

# Evolutionary Adaptability Health and Medical Expenses

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## Introduction

In general, organisms with more complex nervous systems are better able to adapt their behavior and learn new responses. The scientific and objective study of animal behavior is known as ethology. It typically places an emphasis on behavior in natural settings and views behavior as an evolutionarily adaptive trait. The scientific and objective study of animal behavior is also known as behaviorism. It typically refers to measured responses to stimuli or trained behavioral responses in a laboratory setting, with no particular emphasis on evolutionary adaptability health and medical expenses. The steps people take and how they feel about products or services are all part of consumer behavior. It is likely that human behavior is influenced by the nervous system and the endocrine system. An organism's nervous system's complexity may be related to the complexity of its behavior.

## Description

### Consumer behavior

Customers identify requirements or desires and follow a procedure to meet those requirements. Buyer conduct is the cycle they go through as clients, which incorporates sorts of items bought, sum spent, recurrence of buys and what impacts them to pursue the buy choice or not. There are a variety of circumstances that influence consumer behavior, and both internal and external factors play a role. Attitudes, needs, motives, preferences, and perceptual processes are examples of internal factors, while marketing activities, social and economic factors, and cultural aspects are examples of external factors. According to Doctor Lars Perner of the University of Southern California, there are also physical factors that influence consumer behavior. For instance, if a consumer is hungry, their physical hunger will motivate them to buy a sandwich to satiate their hunger. A variety of behaviors and mannerisms performed by people, systems, organisms, or artificial entities in a given environment. Other systems or organisms, as well as the inanimate physical environment, may be included in these systems. It is the system's or organisms calculated response to various internal or external, conscious or unconscious, overt or covert, and voluntary or involuntary stimuli or inputs. The organism's outputs to the environment are provided by behavior. The decision-making process in relation to consumer

behavior is illustrated by Lars Perner's model. It starts with acknowledgment of an issue the customer perceives a need or needs which has not been fulfilled. This leads the shopper to look for data in the event that it is a low contribution item, the pursuit will be inward, recognizing options simply from memory. It distinguishes from other physiological or biochemical changes that occur more rapidly and excludes changes that are the result of development ontogeny and describes behavior as a response to an event or change in the environment over a person's lifetime. Any action that alters an organism's relationship to its environment is considered behavior. This indicates that consumers will still choose a cheaper product over the product of the company in question if it means they will pay less for something that is very similar, even if the company has a long history of products on the market. In spite of the fact that conflict exists concerning how to definitively characterize conduct in a natural setting, one normal translation in light of a meta-examination of logical writing states that "conduct is the inside facilitated reactions (activities or inactions) of entire living organic entities people or gatherings to inside outside improvements. When the price of a product on the market is high, consumers will buy less of it and use it for longer, which means they will buy the product less often. On the other hand, when market costs for an item are low, customers are bound to buy a greater amount of the item, and more regularly.

### Purchase decision

This is because customers are willing to pay, or they are willing to give up the money they have earned. This is because of social media and the internet. This is due to the preference of the consumer, and no matter how hard the opposing company tries they will not be able to force the customer to change their mind. Product placement in the modern era has little influence on consumer behavior, due to the availability of goods online. If a customer can purchase a good from the comfort of their home instead of purchasing in-store, then the placement of products is not going to influence their purchase decision. Through customer preferences, products also influence consumer behavior. For example, take Pepsi and Coca-Cola. A Pepsi-drinker is less likely to purchase Coca-Cola, even if it is cheaper and more convenient. The cost of a decent or administration is to a not set in stone by the market, as organizations will set their costs to be like that of other business to stay cutthroat while creating a gain. If the product has a lot of interest, a more in-

depth search, like reading reports or reviews or asking friends, is necessary. The consumer will then look at his or her options, comparing prices and quality, making trade-offs between products, and eliminating less appealing options until only one remains. The customer will make a purchase of the product once this has been determined. In the end, the customer will look at the purchase decision and the product they bought, taking into account things like value for money, product quality, and the buying experience. However, people are emotional and irrational beings, so this logical process does not always occur in this manner. The idea of phenotypic plasticity is similar to a broader definition of behavior that is applicable to plants and other organisms. They rely on customer recommendations *via* social media, and as products become increasingly popular online, sales rise as products effectively promote themselves.

## Conclusion

As a result, consumer behavior does not always follow a trend toward purchasing products after businesses promote them. Consumer preferences and willingness to pay are two ways in which a product affects consumer behavior. The way that advancement impacts buyer conduct has changed over the long haul. Businesses used to be able to sell their products with little or no advertising in the past because of extensive promotional campaigns and advertising. It has to do with consumption and the steps people take when they buy and use goods and services. Robert Caladini, a psychologist, says that people make decisions with emotion and then use logic to back them up. Since buyer conduct is impacted significantly by business to shopper advertising will meaningfully affect customer's way of behaving.