**Executive Summary**

**Motivation Research Revisited, 1975**

Motivation is a valid construct that can be used to identify, describe, and classify the different conditions under which consumer decisions are made. The motivation construct plays a role in explaining both the activation and direction of consumer behavior. In the context of consumer behavior, motivation occurs at the intersection of personality and situations. While personality explains a predisposition to behave in a certain manner, the same person may behave on different occasions, as a result of situational variables. Motivations can be grouped into five unique classes to guide product development and brand positioning.

**Key contributions:**

* Motivation as a unique construct in consumer behavior
* The roles of personality and situational variables in motivation
* Classes of motivation
* Marketing responses to different classes of motivation

Fennell, G. (1975) Motivation Research Revisited, Journal of Advertising Research, 15, 3, 23 – 28.