**Selected Quotes**

**Motivation Research Revisited, 1975**

* “Segmentation research appears to be today's preferred methodology for studying consumer motivation” p. 23
* “Whereas ‘motivation research' was, to a degree at least, grounded in a theory of motivation, segmentation research has been largely theory free.” p. 23
* “Given the value placed by science on simplicity and parsimony, it is reasonable to ask that a construct establish its claim to be retained, and that minimally it does not duplicate the explanatory load carried by other constructs.” p. 23
* “. . . the marketing researcher may find it intuitively more meaningful to conceptualize his problem initially as one of isolating and describing the motivating situation in which consumers find themselves.” p. 24
* “Activation” is concerned with why a behavior occurs and “direction” is concerned with why a behavior takes a certain form, such as brand choice. (paraphrased)
* “Consumers of goods and services perceive themselves to be in one of five motivating situations, each of which has an activating condition and behavior mode.” p. 25
* “Brand choice within the motivating situation is determined by the cognitive and affective components of brand attitude.” p. 27

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