Psychological Reasons for Consuming

VALS and other tools and research help describe consumer groups and **how** they behave, but how do we describe **why** we do what we do as consumers? The study of consumer behavior digs deep into the psychological reasons why we spend, and why we make specific spending decisions.

At the very deepest level, we hunt, farm, make, buy and even steal things for a few basic reasons. Below are the psychological reasons why we consume.

Marketers and advertisers try to trigger these basic drives, and then offer a product or service that will satisfy it. If a marketing campaign can make customers feel that they are not desirable enough or safe enough without a particular product, they are far more likely to purchase that product.

