



The 3M Model Of Motivation And Personality

Author :John Mowen / **Category :**Psychology / **Total Pages :** 314 pages

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Summary : Free the 3m model of motivation and personality pdf download - integrating control theory evolutionary psychology and a hierarchical approach to personality this book presents a new approach to motivation personality and consumer behavior called the 3m which stands for meta-theoretic model of motivation this theory seeks to account for how personality traits interact with the situation to influence consumer attitudes and actions the book proposes that multiple personality traits combine to form a motivational network that acts to influence behavior mowen argues that in order to understand the causes of enduring behavioral tendencies one must identify the more abstract traits underlying surface behaviors in constructing the 3m model the author reports data from fifteen empirical studies employing over 3500 respondents in this hierarchical model four types of personality traits are identified elemental compound situational and surface traits eight elemental traits are proposed as forming the underlying dimensions of personality consistent with control theory the research reveals that the elemental traits combine to form compound traits such as self-efficacy task orientation playfulness and competitiveness these elemental and compound traits combine with situational influences to cause enduring behavioral tendencies within general situational contexts examples of situational traits investigated include impulsive buying value consciousness sports interest and health motivation in the 3m model the elemental compound and situational traits combine to yield surface traits which are enduring dispositions to act in specific behavioral contexts five surface traits are empirically investigated in the book compulsive buying sports participation healthy diet lifestyles proneness to bargaining and a tendency to frugality across these five studies the empirical results reveal that the 3m model accounts for over 44 of the variance in the surface trait measures by presenting a new meta-theory of motivation and personality that is testable mowen s 3m model accounts for high levels of variance in consumer behavior by integrating the work of selected past and current theorists into a comprehensible whole the 3m model provides coherence in a field currently dominated by conflicting ideas theories and approaches the book provides evidence that by understanding

the individual dispositions that underlie consumer behavior public policy officials and marketing specialists can develop better communication programs to influence and persuade their target audiences the book shows how to employ the 3m model to segment the marketplace provide psychographic inventories position brands create promotional themes and develop brand personalities

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pre-print version of article later published in - recently, mowen (2000) introduced the metatheoretic model of motivation and personality (or 3m model) as an approach for understanding the types of and

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