

Ans 9

Consumer Perception :-

Perception is the process of selecting, organising and interpreting meaning to events happening in environment

Perception is the intellectual process through which a person selects the data from the environment organise it and obtain meaning from it  
The physical process of obtaining data from environment known as sensation

Perception is the basic cognitive or psychological process. The manner in which a person perceives the environment affects his behaviour, people actions, emotions, thoughts or feeling are done according to the perception

Stimuli - ∴ Something which attracts an

Individuals

[excitement, motivates interest]

## Consumer Motivation

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.

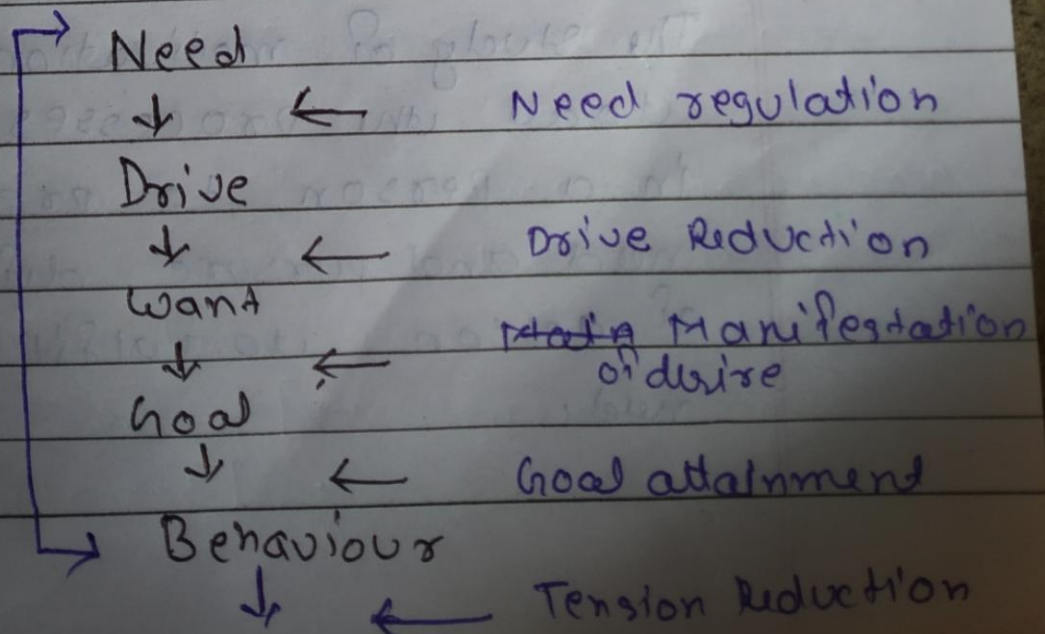
Motivation is the reason for behaviour. A motive is a construct representing an unobservable inner force that stimulates and compels a behavioural response and provides specific direction to that response. Consumer motivation can be viewed as a process through which needs are satisfied.

### Importance of Consumer motivation in consumer behaviour:-

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driving forces of consumer behaviour. Consumers buy and use products because they are motivated by the need and desire to do so. The primary object of marketing and communication is to motivate consumers to prefer and purchase one product and specific brand over the other. Motivation is the reason for behaviour. A motive is a construct representing an unobservable inner force that stimulates and compels a behavioural response and provides specific direction to that response. Consumer motivation can be viewed as a process through which need are satisfied.

### Motivation Process



Once the need is satisfied a potential consumer feels a drive to reduce the same. He searches for alternative to satisfy his hunger. So need converts itself into want and desire to obtain the need satisfying objective. Desire is mainly manifested in a specific goal as the customer searches his memory and advertisement to know names of the restaurant to have pizza. The goal is achieved through a need satisfying behaviour. Marketing should motivate the so as the their product.

### → Self Concept.

Self concept is defined as the totality of individual's thoughts and feelings having referents to him.

The study of motivation refers to all the processes that drive in a person to perceive a need and pursue definite course of action to fulfill that need.

• What are needs - Every individual has need that are required to be fulfilled. Primary needs are food, clothing, shelter and secondary needs are society, culture.

• What are wants? - Needs are the necessities but wants are something more in addition to the needs. For example, food is a need and type of food is our want.

• What are goals? - Goals are the objectives that have to be fulfilled. Goals are generic and product specific. Goals are the desires of a specific nature.

Need and fulfillment are the basis of motivation. Change takes place due to both inner need as well as

External factor. Sometimes needs are satisfied and sometimes they are not due to individual's personal, social, cultural or financial needs.

- Motivation is as important part of managing process. A team of highly qualified and motivated employees is necessary for achieving objectives of an organization because of following reason.
- Motivated employees make optimum use of available resources for achieving objectives.
- Motivation is directly related to the level of efficiency of employees.
- Motivation is considered as a backbone of good industrial relations.
- Effectively motivated employees get more job satisfaction and possess high morale.

- Motivation also helps in improving the image of organization.
- Motivated employees are more loyal and sincere to an organization. These factors help reduce absenteeism and labor turnover.
- Motivated employees make full use of their energy and other abilities to raise the existing level of efficiency.