FREUD’S THEORY OF MOTIVATION

The consumer behaviour or buyer behaviour is influenced by several factors or forces. They

are: 1. Internal or Psychological factors

2. Social factors

3. Cultural factors

4. Economic factors

5. Personal factors.

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Freudian motivation theory says that that unconscious psychological forces, such as hidden desires and motives, shape an individual's behavior, like their purchasing patterns.

This theory was developed by **Sigmund Freud** who, in addition to being a medical doctor, is synonymous with the field of psychoanalysis.

* Freudian motivation theory is frequently applied to a number of disciplines, including sales and marketing, to help understand the consumer's motivations when it comes to making a purchasing decision.
* The Freudian motivation theory explains the sales process in terms of a consumer fulfilling conscious, functional needs as well as unconscious needs.

Freud believed that human psyche can be broadly divided into conscious and unconscious mind.

**EGO:** The Ego represents the conscious mind and is composed of perceptions, thoughts, memories and feelings. It gives a sense of identity and continuity to a personality.

**ID**: The unconscious mind is the Id which includes all the instincts and psychic energies that existed since birth and it is biologically determined. Sometimes customer’s behaviours are driven by unconscious motives and they have difficulty in explaining why exactly have they bought a particular product.

So, market researchers can make use of certain techniques like the depth interview to understand the unconscious motives behind a purchase decision.

**SUPER EGO:** Superego represents the traditional ideas and morals of a society. It acts as a conscience and tries to curb the impulses that arise out of the Id.

Also, superego forces the ego to do things that are according to the morals of the society. People do not act on every impulse since there is a conscience that supresses certain thoughts.

Market researchers can use models such as quick choice model to identify why an impulse to buy does not lead into action.