Motivational research



For many years psychology has dealt with motivational research, which seeks to analyse the reasons why some products attract and others repel the consumer.

In 1955, in New York City, during an important Congress on Advertising, some psychologists were commissioned by leading American industrialists to head a group of 150 specialists in motivational research to find an answer to why people buy or do not buy a product.

This group of experts made a discovery which was essential for the world of advertising. They demonstrated that 10% of the reasons that lead people to buy are located only on a conscious level, namely in the sphere of awareness; for the remaining 90%, the reasons for buying are related to the subconscious and the unconscious level of the human mind.

If you make a choice in the level of the subconscious, your mind is <u>driven</u> by likes, dislikes, fears and emotions. In addition, the unconscious level is the area of the oldest, innate instincts that

each individual possesses; the instinct to stand out and to assert oneself, the sexual instinct and aggressiveness are just some of them.

It is evident that to attract people to buy, it is not necessary to make them aware, because only 10% of the purchases is caused by rational reasons. Instead, people's sympathy towards the goods must be aroused by getting in touch with pleasant feelings and emotions and deep instincts.

to attract: attrarre awareness: consapevolezza driven: guidata to get in touch: entrare in contatto

1

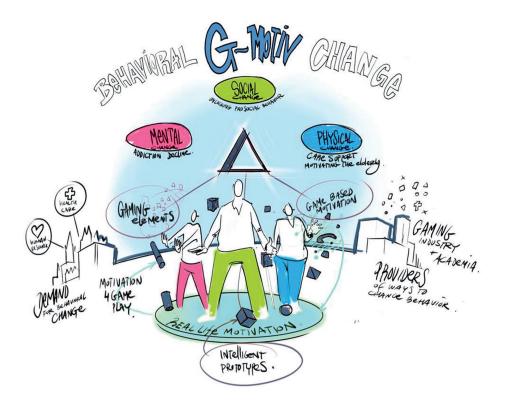
namely: principalmente to repel: respingere to seek: cercare



Find the English equivalents of these phrases in the text above.

а.	si è occupata di ricerca motivazionale	
b.	sono stati incaricati	
с.	trovare una risposta	
d.	sono situati	
e.	sono collegati con	
f.	fare una scelta	
g.	inoltre	
-	renderli consapevoli	

2	Ø	Complete the questions and then answer them.						
	WH-Questions		Answers	Answers				
	a.	a happened in New York in 1955?						
	b.	was the research commissio	l by?					
	c.	specialists were contacted?						
		is the unconscious level?						
	eare reasons of buying connected to?			d to?				
3	Tick the correct option.							
	a.	Motivational research seeks to 1. <i>evaluate</i>		why some products attract m <i>remove</i>		e people than others. <i>catch</i>		
	b.	150 specialists were asked to1. discover a wayof marketing	2.	analyse peoples' choices in buying	3.	create a social campaign		
	c.	The reason for buying is con 1. <i>never</i>		ted to the subconscious leve sometimes		generally		
	d.	Sexual instinct is in the area of the 1. <i>unconscious</i>	•	subconscious	3.	conscious		
	e.	To attract people to buy, it is neces 1. make them sensible		ry to. trick them	3.	reach their feelings		



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