

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 **driven** 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

namely: principalmente
to repel: respingere
to seek: cercare

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

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

2  Complete the questions and then answer them.

WH-Questions

Answers

- a. happened in New York in 1955?
- b. was the research commissioned by?
- c. specialists were contacted?
- d. is the unconscious level?
- e. are reasons of buying connected to?

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3  Tick the correct option.

- a. Motivational research seeks to why some products attract more people than others.
 - 1. evaluate
 - 2. remove
 - 3. catch
- b. 150 specialists were asked to
 - 1. discover a way of marketing
 - 2. analyse peoples' choices in buying
 - 3. create a social campaign
- c. The reason for buying is connected to the subconscious level.
 - 1. never
 - 2. sometimes
 - 3. generally
- d. Sexual instinct is in the area of the.
 - 1. unconscious
 - 2. subconscious
 - 3. conscious
- e. To attract people to buy, it is necessary to.
 - 1. make them sensible
 - 2. trick them
 - 3. reach their feelings

