

Abstract: The purpose of this talk is to offer a synopsis of my work in the evolutionary consumption area. This will be achieved by discussing key tenets from my books (*The Consuming Instinct*; and *The Evolutionary Bases of Consumption*) including that: (1) many consumption acts can be mapped onto four key Darwinian modules (survival, mating, kin selection, and reciprocal altruism); and (2) cultural products (e.g., song lyrics, movie plotlines) are fossils of the human mind that highlight a shared biological-based human nature. I shall also tackle several of my empirical works including but not limited to the effects of conspicuous consumption on men's testosterone levels (Saad & Vongas, 2009), and the effects of the menstrual cycle on consumption phenomena (Saad & Stenstrom, 2012). An infusion of evolutionary and biological-based theorizing into the consumer behavior discipline yields many benefits including greater consilience, an ethos of interdisciplinarity, and methodological pluralism.