

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 in Consumer Behaviour

- Motivation is an important part of managing process. A team of highly and motivated employees is necessary for achieving objectives of an organization because of the following reason.
- Motivated employees make optimum use of available resource for achieving objectives.

- motivation - employees make
- Motivation is directly related to the level of efficiency of employee.
- Motivation is considered as a backbone of good industrial relation.