

Ans 5

Personality:-

Personality is defined as an individual set of characteristics that contributes to an understanding of consumer behaviour.

Personality characteristics can be valuable guides to marketers. Personality can be defined as those inner psychological characteristics that both determine and reflect how a person responds to his or her environment.

- Nature of personality

1. Personality Reflects Individual Difference
- 2) Personality is consistent & Enduring
- 3) Personality can change
- 4) Uniqueness

5/ Goal directed

6/ Sociability

7/ Psycho-physical system

Types of personality

1) games man

2) company man

3) crafts man

4) Jungle fighter

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 need are satisfied.

Difference b/w positive & negative motivation

- Negative motivation is rooted in fear while positive motivation is rooted in service
- The difference b/w negative & positive motivation is difference b/w surviving & thriving
- If you are positively motivated your action will most likely have a positive outcome, on the other, if you are negatively motivated, your action will have an undesirable negative outcome.
- Negative motivation can be self-damaging and positive motivation can be self-confidence
- When you are running from something then you are negatively motivated.