

Ans 8 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 those needs can then motivate them to make a repeat purchase or to find different goods and 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 organisation. because of the following reasons-

1) Motivated employee makes optimum use of available resources for

achieving objectives.

2) Motivation is directly related to the level of efficiency of employees.

3) Motivation is considered as a backbone of good industrial relation.