

of brands about which the consumer has neither a positive nor a negative evaluation. Thus, the brands in the inert set are neither accepted nor rejected by the consumer. The inept set, however, consists of those brands that he has rejected from his purchase consideration.

Although the study presented was exploratory only, the results are encouraging. It seems that consumers do attempt to simplify their decision making by categorizing the available brands. They consider a few, reject a few, and appear to ignore the remainder, and most consumers seem to have rational and logical reasons for this

categorization. The study also indicated the feasibility of not only extracting this consumer categorization process but also obtaining the reasons for such a process. A lack of sufficient information about certain brands may be one of the reasons that these brands are included in the inert sets of many consumers. If the appropriate information were supplied, some of these brands might move into the evoked set and thus enjoy consumer acceptance and market success. The conceptual framework can help the marketer determine what information is needed and what strategies are appropriate.

MARKETING MEMO

Five Kinds of Motives . . .

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.

Aversive Elements/Escapes. The consumer whose behavior mode is escape is motivated to buy a product to solve (escape from) salient problems.

Anticipated Aversive Elements/Prevention. The consumer whose behavior mode is prevention is motivated to buy a product to ward off an undesirable situation.

Normal Depletion/Maintenance. The consumer whose behavior mode is maintenance is motivated to buy the product because supplies have become depleted or to use the product because normal departure from a maintenance level has occurred.

Product-Related Aversive Elements/Conflict Resolution. The consumer whose behavior mode is conflict resolution is motivated to avoid potential problems inherent in the consumption of the product itself.

Positive Elements/Diversion Enjoyment. The consumer whose behavior mode is diversion and enjoyment is motivated to buy the product primarily because he sees the product-use situation as offering an opportunity for fun, novelty, complexity, and aesthetic or sensory pleasure.

—Geraldine Fennell, "Motivation Research Revisited," *Journal of Advertising Research*, Vol. 15 (June 1975), pp. 23-28, at pp. 25-26.