

Ans - ⑤

Definition of Personality.

→ To understand a buyer need and convert them into customer is the main purpose of the consumer behavior study ...

Personality signifies the inner psychological characteristics that reflect how a person reacts to his environment. Personality shows the individual choice for various products and brands.

→ Difference between positive and negative 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 behaviour / goal, whereas.

A negative motivation will see them directing their behaviour away from a negative goal.