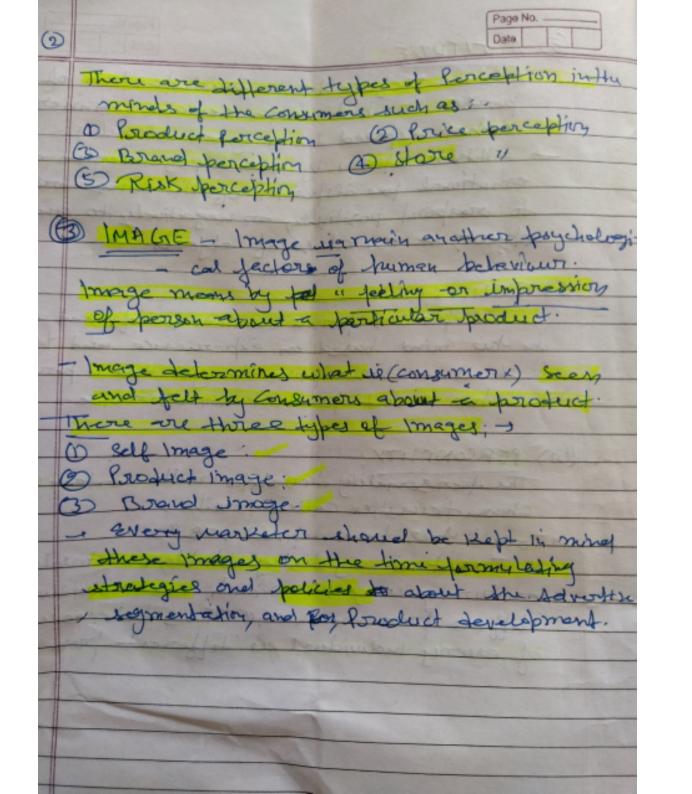
Substitutionentely Determinants of Constitution of rukt-Behaviour Topid Comment Behaviour - Raychological Economic Descriptogical achemynants (3 Bychological: 4) Personal 3 Psychological factors: (Motivation. Mativation can be affect defined as attat force which with attimulate the individual to act in particular way Muhivation is something that motivates a person Into action and continues tim in the course of action It determines the bets behaviour Human Hard; Com be dirided, By Aboraham Maslow (D Phytological needs: > Food, water alothorsbutter (5) Safaty needs: - by the stead sconomic, Social scently social need, - Usus afection making priends. (Esteem need : Brestige, destres, Knowledge Horrows 6 Self actualisation need; - Achieve madinum - Reach to top (5) Perception: forception is the process whereby - In stimuli are received and interproted by the individual and translated into a see reporte. There are meny stimulate stimuli it the empowent, but it is not possible to alteral all of them, people generally nitice the stimuli that relates to their surregul need.



Page No. ... D) LEARNING! beauting means any change is be behaviour which comes as a no of experience. - Human behaviour is largely a behavious. - tearning is the so act of resoring thinking, information processing about a sparticular product or services. - so almost we everything we do or Hink as leaving. bearing process involve the following steps: -Pourle (At A) !- A storong stimulus that Impulse (U) (2) (2) - Advertisement about 1000 Response: - (THI); is the answer to given drive or cue. It represents the ersens reaction to clics with his envisorment

(DATTITUDE; Attitude referre to -a prudisposition of a person to behave is certain manner when exposed to a given stimulus. - Dillitute defined by togal pay chologists as 9 emotional pre-duposition of the consumous to oraspond positively or negatively to any object, on on class of objects (F) BELIEFS males + person forme contain beliefs and altitudes in his mind based on experience and teaming - It is a descriptive thought that a person they has about product on lervice. ((1) PERSONALITY The personality develops with centain unique characteristics called torails, a trait has been defined -as " " Torait is any distinguishable, relatively enduring way is which one individual differs from another in Thus beligious at every individual is different from mother

	Page No. ——
	Date
Ī	(H) LIFESTYLE:
	1 was and Chatom eru
	different culturar sub-cultures, social
ł	different curious sur della rent
į	classes occupations de bears différent
	difestifle.
	These lifestyle of a person represents tus;
F	1) Activities - work, Hobbies: , vocation, sports.
	@ Interests: - Family, Home, Jobs, Food etc.
ı	3 Opinions - Thernselves, social, issue, politics,
	Business, Poroduct.
1	Demographics: - Age, licome: Etucation,
-	occupation land the six
	occupation, family size.
	I It means the difference is in lifestyle of
-	different persons can be seen through this
	work, hobbies homes Jouds education son.
	Buch diff. in style influence his trying behaviour
	1 reference 0, 2 bourses