred to at this point and not others of the various combinations that he can obtain with his limited income.

2. Analytical Models

The need for consumer behavior models emerged as a result of the divergence between producers and consumers, the spread of self-service stores, the multiplicity of products and services, and the great changes that occurred in the buying and consumption patterns of various social classes as a result of changes in incomes, living standards and education, which entailed clear changes in consumer aspirations Which led to the difficulty of knowing the real reasons for buying, and the motives for consumer behavior, which helped to further trend towards psychological and social studies in an attempt to understand human behavior, using various alternatives, including the formulation of consumer behavior models based on assumptions derived from the results of applied studies. Conducted in the fields of psychology, social psychology and anthropology (Hassan Al-Shazly, 2008).

Within the framework of consumer behavior and its motives, there are several different models between them in terms of steps, components and relationships. Despite this, the existence of such models has a number of benefits, the most important of which are: The intellectual framework that helps to further understand the nature of consumer behavior presented through those models, It also provides a reliable basis for predicting consumer behavior, and helps clarify and explain the various relationships and mutual influences, in addition to providing a sound scientific basis that contributes to developing and developing them (Jenny and Weber, 2017).

With the increasing attention directed to this field, however, an agreement has not yet been reached on a single model or theory that explains consumer behavior. There is more than one model, each of which explains consumer behavior from a specific angle, and regarding the multiplicity of these models, we will limit the conversation to three types of them:

• Marshall's model suggests the following behavioral hypotheses:
  • The lower the commodity's prices, the higher the sales volume of it.
  • The lower the price of the substitute goods, the smaller the sales of the original good.
  • The lower the price of the complementary goods, the more sales the original good.
  • The higher the real income of potential consumers, the more sales the commodity.
  • The higher the promotion expense, the greater the sales of the good.

B. Pleblin's Psychosocial Model

Kotler, in his study "Consumer Behavior Analysis" to which we refer, put forward a model related to psychosocial income for consumer behavior, the Felin model. Fellin focuses in his study on the model of the "luxury class", in which he believes that its consumer behavior is governed by fame, appearance and the search for status, and that the real goal of this class is to show off consumption in quantity and quality, and that other classes seek to imitate it. Accordingly, apparent consumption becomes a fashion for everyone, and there will be no society, no matter how poor, unless this trend is present, and it is present in all strata of society. He adds that, saying: The desire of every person is the race to acquire goods with the intention of demonstrating and not a basis for satisfying a need Actual. Then he says: Tradition governs the purchase of things and consumer spending, and may be the strongest economic motive in an industrial society (Ahmed Abdel Aziz, 2018).

The Felin model is presented on the basis that the affluent class is not considered a reference group for a majority of the members of society, because individuals usually aspire to the social class that directly above their class, in addition to the tendency of some members of the luxury class to reasonable consumption that actually satisfies real needs. Also, we should not take the behavior of some individuals and generalize it to the whole class. However, it can be said that the Flin model emphasized the impact of many social variables and determinants on consumer behavior, such as the prevailing culture and civilization in society and social class (Ahmed Jameh, 2012).

B. The organizational model of Pavlov and Hobbes

• **Pavlov's educational model:** Pavlov has concluded from his experiences that education is - to a large extent - a process of conditional attachment and telepathy, and that a large part of behavior adapts in this way. This model was developed and updated by continuing research and exploring some different phenomena such as
education, forgetfulness and the ability to excel, until the model crystallized to include four basic components: motivation, mood, response and reinforcement. This model does not claim to provide a complete model for behavior, as there are concepts such as perception, subconsciousness, and the effect of interaction between individuals that have not been adequately addressed. However, it raises attention to some marketing and advertising aspects in particular, such as the importance of repetition of the advertisement to support the response and fight forgetfulness and the importance of the content of the message. Advertising is based on the strongest motives associated with the characteristics of the advertised good or service, and the model also helps to develop the main steps of the advertising strategy (Ahmad Al-Kubaisi, 2013).

- **The organizational model of Hobbes:** The previous models were concerned with shedding light on the behavior of the family consumer mainly, but what about the large number of industrial buyers who are the buyers who do not aim to consume what they buy, but aim to buy them the production or distribution process, and Hobbes calls them the organizational buyer.

The question again: How does the industrial buyer make his decision? Here the authors split into two different teams on the motive behind the purchase. A team that confirms that rational motives govern decision-making; Where the industrial buyer is committed in his decision to considerations of cost, quality and service. Another team confirms that personal motives govern decision-making, based on their belief that the personal preferences and interests of the decision-maker clearly affect what he decides as the best interest for the company or facility. In fact, both types of motivations exist. Whatever the degree of rationality and objectivity of the decision-maker, he remains influenced by personal motives as a human being, and this is what Thomas Howes confirmed in his model, where he combined the opinions of both opposing groups by linking the objective and rational motives with personal motives. After we have dealt with these explanatory and analyzed models of consumer behavior with some statement, we would like to point out an awareness of the fact that: none of these models alone does not provide a complete explanation of consumer behavior, due to their interconnectedness and as a result, it is better to consider these models as Complementary to each other, not alternatives that can suffice with one of them from the other (Jenny and Weber, 2017).

**Analyzing the Possibility of Applying Consumer behavior Theories in the Iraqi market**

One of the most important duties of Iraqi economists is to work to highlight the main features of the economic system, and to show how the rules of this system are applied in
practical life. This requires focusing on highlighting the Iraqi economy as an independent entity from other man-made economic systems, and its role in solving the economic and social problems facing various countries of the world with their various beliefs and doctrines, especially since the economic system is part of the country's success and development. Given that consumer behavior is one of the most important aspects of microeconomic theory, it has received a share of research by Iraqi economists in order to identify the factors affecting it, but there is still a need for more research and rooting (Abdul Hamid Abdul, 2008).

Writings on the subject of the Iraqi economy have grown significantly over the past two decades, which has led to the spread of Iraqi economic literature in quantity and quality to include various topics, and the share of the subject of consumer behavior was plentiful. Indeed, there are many studies and attempts of Muslim economists on the Iraqi perspective on the theory of consumer behavior. So much so that the possibility of adding something important seems limited. However, what some of these studies and attempts suffer from ambiguity, confusion, inaccuracy and clarity in the description, presentation and analysis, make the urgent need for evaluation and discussion, with the aim of reaching analytical tools that are able to describe the behavior of the Muslim consumer "as if", that is, describing the realistic behavior of the Muslim consumer. Specific postulates governing this behavior; And how the Muslim consumer preference among the types of spending, and explaining the most important analytical characteristics of the benefit function for the Muslim consumer (Hussein Ghanem, 2011).

The writings on the Iraqi economy that dealt with the subject of consumer behavior began more than a decade ago, and the writings of Dr. Muhammad Najat Allah Siddiqui, most of these writings were focused mainly on the topic of defining economic maturity, criticizing the Western concept of economic rationality, and proposing a new concept for it.

Through this brief presentation of the model d. Abdel Hamid, you can say: (Siddiq Muhammad Afifi, 2004).

1. This model incorporated consumption savings (an individual's interest in others) as an intrinsic part of the model.
2. This model avoided the problem of measuring reward and its relationship to consumption, as it showed how the consumer would distribute his income between the two types of spending in one stage, then showed how the consumer would distribute the portion allocated to his consumer spending on consumer goods in another stage.
3. This model alone studies consumer reactions to changes in the relative prices of consumer goods and income, targeted by economic policy (by means of taxes or direct and indirect subsidies).

From the previously discussed studies and models presented to explain consumer behavior in the Iraqi economy, it is clear that there are aspects that were not covered by these studies, and then they did not reach sufficient results, which calls for further studies, and it can be said that from the unexamined aspects, adequate study, the following: (Amin Montaser, 2013).

- The role of values in economic theory.
- The Iraqi economy between normative and situational.
- Discover the Iraqi economic theory, its constituents, principles, notes upon discovery, and applications to it.
- The postulates of Muslim consumer behavior.
- A well-defined theory of Muslim consumer behavior.
- The proposed form of the utility function, which studies the actual behavior of the Muslim consumer.
- The most important analytical properties of the consumption function.

The two authors have ended up describing consumer preferences in the form of a set of normalization curves, which do not differ much from what is found in the positivist theory. The only exception is in the case of the consumer choosing between two necessary alternative commodities, where the normalization curves appear concave towards the point of origin, as long as the consumer does not reach a limit. Subsistence in both of them. In addition, the analytical tools that the two authors have derived (the function of utility and the curves of indulgence) do not reflect the savings of consumption (altruism and unselfishness) of the Muslim consumer, although they aimed to address this deficiency in the positivist theory from the beginning, the authors say: “Therefore it is unreasonable to limit The function of the utility of a Muslim on the commodities he consumes only, but it must also depend on the benefits of other individuals in society (Amin Mustafa Abdullah, 2011).

**Theories of Consumer behavior and they are closer to the Iraqi Economy**

The intellectual construction of an attempt to formulate a theory of consumer behavior in the Iraqi economy, this construction is based on some axioms, as well as exposed to some concepts, explaining their dimensions, and points of agreement and disagreement around
them, in order to reach specific results, and specific when analyzing and discussing, including: (Jenny and Weber, 2017).

1. The Role of Values in Economic Theory

The issue of values in economic analysis is not an issue that can be easily overlooked. Those who say it do not implicate economics in anything that has nothing to do with it. Perhaps this importance of the role of values leads to the uniqueness of a space for it. This is because the issue of values raises a broad hope for exploring Islamic economic theory, which proceeds mainly through the subjective concepts of Islam. Any statutory system aims to achieve certain goals, whether related to production, distribution of this production or consumption, within the framework of the religious, philosophical, moral and legal values that society owes in a certain period of time. Accordingly, the state's economic system is a part of a whole, which is the holistic view of the things that have settled in the society's consciousness. Perhaps it is appropriate to refer to the economics 'position on values, by asking whether economics is a positivist science (Positive Economics), meaning it has no moral implications and normative rules, or a science that studies phenomena and activities based on prior judgmental or prescriptive positions (Normative Economics), so that it is useful This science is in proposing economic policies that are consistent with the nature of the intellectual vision of the economic researcher (Hassan Al-Shazly, 2008).

Although this issue has been preoccupied by economists since the seventeenth century AD, it did not reach a decisive conclusion in favor of separating the judgmental or prescriptive values from the science of economics. Rather, it is surprising that some economists, such as Gunnar Myrdal, who used to adopt the realistic (positivist) position of economics, took after a long study and scientific experience to return to declare that economics, by its nature and function, can only depend radically on personal norms, judgments and ideals, and that our ideas are in their essence conceived with values. (Value Loaded), and that the theoretical analysis itself necessarily depends on it (Ahmad Al-Kubaisi, 2013).

2. The Iraqi Economy between Normative and Situational

The distinction between positive economics and normative economics is very important from a scientific point of view, because if the differentiation between them is not properly and accurately, then this will lead to a deviation in the scientific method and method, and it will also lead to an imbalance and inaccuracy in defining the structure of the economic system, if science Economics, as one of the social sciences, is concerned with forecasting
or updating the effect of changes in economic factors on human behavior. Situational economics - as it is sometimes referred to - attempts to define what is, as it assumes the existence of a relationship that can be researched and analyzed. As for the normative economics, it uses the moral judgments and the information it derives from positive economics to support a specific policy among the alternative policies. And the importance of the normative economy of the economic system can be determined in two main issues: (Ahmed Abdel-Fattah, 2010).

**The first:** The normative economy is the one that determines the structure of the economic system, as it determines the objective of the system, its nature, and the mobility of its work. Any economic system is a reflection of the philosophy of society. The capitalist economic system, for example, is a reflection of the philosophy of capitalism that stems from individual freedom, and whose goal is to achieve economic efficiency. The Iraqi economic system is based on a clear rule that the Iraqi Sharia is the one that defines the Iraqi rules and principles, such as the prohibition of usury, the use of the sharing system, and the application of the principle of zakat.

**The second:** that making and drawing up economic policy is usually done through standard economics, as it determines the nature of the choice between the available alternatives. In the Iraqi economy, the Iraqi standards are the ones that define the rules of the system, and determine the foundations to be followed for how to set priorities, and then take the economic decision. Examples of this are: the rule of warding off evil first than bringing benefits, the rule of sheep in fines, and the rule of neither harm nor harm. And other Iraqi standards, values and rules.

### 3. Discover the Iraqi Economic Theory

Discovery or formation: We say the discovery of the theory and not its formation, for the gap is wide between formation and discovery, for each of these two processes has its own characteristics and advantages that are reflected in the research carried out by the economic researcher, and if we borrow the expressions of some scientific methods, then we say that the formation process is a progressive process and gradual from the lowest up. As for the discovery process, it is a process of retrospective investigation from the upper building to what is below, in other words, the discovery process starts from the top to the base, and starts from collecting, arranging and coordinating the effects to reach the specific image (Ismail Sabry Abdullah, 2022). Reasons to discover the Iraqi economic theory: for example: (Ahmed Abdel Aziz, 2018).
• Highlighting the true face of the Iraqi economy, defining its general structure and discovering its intellectual bases and distinguishing its original features.
• The deficiencies that we find in the other theories, both western and eastern, and it is a deficiency that persists from the beginning, although its source in reality is commitment to the idea of isolating the spiritual side from the material side.
• Matters that have been developed or developed that do not meet the conditions and rules that facilitate their measurement by direct analogy to provisions taken during the legislation period or periods of diligence, and these matters constitute an important aspect of the theory in the Iraqi economy.
• The challenge facing the Iraqi world, which is to recognize that Muslims in order to keep pace with global advancement and catch up with the acceleration of progress, it must take the social and economic approach produced by the nations that preceded them on this path, whether in the East or in the West, and that imitating these civilizations is a path Get out of backwardness.

4. The Importance of a Theory of Consumer behavior in the Iraqi Economy

Developing a theory to explain consumer behavior is the basic building block in theorizing the structure of the economic system. The adequacy of the economic system in any society is measured by its ability to fulfill the needs of its members. Therefore, the behavior of the Muslim consumer was one of the main topics that received the attention of researchers in the Iraqi economy, as some of the axioms that were put to explain consumer behavior in Western theory do not correspond to the values and standards that govern Muslim consumer behavior. Hence, the efforts of researchers in this field have focused on trying to develop a theoretical framework to explain the behavior of the Muslim consumer who adheres to the teachings of Islam. Therefore, we find that there is an urgent and urgent need to study Muslim consumer behavior in order to define the axioms that govern this behavior, and to identify consumer preferences within the framework of these axioms. If this rule is constructed, then the utility function and the equilibrium map for the Muslim consumer can be derived and the characteristics of each of them can be identified. Also, the failure of Western economic theory to develop an acceptable conception to explain the behavior of the Muslim consumer, on the basis of some axioms from which the analysis of consumer behavior in that positivist theory was based, does not fit with the reality of the Muslim community - as we have already said - this deficiency has led to the rejection of the postulate consumer behavior theory (Zuhair Al-Sabbagh, 2007).
The most frequent reason in the field of rejecting consumer behavior is the situation saying that the Muslim consumer is not selfish, his concern is limited to himself and those who depend only, but rather in the sphere of spending and spending it in his income he cares about his Muslim brothers, and this idea is correct that anyone who is familiar with Sharia law cannot object to it. Islam, but starting from it or relying on it only to reject the theory of consumer behavior in positive economics is a matter that needs consideration and discussion. Because it must be said that this theory assumes in the consumer selfishness, self-love and indifference to others, and this is what was expressed by quite a few Iraqi economic researchers in different ways (Muhammad Noah, 2015).

Conclusions and Recommendations

The Conclusions

1. The economic problem that preoccupied scholars and made it a subject of economics is viewed by the capitalist and socialist system through its principles and material perceptions. Therefore, objective solutions to this problem come short of achieving the goal, and I saw the pattern and rules of consumer behavior in the Iraqi economy a great help to treat these the problem is alongside other solutions developed by the economic system.

2. The existence of some inconsistency between the axioms of the theory of consumer behavior as defined by positive economics and the values and concepts of consumption and consumer behavior requires a successful formulation of the theory of consumer behavior and close to the Iraqi economy.

3. The Iraqi economy, through the controls that it has assumed on the pattern of consumption and consumer behavior, exerts a direct influence in determining the quality of demand, the volume and its growth trends through the stages of society’s progress, and that consequently affects the volume of resources required and allocated to produce the combination that satisfies the needs of society within the framework of those controls.

4. The controls of consumer behavior in terms of hatred of ostentation and pretense, and a preference for austerity, simplicity and moderation in living, indirectly lead to limiting the production of luxury goods, or goods with a luxury content.

5. The consumer in Iraq does not enjoy the good types of goods, and what is produced of good goods is produced in small quantities and at high prices, and it may only be found in black markets, as it may arise from giving priority to achieving the planned objectives for the production of consumer goods, controlling the import of consumer goods and limiting them. The existence of negative consumer phenomena in Iraq,
such as the existence of queues, the low quality of goods, the lack of availability of their variety, poor service in the shops and the emergence of the black market.

Recommendations

1. The necessity of analyzing consumer behavior in the Iraqi economy, as the analysis assumes that the consumer is not subject to his choice to be influenced by the actions of others and their actions, the environment in which he lives and the values he is raised on, and the analysis requires that the benefit or need be stripped from any ethical concept, and that analysis is also taken. His view is purely materialistic without taking any reasonable consideration of moral and social motives in consumer behavior.

2. Consumer behavior should be directed towards achieving the utmost prosperity from spending his monetary income on consumption, and this also includes work after death, represented by taking into account the welfare of others, which is expressed by economic rationality in the field of consumption.

3. The issue of consumer behavior in the Iraqi economy is still in need of a contribution that clarifies its rules and foundations, and distinguishes it from other man-made systems, and the need is dire for multiple researches on the topics of the Iraqi economy from several researchers to reach scientific opinions that contribute to building the customary economy.

4. A fair distribution of income and wealth in the Iraqi economy may not be achieved in the scientific reality in the Iraqi economy, due to the disparity in the incomes of individuals, and the differentiation of wages they receive, despite the Iraqi economy’s call for justice and adequacy.

5. The necessity to regulate consumption in the Iraqi economy to restrict the consumer’s freedom to choose what he wants from goods and services, as what is offered in the market of goods and services has no role in choosing it, but rather is determined by higher authorities and this does not achieve the individual’s freedom to enjoy goodness.

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