

Needs & Motivation

Marketing

What drives a purchase beneath the stated reason.

Layers of buying motive.

Motive types

Functional — it does the job

Emotional — how it makes them feel

Social — what it signals to others

Habitual — no active decision at all

Implications

Stated reasons are rationalisations

Ask what they did, not what they intend

Social motives resist direct questioning

Habit is the hardest thing to disrupt

The gap between stated and revealed preference is why declared purchase intent overstates actual sales so consistently.