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Factors that Affect Scavengers Behavior in Making Consumption Decisions in the City of Padang

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ABSTRACT

The purpose of this study is to analyze the factors that influence the consumer behavior of scavengers in Padang as follows: a). the influence of commodity prices for basic needs, the price of commodity substitutes, the amount of income, tastes, number of family members, social factors and motivational factors on the consumer behavior of scavengers. The population in this study was all scavenger heads of households who scavenged in Padang City with a total sample of 144 household heads. Sampling was carried out random sampling. The data of this research are secondary data and primary data. Quantitative analysis is performed using multiple linear regression methods. The results found that economic and non-economic factors influence the consumption behavior of scavenger households in the city of Padang are as follows: the price of goods, tastes and social factors partially have a significant influence on the consumptive behavior (B) of scavengers in Padang, while the substitution variable, scavenger income, the number of family dependents, and partial motivation do not have a significant effect on the consumer behavior of scavengers in Padang.

Keywords: *Scavenger's Behaviour, Consumption, Household*

Introduction

Scavengers are informal sector jobs that are commonly found in urban areas, especially in the city of Padang. Work in the informal sector is related to rubbish and used goods such as newspaper, plastic, cardboard, scrap metal, bottles, other glassware made of plastic and iron and others. The

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more used goods collected, the greater the income obtained by scavengers. Waste collecting activities will continue while there is still municipal waste in the city of Padang. Waste management in the city of Padang currently uses a transport system to landfills and finally to landfills. Such a system opens up jobs for people who are willing and willing to be scavengers both in landfills and in landfills so that the scavengers get income that can meet their daily needs.

Based on data from the Social Service Office of West Sumatra Province (2016), the number of scavengers in West Sumatra amounted to 393 people, grouped into two age groups namely the same age or greater than 18 years old and the same or small age of 17 years. Based on this age group, scavengers who are large from 18 years and over there are 100 people and scavengers who are small from 17 years old and under there are 23 people. This indicates that the waste picker is the main occupation for labor as a source of income for the family or household. Scavengers who are 17 years old and younger are children who are partly in school and they help their parents to make a living.

Based on the results of Sumarni's study (2012) it can be understood that the amount of waste collectors per person per month ranges from Rp. 1,200,000 to Rp. 2,100,000. if the scavengers work 2 people, namely husband and wife will get a household income of Rp. 2,400.00 to Rp.4,200,000 per month. This indicates that scavenger household income is relatively high. Likewise, it indicates that scavengers are not included in the poor group. However, although scavengers are not included in the category of poor households, the consumptive behavior of scavenger household members can cause scavengers to be in the poor group. Sumarni's research results (2012) found that scavengers in Padang in consuming food are more consumptive and spend their money in the shops or stalls around the final disposal site after selling their products or at night while resting in the shop.

Household welfare is seen to be increasing if the percentage of expenditure on food consumption is getting smaller. Conversely, if the proportion for food is greater than the percentage of expenditure, it shows that the condition of the household is still poor. Based on preliminary research, the phenomenon that occurs in the head of the scavenger household takes no time without cigarettes, meaning that male scavengers are very addicted to cigarettes. Thus, the need for cigarettes greatly reduces purchases of other commodities so that income is widely used to buy cigarettes.

This study discusses the factors that influence the consumption behavior of scavenger households in Padang, namely a). the influence of commodity prices for basic needs, the price of commodity substitutes, the amount of income, tastes, the number of family members, social factors and motivational factors on the consumer behavior of scavengers.

Literature Review

Model Desire to Behave

Consumer behavior leads to the type of personal purchase or group of consumers, including in the form of household or family expenses (Mandel et al., 2017). Researchers see as a major factor buying behavior in acquisitions and consumption, and as such they are treated as the main marketing subjects (Arnould and Thompson, 2005). In developing countries, price is an important factor

influencing consumer decisions (Kotler and Armstrong, 2007). The environment is a social factor that influences as a consumer (Cruz-Cardenaz & Arevalo-Chavez, 2017).

Mowen and Michael Minor (2001: 338) suggested that the model of desire to behave is also called the theory of reasoned action developed by Martin Fishbein and colleagues to improve the ability of the attitude toward object models in predicting consumer behavior. basic in several ways. First, this model reveals that behavior comes from the formation of specific desires to behave, so the desire model behaves not trying to predict one's behavior, but the desire to act. Second, this model includes a new form called subjective norms. Subjective norms (SN) assess what consumers believe that other people will think they should do it. In other words, SN introduces a formulation of the influence of a very strong reference group on behavior. The third change from this model includes the object to which the attitude is directed. In addition to assessing consumer attitudes towards the brand itself, this model also assesses consumer attitudes towards product purchasing behavior.

In algebra, according to Mowen and Michael Minor ((2001: 338) the behavioral desire model is expressed as follows:

$$B \approx BI = w_1 (A_B) + w_2 (SN) \quad \text{.....(1)}$$

Where, B is behaviour; BI is desire to behave; A_B about attitude towards the behavior carried out; SN about Subjective norms; w_1 and w_2 about Empirical weight determination. Weighting (w1 and w2) is determined empirically through regression analysis, and AB and SN are obtained directly from consumers through a list of questions. in fact, AB and SN are indices obtained through other measurements. Specifically, attitudes toward behavior are obtained from the following equations:

$$AB = \sum_{i=1}^{n} b_i e_i \quad \text{.....(2)}$$

Where, A_B about attitudes toward behavior carried out, b_i about the trust of someone who conducts behavior will produce consequences i; e_i is a person's evaluation of the consequences i ; n is amount of trust.

This equation is almost the same as used in other multi-attribute models. The main difference is in the trust variable. Rather than assessing someone's trust in which an object has these attributes, the behavioral desire model assesses the trust of someone who performs a certain behavior that will produce certain consequences.

The equation for obtaining subjective norms is:

$$SN = \sum_{j=1}^{n} NB_j \, MC_j \quad \text{..... ..(3)}$$

Where, SN= Subjective norms; NB_j is normative belief in which a group or person j as a reference thinks that consumers should or do not behave; MC_j is motivation to follow the influence of references j; n is number of groups or people as relevant references.

Subjective norms are calculated as trust. Normative trust is equivalent to a statement about trust and motivation to follow it as an important ranking. For each person or reference group, this ranking is doubled and the results are added to each reference person or group considered.

ABC Theory

The study of waste collection problems is an ABC theory proposed by Guagnano et al. (1995), Guo.z. et al (2018). In this theory explains that personal behavior (B) is the outcome of mutual influence between attitude (A) and outer context (C). This theory also explains that a person's manner is not only influenced by personal attitudes, but also by the external circumstances. The ABC theory stress on the impact of outer factors (Figure 1). The graph on the horizontal axis shows outer conditions. The graph on the vertical axis shows attitude. Behavior will occur if outer circumstances and stances are bigger than zero. If outer circumstances and stances are less than zero then the behavior will not occur. Actions will happen if outer conditions are in a precious position. In ABC theory, Guagnano et.al (1995) explains the influence of the outer circumstances on a person's behavior. In this theory explains that the outer circumstances has a appointed effect on one's behavior if one's attitude tends to zero. If the external environment is highly favored for behavior, it means that it is at a point close to zero. That will really encourage behavior; and vice versa, will greatly avoid the event of a person's behavior if the outer circumstances is not good for behavior. In the similar way, when a person adopts a high-cost behavior, the behavior event will depend on the attitude (Guo.z.et al; 2018). ABC theory gives a new method of thinking for scavenger consumption research.

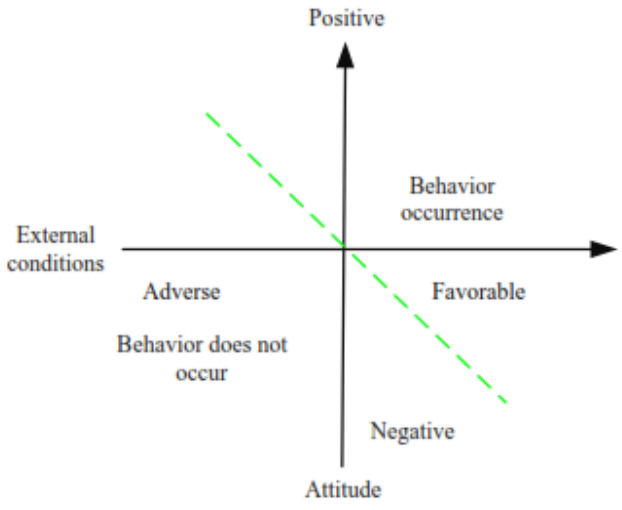
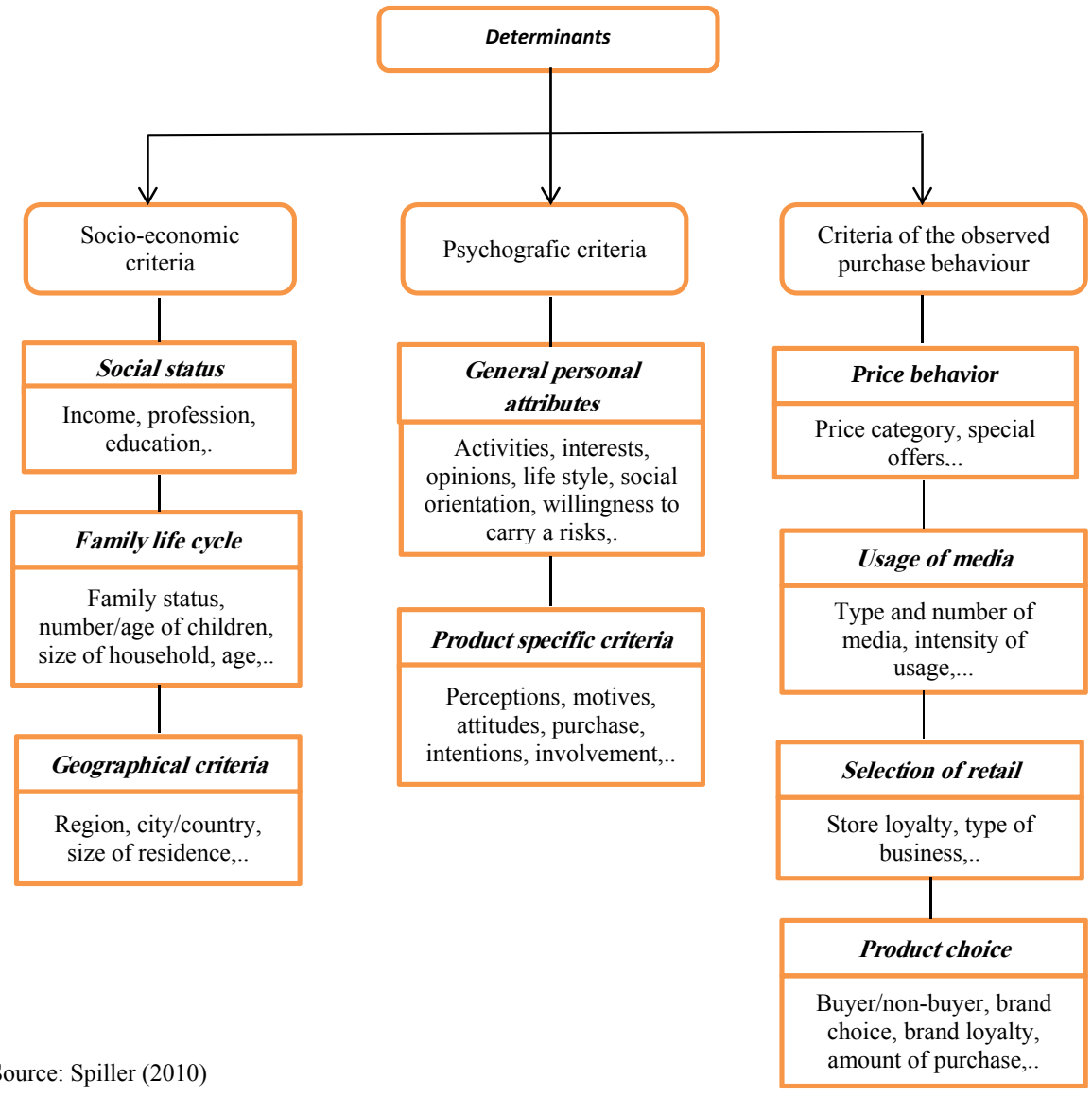


Figure 1: ABC Model

Source: Guo.z.et al (2018)

The theory of planned behavior shows that consumer behavior is based on individual attitudes and intentions. Therefore behavior is associated with personal motivation (Armitage, C., & Conner,

M, 2001); Analysis that influences buying decisions and predicts consumer behavior. According to Spiller (2010) variables that are relevant for shopping behavior can be divided into 3 parts, namely socio-economic, psychographic and behavioral concerns determinants. Here is the flow of the picture.



Source: Spiller (2010)

Figure 2 : Determinants of consumer behaviour

Socio-economic or socio-demographic sides are classic criteria for the description and segmentation of consumers Social class aspects, educational background, income, family status and age are just a few instances that are still commonly used for socio-demographic descriptions of consumers (Cordts et al. 2010) . The psychographic criteria category discusses individual attributes in general as well as product particular attitudes (Spiller 2010). Instances of product-specific

stancess are attitudes toward nutrition, environmental protection and organic products, purchasing motives, involvement and perception of organic foods. Values, opinions, interests related to sustainability, lifestyle, and social orientation and private property in general (Spiller 2010.)

Homburg and Krohmer (2006) and Aertsens et al. (2009) assess the relevance of behavior in psychographic approaches based on trends higher than the relevance of behavior in socioeconomic variables. Price behavior, media usage and POS choices of each product including aspects of consumer behavior that can be observed (Spiller 2010). The relevance of behavior in this grup is by concept the greatest (Homburg and Krohmer 2006). However, it must be mentioned that aspects related to behavior that can rely on socio-demographic and psychographic aspects. As such it does not always represent the source of the purchasing decision.

Research Methodology

The populations in this study were all scavengers' head of households who scavenged in the city of Padang including the heads of scavengers of permanent households numbering 144 head of households. Thus the total population of the study was 149 head of household scavengers. Sampling is done in stages, the first is based on landfills, namely in the Air Cool Landfill. The cluster is based on landfills and non-landfills. The second stage is based on the number of scavenger samples seen based on the sampling frame with random sampling. In non-final disposal sites, no sampling frame was found. Sampling is done by accidental sampling. The data collection method uses the survey method in selected sample households.

Data in this study were analyzed using quantitative and qualitative analysis. Quantitative analysis was performed using the econometrics method, namely multiple linear regression, average analysis and percentages as follows:

Equation model of the factors that influence the consumption behavior of scavenger households in Padang City.

$$B = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e \quad \ldots\ldots (4)$$

where, B= Scavenger consumptive behavior, X_1= Prices of goods consumed, X_2= Price of substitute goods, X_3= Scavenger income, X_4= Taste of Scavengers, X_5=Number of scavenger family members, X_6= Culture, X_7= Social factor, X_8= Motivation, *B*i= coeficient regression, a= a cconstant, e= *error*

Thus the estimation can be done using the Ordinary Least Square method or OLS

$$B = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

Finding and Disscussion

Based on the results of the processing of the scavenger behavior estimation function is as follows:

Table 1: Estimation Results of the Scavenger Behavior Function

Variable	*Coefisient*	*t- Statistic*	*Prob*
C	*38178.81*	*5.400384*	*0.0000*
X1	*283.7050*	*6.277396*	*0.0000*
X2	*-6.976715*	*-0.386676*	*0.6996*
X3	*0.001961*	*0.471741*	*0.6379*
X4	*-178.4859*	*-2.977631*	*0.0034*
X5	*225.0890*	*0.474046*	*0.6362*
X6	*-31.66188*	*-2.167335*	*0.0320*
X7	*52.01694*	*0.660528*	*0.5100*
	Adjusted R-squared 0.343871		
	F-statistic 11.63157		*Prob(F-statistic) 0.00000*

Source; Data processed, 2019, n=144, df(n-k-1)= 136

Regression model as follows:

$$Y = 38178.81 + 283.7050\ X1 - 6.9767\ X2 + 0.0019\ X3 - 178.4859\ X4 + 225.0890\ X5 - 31.6619\ X6 + 52.0170\ X7$$

From Table 1 it can be seen that the magnitude of the variable coefficient of the price of goods consumed by scavengers (X1) is 283.7050. If the variable price of consumed goods increases by one unit, the consumption behavior of scavenger households in Padang City will increase by 283,7050 units, assuming cateris paribus. The effect of the price of substitute goods (X2) on the consumer behavior of scavengers is negative with a coefficient of -6.9767. If the price of substitute goods increases by one unit, the consumption behavior of scavenger houses decreases by -6.9767 one-unit, assuming cateris paribus. The scavenger income variable (X3) is having a positive effect with a coefficient of 0.0019. If the variable of scavenger household income increases by one unit, the consumption behavior of scavenger households increases by 0.0019 one-unit. Assuming cateris paribus. The effect of taste variable (X4) on the consumer behavior of scavenger households in Padang City is negative with a coefficient of -178.4859. If the scavenger tastes variable increases by one unit, the consumptive behavior of scavenger household members in Padang City also decreases by 7634.5 units. Assuming cateris paribus. The influence of the number of scavenger family members (X5) on the consumptive behavior of scavenger household members in Padang City is positive with a coefficient of 225.0890. If the variable number of scavenger members increases by one unit then the scavenging consumptive behavior also increases by 225,090 units assuming cateris paribus. The influence of social factors (X6) on the consumptive behavior of scavenger household members in the city of Padang is negative with a coefficient of -31.6619. If the social factor variable increases by one unit, the consumption behavior of scavenger households in Padang City also decreases by 31.6619 units, assuming cateris paribus. The influence of motivation factor (X7) on the consumptive behavior of scavenger household members in the city of Padang is positive with a coefficient of 52.0170. If the motivation factor variable increases by one unit, the consumption behavior of scavenger households in Padang City also increases by 52,0170 units, assuming cateris paribus. The constant value of 38178.81 this means that without

the variable prices of goods consumed, the price of substitute goods, scavenger income, tastes of scavengers, the number of scavenger family members, social factors and motivation will increase by 38178.81 units. The adjusted R^2 value is 0.343871. This means that the contribution of the independent variable to the dependent variable is 34.39%, while the remaining 65.11% is explained by other variables outside the model not included in the study.

Hypothesis Testing

a. Uji F

Based on Table 1 it is known that the value of Fcount is 11.63157 while the value of Ftable is 2.08. So Fcount ≥ Ftable: Ho is rejected or Ha is accepted (11.63157 ≥ 2.08). Means there is a significant influence between the independent variables simultaneously on the dependent variable. This means that the variable price of goods consumed (X1), price of substitute goods (X2), scavenger income variable (X3), taste variable (X4), variable number of family members (X5), social factor variables (X6) and motivation variables (X7)) simultaneously has a significant influence on the consumer behavior of scavenger households in the city of Padang.

b. T test

For variable prices of goods consumed with a table value of = 0.05 is 1.97756. The calculated value for the variable price of the consumed commodity ($\hat{X}_1$)) is 6.277396 significant at the 0.0000 level. Thus it can be seen that t count > t table is 6.277396> 1.97756 (sig 0.0147 <= 0.05). Then H_0 is rejected or Ha is accepted, this shows that there is a significant influence between the prices of goods consumed (X_1) and the consumer behavior (B) of scavengers in Padang.

Furthermore, the price of substitute goods (X2) has an insignificant influence on the scavenger consumptive behavior (B) of scavengers in the city of Padang. The value of the table at = 0.05 is 1.97756. T value for the variable price of substitute goods (X2) is 0.386676 significant at the level of 0.6996. Thus it can be seen that t count < t table is 0.38667 <1.98638 (sig 0.6996 <= 0.05). Means (H_0 is rejected or Ha is accepted), this shows that there is no significant effect between the price of substitute goods (X2) with the scavenger consumptive behavior (B) of scavengers in Padang.

The scavenger income variable (X3) does not have a significant effect on the scavenger consumptive behavior in the city of Padang. The value of t table = 0.05 is 1.97756. The t value for the scavenger income variable (X3) is 0.471741 not significant at the level of 0.6379. Thus it can be seen that t count < t table is 0.471741 <1.97756 (sig 0.6379> = 0.05). Means (H0 is accepted or Ha rejected), this shows that there is no significant influence between scavenger income (X3) with the scavenger consumptive behavior (B) in Padang City.

The scavenger tastes variable (X4) has a significant influence on consumer behavior (B) in Padang City. The value of table = 0.05 is 1.97756. T value for scavenger tastes variable (X4) is 2.977631 significant at the level of 0.0034. Thus it can be seen that t count <t table is 2.977631 > 1.97756 (sig 0.000 <= 0.05). Means (H_0 is rejected or Ha is accepted), this shows that there is a

significant influence between the tastes of scavengers (X4) and the consumer behavior (B) of scavengers in Padang City.

The variable number of dependents of scavenger families (X5) does not have a significant influence on the consumer behavior of scavengers (B) in the city of Padang. The value of the table at = 0.05 is 1.97756. The t value for the variable number of scavenger family dependents (X5) is 0.474046 not significant at the level of 0.63262. Thus it can be seen that t count <t table is 0.474046 <1.97756 (sig 0.65819> = 0.05). Means (H_0 is accepted or Ha rejected), this shows that there is no significant influence between the number of dependents of the scavenger family (X5) and the scavenging consumptive behavior (B) in Padang City.

The social factor variable (X6) with t table value at = 0.05 is 1.97756. The tcount for the social factor variable (X6) is 2.167335 significant at the 0.0320 level. Thus it can be seen that t count> t table is 2.167335> 1.97756 (sig 0.0320 > = 0.05). So H_0 is rejected or Ha is accepted, this shows that there is a significant influence between social factors (X6) with the scavenging consumptive behavior (B) in Padang City.

The social factor variable (X7) with t table value at = 0.05 is 1.97756. The t value for the social factor variable (X7) is 0.660528 not significant at the 0.5100 level. Thus it can be seen that t count < t table is 0.660528 <1.97756 (sig 0.660528> = 0.05). Then H0 is rejected or Ha is accepted, this shows that there is no significant effect between social factors (X6) with the scavenging consumptive behavior (B) in Padang City.

Based on the results of hypothesis testing conducted that the price of goods consumed (X1) has a positive and significant effect on the consumer behavior of scavengers in Padang. This indicates that if there is an increase in the price of goods consumed, scavenger households will behave to increase the amount of goods consumed, conversely if the price of goods consumed goes down, scavenger households will behave to reduce the amount of goods consumed assuming cateris paribus.

The results of this study are not consistent with microeconomic theory that prices do not negatively correlate to the goods demanded that the higher the price the less the quantity of goods demanded. Scavengers see the price of goods consumed low, do not encourage him to ask for more goods such as rice, sweet potatoes, fish, vegetables, meat and others. Conversely, if the prices of these items are high, they must prepare more needs for these items, because it is feared that they will get even higher in the future. This is the scavenger's perception of the goods consumed.

Hypothesis test results indicate that the price of substitute goods (X2) has a negative relationship that does not have a significant effect on the consumer behavior of scavengers in the city of Padang. If the price of substitute goods increases, the scavenger will reduce the demand for the quantity of the item. This result is in accordance with the theory of demand in microeconomics with regard to product differentiation. So the perception of scavenger consumers like this that causes the effect of substitution prices becomes negative. Very rational scavengers have an attitude towards substitute goods.

Income variable (X3) does not have a significant influence on the consumer behavior of waste collectors in the city of Padang. The size of the income does not affect them to carry out any type of goods they consume, whether it is normal goods and inferior goods if they need to buy the

goods, it can be done with credit purchases which if the time can be longer paid. The results of this study are not consistent with microeconomic theory, this is partly due to the types of commodities studied including food and non-food consumption. In other words the commodities studied can also be grouped into inferior commodities and normal goods. The effect of income on inferior goods in microeconomic theory is negative, while the effect of income on normal goods is positive. Types of food commodities consumed by respondents include; commodity of rice, potatoes, chicken eggs, beans, fruits (papaya, pineapple, mango, orange, etc.), cooking oil, curly chillies, and coconut. The types of non-food commodities consumed by scavenger households in Padang City include: facilities and infrastructure for cooking needs, cell phones, pulses, shoes, clothing, TV, and tape recorders, headscarves, taxes, party and ceremonial needs. Apart from that there are scavenger households who purchase goods on credit, so that even if scavenger households do not have income they can still consume it through credit purchases.

Based on the results of the hypothesis test that shows that the variable tastes (X4) scavenger household members have a significant influence on the consumer behavior of scavengers in Padang City. The results of this study indicate that if there is an increase in the tastes of scavenger households towards food and non-food commodities, the consumptive behavior will also decrease, conversely if scavenger household tastes towards food and non-food commodities have decreased, the scavenger consumptive behavior in buying food commodities and non-food will increase with the assumption that cateris paribus. This is because scavengers do not want to follow the trend of high taste because it has an impact on the inability to meet the needs of scavenger households. The opposite is also the case, when trends are low, scavengers will buy more because of their increased ability coupled with when they are no longer trendy, of course the price of the goods is cheaper, so the ability of scavengers to buy increases. The results of this study are not consistent with microeconomic theory.

The results of the hypothesis test, it can be seen that the number of waste pickers (X5) has an insignificant influence on the consumptive behavior of waste collectors in the city of Padang. The results of the study are not consistent with microeconomic theory where the greater the number of family members the increasing demand for goods. The results of this study are not in accordance with that proposed by Hubbard and Anthony Patrick (2015) the influence of other variables not the price of the goods themselves such as the dependents of the number of family members will shift the demand curve to the left and right. The insignificant influence of this variable is due to the purchasing decisions made mostly by the head of scavenger households, so the role of household members is not needed. This is also supported by the results of research on the effect of social variables on consumptive behavior which is also not significant.

Variable social factors (X6) have a negative and significant influence on the consumer behavior of scavengers in Padang. The more reference groups, the smaller the number of items requested, conversely the fewer reference groups the more goods are bought. This indicates that the waste collectors' consumptive behavior is not influenced by social factors such as reference groups, families and the social role of status that influences purchasing behavior. Many reference groups make scavengers increasingly confused choosing to consume. The results of the study are not in

accordance with the theory put forward by Kotler and Kevin Lane Keller (2009: 166-181) consumer purchasing behavior is influenced by social factors. The results of the above research are not relevant to the existing theory, this is allegedly due to the decision to purchase food and non-food commodities in scavenger households which are largely determined by the decision of the wife or housewife, so that it does not care about the influence of other social variables such as the reference group or reference group.

Motivation factor variable (X7) has a positive and not significant effect on the scavenging consumptive behavior in the city of Padang. The higher the shopping motivation, the more items are bought but the motivation for the product brand, the weight of a product, the color of a product does not encourage many scavengers' desire to buy more.

Based on the hypothesis test using the F test it can be seen that the variable price of goods consumed by scavenger household members (X1), price of substitute goods (X2), scavenger income variable (X3), taste variable (X4), variable number of family members (X5), social factor variables (X6), and motivation (X7) together have a significant influence on the consumptive behavior of scavenger household members in Padang City.

The results of the above research are in accordance with the theories put forward by several experts including Kotler and Kevin Lane Keller (2009: 166-181) regarding consumer purchasing behavior influenced by cultural, social, and personal factors. Mowen and Michael Minor (2001: 205) who suggested that the influence of motivational variables in the form of activated conditions or where someone directs behavior based on purpose. Furthermore, the same thing can also be known from Sigmund's theory (in Kotler, 2006: 178) that the psychological forces that shape a person's behavior are mostly unconscious, and that a person cannot fully understand his own motivation. When someone observes a particular brand, he not only reacts to the product but also to other signs that are not realized, such as the shape, size, weight, material, color, and brand name. Besangko and Ronal R. Braeutigam (2006: 70) that several economic factors that influence consumer behavior in the purchase or demand for goods are explained through a cardinal and ordinal approach. Furthermore according to Besangko and Ronal R. Braeutigam (2006: 134) consumer demand for goods comes from the effects of changes in prices (price effect), the effect of changes in real income (substitution effect) and nominal income (change in income).

Conclusions

The conclusion of this study is that there is a significant simultaneous influence of the variable price of the goods themselves, the price of substitute goods, the amount of income, tastes, the number of family members and social factor variables as well as motivation on the consumer behavior of scavenger households in the city of Padang. The influence of partially independent variables are as follows; variable price of goods, tastes and social factors partially have a significant influence on the behavior of scavenger consumptive (B) in Padang, while the substitution variable, scavenger income, number of family dependents, and partial motivation do not have a significant influence on the scavenger consumptive behavior in the city of Padang.

Implications

Consumptive behavior of scavengers in the city of Padang, not much caused by the factor of their needs so that in this way can encourage more savings while scavenging income is relatively large, which should be scavenger households can allocate their income for consumption and savings. The results of this study can be used as guidelines for policy makers in poverty reduction in the city of Padang.

Suggestions

From the results of the study indicate that income does not have a significant influence on the consumption behavior of poor scavengers in Padang. This relates to the behavior of scavengers who like to make purchases on credit, so that even though there is no income, scavenger households can still buy the commodities they want. In connection with this, scavenger households need to plan household expenses. For this, training in household financial management is needed.

Limitations

In this study the analysis of the variables that influence the consumption behavior of scavenger households is emphasized in microeconomic analysis, in that the analysis of consumptive behavior is encompassing scientific disciplines: 1) experimental psychology, 2) clinical psychology, 3) microeconomics, 4) social psychology, 5) sociology, 6) macroeconomics, 7) demographics, 8). History, 9) cultural anthropology.

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