

① Socio-Cultural

• Culture

- Race, Religion
- geographical
- Age

• Social class

(Occupation, Education, income)

- high → middle → low

• Reference group

• Direct vs Indirect

Face-to-face

↓
movie star
sports star
pop singers

Factors affecting
Consumer decision

② Psychological

• Motivation 5 needs
(Maslow's Hierarchy of Needs)

• Personality & self concept
person's feelings & ideas about himself

• Perception
(stimuli - senses)

• Learning
change of consumption behavior
because of gaining new knowledge
or accumulating experience.

• Belief & Attitude
make a purchase based on one's
feelings or evaluation