

## Using Motivation Theories

There are various theories of motivation listed in textbooks. For this activity, you need to identify different ways of motivating consumers to buy a smart phone and to visit a restaurant.

To help you with this activity, an example has already been provided for you.

Motivation Level	For a car	For a restaurant?	For a smart phone?
<b>Everyday living, survival</b>	Economical, ideal family car, simple to drive – easy to park and ability to get around		
<b>Security, safety</b>	Safety features, trusted name, well-engineered, reliable		
<b>Friendships, acceptance</b>	Most popular car, great first car, show groups in ads		
<b>Demonstrate success</b>	Luxury, strong brand, exclusive options, high price		

### Student Discussion Questions

1. Start by completing the above table.
2. How helpful is it to review the consumer's motivation for a purchase? How can smart phone marketers and restauranteurs use this information?
3. Would this information affect a firm's promotional mix only, or would it influence the design of their overall marketing mix?