

Ans Defination of Personality:-

⇒ Personality to understand a buyer's needs and convert them into customer is the main purpose of the consumer behaviour study.

- Personality signifies the inner psychological characteristics to his environment. Personality shows the individual choices for various product and brands.

Defination of motivation.

⇒ Motivation is driven by needs, wants, and the specific goals of the consumer. A positive motivation will involve the consumer moving towards a directed behavioural goal, whereas a negative motivation will see them directing their behaviour away from a negative goal.