

Ans 9. Consumer perception :-

The formal definition of customer perception is, "A marketing concept that encompasses a customer's impression, awareness and level of consciousness about a company or its offerings."

To put it simply, customer perception is what your customers think of your organization. This perception directly impacts the attraction of new customers and the capacity to maintain good relationships with current customers.

Consumer motivation :-

Consumer motivation is an internal state that drives people to identify and buy products or services that fulfill conscious and unconscious needs or desires. The fulfillment of these needs can then motivate them to make a repeat

Purchase or to find different goods & services to better fulfill those needs.

Importance of motivation is Consumer Behaviour.

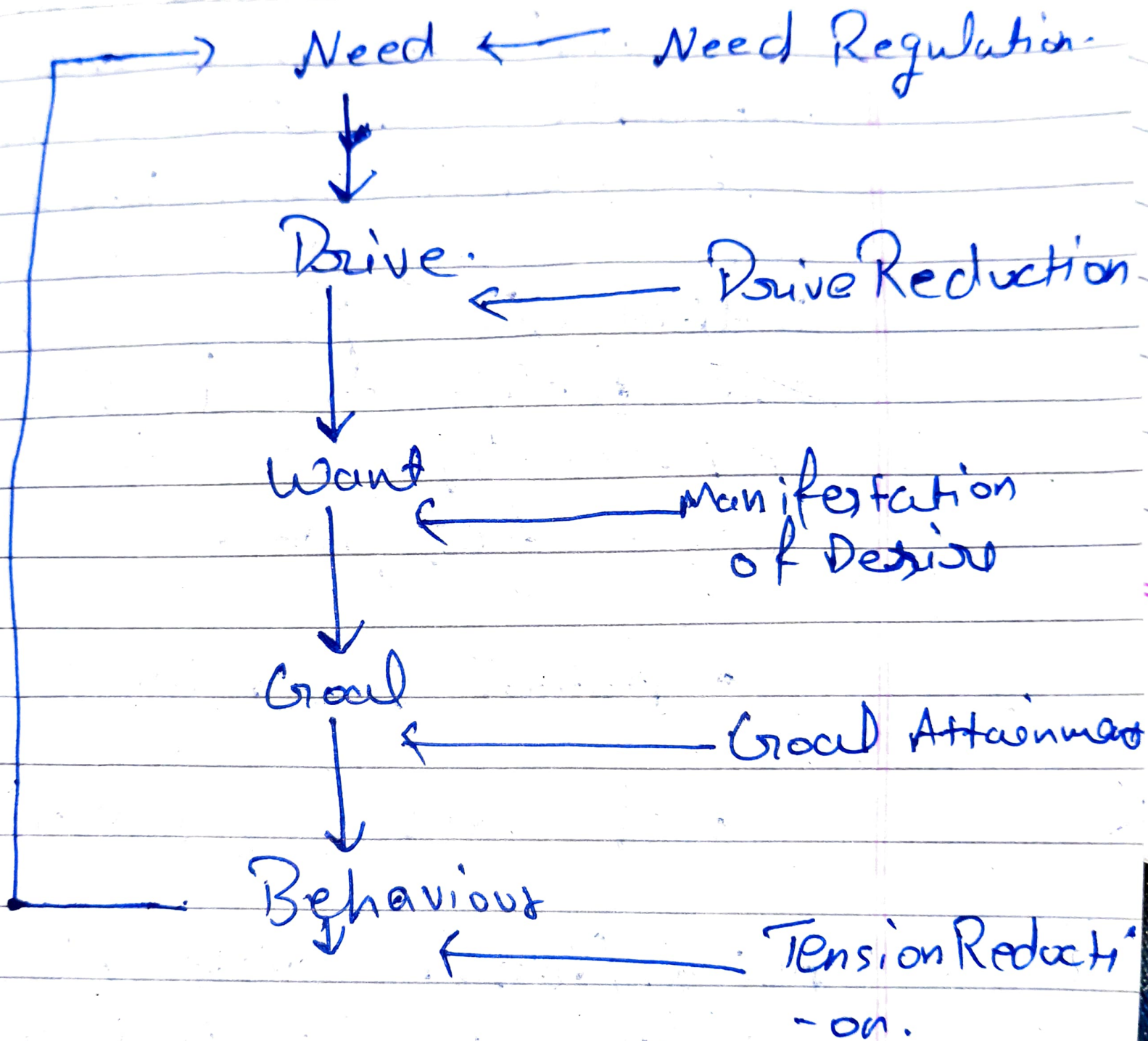
Motivation is an important part of managing process. A team of highly qualified and motivated employees is necessary for achieving objectives of an organization.

A consumer motivation is one of the driving forces of consumer behaviour.

Consumers buy and use products because they are motivated by the need and desire to do so. The primary objective of marketing and communication is to motivate consumers to prefer and purchase

one product and a specific brand over the other. Motivation is the search for behaviour

MOTIVATION PROCESS :-



Self-concept.

Self concept is defined as the totality of individuals thoughts and feelings having reference to him/herself as an object. It is an individual's perception of and feeling towards him/herself. self-concept is divided into four parts.

- Actual versus ideal.
- Private versus social.

Actual/ideal distinction refers to the individual's perception of who I am now (actual self-concept) and who I would like to be (ideal self-concept).

Private self refers to how I am or would like to be to my self (private self concept) and Social self is how I am seen by.

others or how I would like to
be seen by others (social
self concept).