* **Freudian Theory of Motivation (Psychoanalytic Theory):** Sigmund Freud proposed that human behavior is driven by unconscious desires, instincts, and conflicts. He emphasized the role of biological drives (such as the libido) and unconscious motivations (such as the id, ego, and superego) in shaping behavior.
* **Maslow's Hierarchy of Needs:**
  + Abraham Maslow proposed a hierarchical theory of human motivation, known as Maslow's Hierarchy of Needs. According to Maslow, individuals are motivated to fulfill five levels of needs in a hierarchical order:
    1. Physiological needs (biogenic): Basic needs for survival such as food, water, and shelter.
    2. Safety needs: Needs for security, stability, and protection from physical or psychological harm.
    3. Love and belongingness needs (psychogenic): Social needs for affection, acceptance, and meaningful relationships.
    4. Esteem needs (psychogenic): Needs for self-esteem, recognition, achievement, and respect from others.
    5. Self-actualization needs (psychogenic): Needs for personal growth, fulfillment of potential, and self-fulfillment.
* **Herzberg's Two-Factor Theory (Motivation-Hygiene Theory):**
  + Frederick Herzberg proposed a two-factor theory of motivation based on the distinction between motivational factors and hygiene factors.

Slide example analysis:

The combination of the sunglasses being branded (a satisfier) and not being expensive (an absence of a dissatisfier) creates a motivating factor for the purchase.