On Motivation and Motivation

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Abstract
Economic motivations were a big influence on consumer behavior motivation. In this context, it is considered that the general motives which give motivation to purchase content can be structured into rational and emotional motives, the motives innate and acquired motives, all gaining an individual or group event. The study of consumer behavior, with general motivations, attention increasingly larger granted special incentives, consisting of assertiveness feeling (emerging desire for a product); feeling of self-gratification (to achieve and maintain a certain standard); sense of appreciation and affection (to impress, correlation own impressions suggested aspects of product); creative spirit (in children, the passion, the choice of objects that can be converted); feeling of origin (for consumer products originated remember that arouse curiosity or nostalgia) etc. Motivation to purchase thus becomes motivation of consumer behavior and motivation of the design and the production.

Key words: motivation, motivation, customer, management, commerce, marketing, interest, satisfaction

The two words - motivation and motivation - were formed by derivation from the word reason, which has the meaning of cause, reason, cause of action, an action that pushes stimulus or action causes a mobile. Noun reason is closely correlated with the verb to motivate, that show why an action of a fact, to bring explanations, arguments in favor of action, from which nouns formed motivation, motivate action and outcome and noun motivation, reasons or motives fully conscious or not, that causes someone to perform a particular action or to work towards certain goals1.

The psychological motivation as a state that characterizes human behavior is an intellectual and moral significance approach through which the person relates to his or any other reasons. It is considered that there is a motivation project that involves anticipating probable grounds to base their own behavior and interpersonal relationships in this way preparing expanding conscious control of the present situation in the future, and retrospective reasoning that requires

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explanation and the justification for acts already committed, for the reasons which have led, thus aiming revaluation previous behavior ².

Those who have dealt with the speculative thought they saw all the motivation factors it determines the individual to perform certain acts or to work towards certain goals. A correlation of these factors in terms of internal psychological dynamics. It causes a certain tension that persists to achieve the goal or until a other motives much stronger. Motivation is conditional necessities. Therefore, the people, the motivations are very different from those of animals, reflecting the material and spiritual necessities realized in the well-regulated social relations. Motivation factors can be both conscious and unconscious, but man is aware of specific reasons which I orient behavior towards certain actions related to the convictions of the person stable ³.

As such, the motivation appears as a process by which an action is prepared, it is declared, is triggered and sustained energy, a way to justify the action, a systematization of the reasons that led to a claim for a particular purpose. Motivation is conscious action to justify a certain motivation or make someone accept or embrace a certain motivation. Active necessities, requirements or inner urges, impulses, etc. are reasons the trigger individual actions; they are reasons that justify or argue subjects and own attitudes or actions of others. Within their emotional reasons expressed by tensions, tendencies and desires that maintain the energy and directs the actions of individuals. In general, we can say that every human action is based on a reason that is justified by a need of. Fulfill the role of human instincts biological reasons, but with these, man made and accepted for reasons of social, moral, cultural, etc. Thus, learning the rules of social life becomes grounds of social action aimed at schools, training, aesthetic band, career path, attitude towards consumption etc. Therefore, in various situations, man is assaulted by a lot of needs, for reasons, which means prioritizing actions and enhance the grounds. To act knowingly and fully in line with the moral values of society.

Motivation, in its widest sense, is considered an inner state that mobilizes the body for a specific purpose that customizes a general context rather complex.

Any body has the basic law of existence and development of biological conservation and restoration and ongoing maintenance of a fair balance in continuous exchange with the environment. Therefore, as soon as it triggers a shortage of food, air, moisture, heat, etc., that endanger the well being and integrity of the body, fires warning signals designed to return to normal acceptable condition. In humans, alarm mechanisms are fixed phylogenetic nervous system, ² Paul Smith Neveanu, Dictionary of Psychology, Albatros Publishing House, Bucharest, 1978, p. 468
the instincts, the most common being: self-preservation instinct of defense, sex drive, etc. Every instinct manifests itself in two major components, one energy, and other enforceable by execution.

From a psychological perspective, the energy component, tensional side of instinct, it appears necessary, the needful. Along with necessities instinctive develops a lot of other needs, called necessities acquired as a result of long social life. As an expression of needs, necessities creates anxiety, restlessness, tension, tension etc. Under and by virtue of necessity, as internal impulse is conducted all human actions, only necessity satisfaction leading to organic rebalance. When necessity is perceived as such, restlessness and tension is acknowledged and developed so that triggers action, justified by reasons.

The reason is awareness necessity puts man in motion. It is an internal issue that answers the question: Why? Reasons explain psychologically necessities and human actions, but not always confused with the protesters. The goal is achieved by actions, but actions have their own motivations. For example, a consumer can determine the purpose to buy a watch, the motivations of its being different from case to case: the desire to make a gift, need to know what time it is, the need to take medication at precise hours, need to be recognized as such by a particular reference group etc.

Whenever reasons correlates to the purposes, subject unveils an interest, a concern directed to obtain that which is necessary, helpful, pleasant, helpful, gives satisfaction, he cultivates pride ensures victory makes gain etc. Therefore, people act daily mobilized a lot of interest.

Among them, special attention is given to economic interests, understood as manifestations of human needs become conscious motives, which determine individual behaviors to achieve economic performance for acquiring goods needful to meet the needs. They are an element of the composition of the economic mechanism, the cause of immediate and vigorous stimulation of human actions directed towards achieving goals. Viewed as a whole and in their interdependence, economic interests form a complex system that includes personal interests (manifested in each individual and in relation to a particular need of his), group (manifested in the form of an ad hoc social group or institutionalized and necessities linked to the level specified) or general (ie residents of an area, country or the planet); Private and public interests; current interests, prospective permanent periodic accidental passive, active, etc. An individual or that occurs in a way or another, the various types of vehicle of interest. Their harmonization within social groups, regions or countries can be provided through a democratic framework of achievement. Meeting the economic interests can accomplish both by considering and meeting all types of interests, and by providing personal interests priority over the group or general 4

From the above it follows that each individual has mastered the basic necessities, biogenetic, and the secondary necessities, acquired, which is expressed by the interests, beliefs and attitudes, all revolving around social trinom reason - motivation - motivation. As such, we support the views they consider that the reasons "have a strong multifunctional, being built between biological and social, between internal impulses and knowledge between subjective necessity and value as a reference system between the relationship of objects and links to people etc. and therefore can not be reduced to any one of the factors that determine and influence. ",

In general, the attitude is reporting how a certain aspect of reality, a reaction, a gesture, a certain position on something. It occurs both as inner speech, mental, and the outer expression as behavioral form. Of behavior based on a need of a reason etc. Comprise an interest or belief.

Seeing the motivation an expression of reasons, the overall level of savings, and motivation shape capture behavior of firms and individuals daily economic actors, JM Keynes explained the occurrence of a crisis in the way it translates into reality precautionary motivation, motivation and motivation came speculation. The precautionary reasons, gave explanations about economic actors tend to keep the money bigger or smaller to meet random phenomena arising from changes in prices, changes in tastes, changes in periods of production and transport etc. Motivation explains the preference for liquidity speculation because based on the idea that everyone has a different opinion to the dominant view of the interest rate change. Anyone looking to have money to be able to use to get an advantage, gain from the change which he anticipates interest developments. Motivation income is justified by the gap of time between charging or collection of income and spending its time for specific purposes by their owners. The greater the gap, the greater must be the money available, and vice versa. The conclusion was that the great economist, so long as those savings are generated by real economic incentives are not possible major crisis, but in situations where economies are moving toward speculative risk of major economic crisis greatly increase.

In conclusion, economic motivations were a big influence on consumer behavior motivation. In this context, it is considered that the general motives which give motivation to purchase content can be structured into rational and emotional

motives, the motives innate and acquired motives, all gaining an individual or group event. The study of consumer behavior, with general motivations, attention increasingly larger granted special incentives, consisting of assertiveness feeling (emerging desire for a product); feeling of self-gratification (to achieve and maintain a certain standard); sense of appreciation and affection (to impress, correlation own impressions suggested aspects of product); creative spirit (in children, the passion, the choice of objects that can be converted); feeling of origin (for consumer products originated remember that arouse curiosity or nostalgia that); etc. Motivation purchase thus becomes motivation of consumer behavior and motivation of the design and the production.

References
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