



- ③ Psychological
- ④ Personal

③ Psychological factors:-

(a) Motivation:

Motivation can be defined as that force which stimulates the individual to act in particular way.

Motivation is something that motivates a person into action and continues him in the course of action. It determines the ~~best~~ behaviour of a consumer.

Human Need; can be divided; By Abraham Maslow

- ① Physiological needs: → Food, water, clothing, shelter
- ② Safety needs: → Physical, Economic, Social Security
- ③ Social need: → Love affection, making friends.
- ④ Esteem need: → Prestige, status, Knowledge, Honour
- ⑤ Self actualisation need: → Achieve maximum  
- Reach to top

(b) Perception: Perception is the process whereby ~~by~~ stimuli are received and interpreted by the individual and translated into a ~~act~~ response.

There are many ~~stimulate~~ stimuli in the environment, but it is not possible to attend all of them. People generally notice the stimuli that relates to their current need.

(2)

There are different types of Perception in the minds of the consumers such as :-

- (1) Product perception
- (2) Price perception
- (3) Brand perception
- (4) Store "
- (5) Risk perception

(3) IMAGE - Image is main another psychological factors of human behaviour.

Image means by feel "feeling or impression of person about a particular product."

- Image determines what is (consumers) seen and felt by consumers about a product.

There are three types of Images; ->

- (1) Self Image.
- (2) Product image.
- (3) Brand image.

-> Every marketer should be kept in mind these images on the time formulating strategies and policies about the Advertising, segmentation, and Product development.

(D) **LEARNING:**

Learning means any change in ~~beh~~ behaviour which comes as a result of experience.

- Human behaviour is largely a learned behaviour.

- Learning is the act of reasoning, thinking, information processing about a particular product or services.

- So almost ~~to~~ everything we do or think is learning.

- Learning process involve the following steps: -

(1) **Prompt** ( संकेत ) :- A strong stimulus that impulse

(2) **Cue** ( संकेत ) :- Advertisement about <sup>action</sup> food, etc

(3) **Response** :- ( जवाब ); is the answer to <sup>query</sup> drive or cue. It represents the

person's reaction to cues with his environment

### (E) ATTITUDE:

Attitude refers to a predisposition of a person to behave in certain manner when exposed to a given stimulus.

→ Attitude defined by social psychologists is a emotional predisposition of the consumers to respond positively or negatively to an object, or a class of objects.

### (F) BELIEFS

- A person forms certain beliefs and attitudes in his mind based on experience and learning.

- It is a descriptive thought that a person has about product or service.

### (G) PERSONALITY

The personality develops with certain unique characteristics called traits.

A Trait has been defined as "

" Trait is any distinguishable, relatively enduring way in which one individual differs from another." Thus behaviour of every individual is different from another.

(H) LIFESTYLE:-

Consumers/customers ~~are~~ come from different cultures, sub-cultures, social classes, occupations etc. bears different lifestyle.

These lifestyle of a person represents this:

- (1) Activities → work, Hobbies, vocation, sports.
- (2) Interests → Family, Home, jobs, Food etc.
- (3) Opinions → Themselves, social, issue, politics, Business, Product.
- (4) Demographics: → Age, income, education, occupation, family size.

→ It means the difference in lifestyle of different persons can be seen through their work, hobbies, homes, foods, education etc. Such diff. in style ~~influence~~ <sup>influence</sup> their buying-behaviour.