

# Value Framework

**Social/Environmental Factors:**

- Culture
- Core Societal Values
- Personal Influence
- Reference Group Influence
- Cultural Identification
- Family Influence

**Individual Differences**

- Motivation
- Personal Values
- Personality
- Lifestyles
- Emotion

**Need Recognition**  
**Search**  
**Alternative Evaluation**  
**Shopping**  
**Consumption & CS/D**

**Value**

- Hedonic
- Utilitarian

**Relationship Quality**

- CAB
- Complaining, Switching
- Customer Share, Commitment

**Situational Influences:**

- Place - Environment
- Time
- Conditions

**Psychology / Cognitions:**

- Perception
- CIP
- Memory
- Knowledge
- Categorization
- Attitudes

