



B.Com Honours

Semester II

Calicut University

Consumer Behaviour

Course Code: COM2MN107 • Module 2 Notes

1. Elements of Consumer Behaviour:

Psychological and Social Influences

Consumer choices do not occur in a vacuum. They are shaped by a complex mix of internal psychological drivers and external social, cultural, and family influences. This module covers the key factors affecting consumer behavior, including motivation, perception, attitudes, social class, reference groups, cultural factors, and the VALS lifestyle framework.

Psychological Influences

Motivation & Perception

- **Motivation:** The inner driving force (needs, desires) that moves a consumer to act.
- **Perception:** The process by which individuals select, organize, and interpret sensory stimuli into a meaningful picture of the world (e.g., perceiving a premium price as an indicator of high quality).

Attitudes & Personality

- **Attitudes:** A person's enduring favorable or unfavorable evaluations and emotional feelings toward a brand or product.
- **Personality & Lifestyle:** Unique psychological traits that influence purchasing behavior (e.g., outdoor enthusiast vs. corporate professional).

Social and Cultural Influences

External factors shape consumer preferences and values:

- **Reference Groups:** Groups that serve as direct or indirect points of comparison or relation in forming a person's attitudes or behavior (e.g., peer groups, celebrity influencers).
- **Family & Household:** The family is the most important consumer buying organization in society. Members play different roles (Initiator, Influencer, Decider, Buyer, User) in purchase decisions.
- **Cultural Factors:** The most fundamental determinant of a person's wants and behavior, including values, perceptions, preferences, and behaviors learned from family and key institutions.

The VALS Lifestyle Framework

The **Values and Lifestyles (VALS)** framework segments consumers into eight distinct types based on psychological traits and resources:

VALS Segment	Core Motivation	Buying Traits & Behavior
Innovators	High resources, high innovation.	Early adopters of new technologies; prefer niche, premium products.
Thinkers & Believers	Motivated by ideals and principles.	Look for durability, functionality, and value in products.
Achievers & Strivers	Motivated by achievement and status.	Prefer established, prestigious brands to demonstrate success.
Experiencers & Makers	Motivated by self-expression.	Spend on fashion, entertainment, travel, and hands-on tools.
Survivors	Low resources, low innovation.	Focus on basic needs; brand loyal to discounted staples.

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