

Ans 7(1)

The 'ID', the source of all mental energy which drives one to an action

(2)

The "Super ego", the internal representation of what is socially approved - one's conscience.

(3)

The 'Ego' (acts to curb the appetites of the Id), the conscious director of 'ID' impulses for finding satisfaction in socially manner.

In other words 'ID' (the physiological drives) represents one's animal or basic impulses instincts and cravings for immediate and total satisfaction these instincts might to even anti-social.

The super ego (it is your conscience or the "voice within") or conscience reflects one's idealised or mended behaviour pattern a via

media b/w the extremes, that is the conflict b/w ID and super ego is resolved by ego

The ego is the intermediary which mediates & processes the dispute action as a rational control centre b/w the conflicting extreme sides of ID and super ego'

As we know that personality results from the clash of three ~~for~~ forces - the ID, the Ego and the superego these personality variables often moderates the effects of other variables on the overall behaviour.

The basic function principle behind the functioning of ID is Pleasure while for ego it is reality. It is ego directs ones behaviours to satisfy both "ID" and "super ego"

Engel - Kollat - Blackwell

This model talks of consumer behaviour as a decision making process in the form of five steps which occur over a period of time

A part from these basic core steps, the model also includes a number of other related variables grouped into five categories

- 1) Information input
- 2) Information processing
- 3) Product - brand evaluation
- 4) General motivating influences
- 5) Internationalized environment influences.

