SOCIAL INFLUENCES
- Roles in life
- Family
- Reference groups
- Opinion leaders
- Social classes
- Culture and subcultures

PSYCHOLOGICAL INFLUENCES
- Perception
- Motives
- Learning
- Attitudes
- Personality and self-concept
- Lifestyles

SHOPPING TYPES
- The Blitzkrieg Shopper
- The Cinderella Shopper
- The Hysteric
- The Looky-Loo
- The Thrill Seeker
- The Shopaholic
  - 2 to 8% of US population
MASLOW’S HIERARCHY OF NEEDS

- Physiological
- Safety
- Social
- Affiliation
- Esteem
- Self-Actualization

UNETHICAL OR ILLEGAL MISBEHAVIOR

Types of misbehavior
- Shoplifting
- Returning after use under false pretenses
- Counterfeiting or purchase of counterfeit goods
- Pirating or purchase of pirated goods
- Filing false claims to insurance
- Taking things from employer

Motivations
- Rationalized justification
- Economic reasons
- Peer acceptance
- Thrill-seeking
- Little risk of consequences
- Overconfident in ability to outsmart others