

Ans- (1) meaning of Consumer perception  
The formal definition of consumer perception is, "A marketing concept that encompasses a customer's impressions, awareness and/or consciousness about a company or its offerings"

To put it simply, consumer perception is what your customer and potential customer think of your organization. This perception directly impacts the attraction of new customers and the capacity to maintain good relationships with current customers.

## Consumer motivation

Consumer motivation is an ~~and~~ internal state that drives people to or services that fulfill conscious and unconscious needs or desires. The fulfillment of these needs can then motivate them to make a repeat

Date \_\_\_\_\_  
Page \_\_\_\_\_

Purchase or to find different  
Goal and services to  
better full fill ~~the~~ those needs.

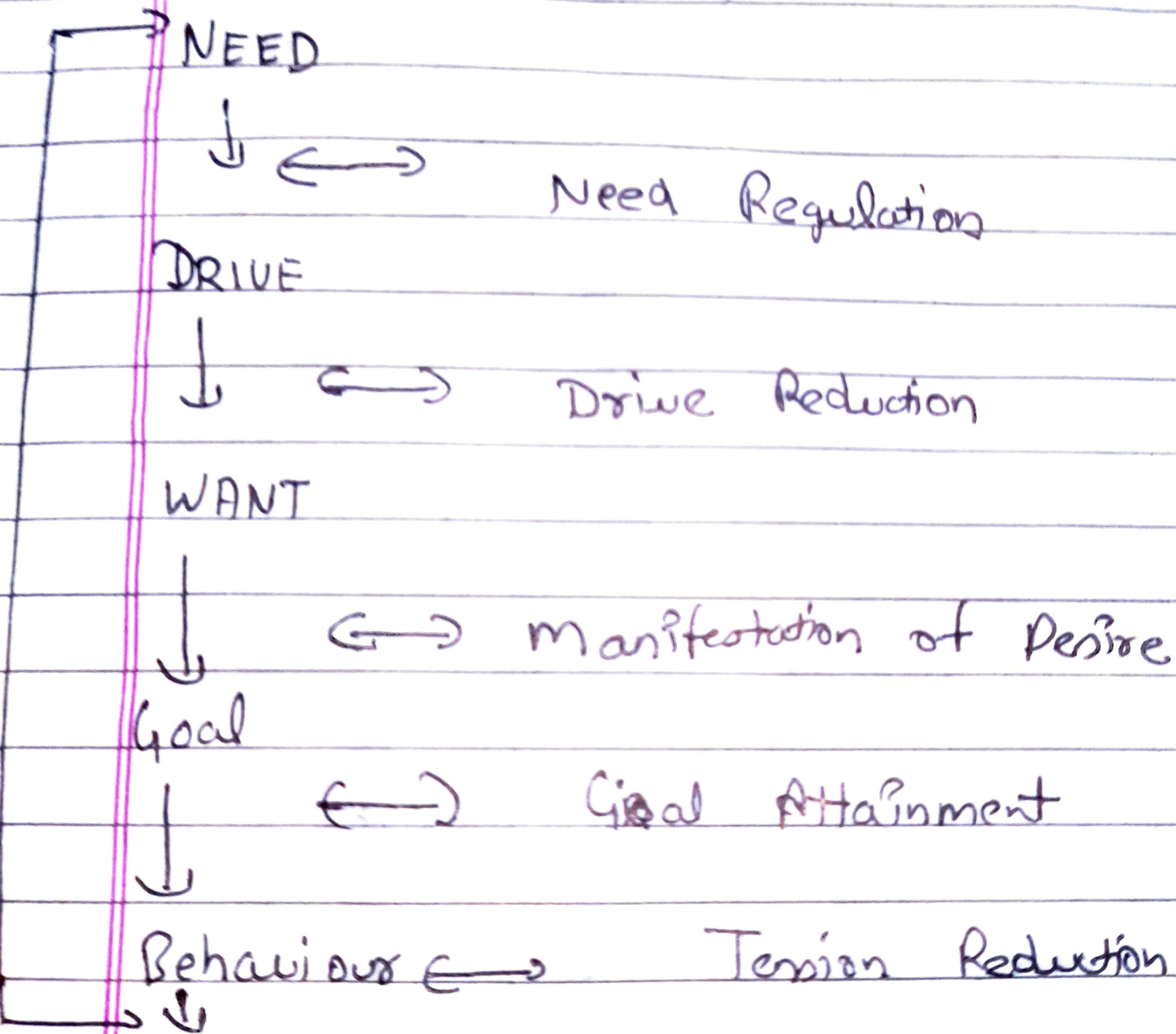
## Importance of Motivation in Consumer Behaviour

Motivation is an important  
part of managing process  
of a team of highly  
qualified and motivated  
employees is necessary  
for achieving objectives of an  
organisation.

Consumer motivation is one of the  
driving forces of consumer  
behaviour. Consumers buy and use  
products because they are  
motivated. Consumers prefer and  
purchase one product and  
and a specific brand over  
the other. Motivation is the  
reason for behaviour response  
and provide specificity directions  
to that response. Consumer  
motivation can be viewed  
as a process through which

needs are satisfied.

# MOTIVATION PROCESS





# Self Concept

Self Concept is defined as the totality of individuals thoughts and feelings having reference to him / herself as an object of perception of individuals and feeling towards him / herself. Concept is divided into two parts

- Actual versus Ideal
- Private versus Social

Actual Ideal distinction refers to the individuals perception of who I am now (Actual self - Concept) and who I would like to be (Ideal self Concept). Private self refers to how I am or would like to be to my self (Private self Concept) and social self is how I am seen by.

Date \_\_\_\_\_  
Page \_\_\_\_\_

other or how I would live  
to be seen by other  
(social) self concepts