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7. For each situation listed in question 3,

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select one level from Maslow's hierarchy of human needs that can be used to segment the market and position the product (or company).

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(Schiffman/Wisenblit) Chapter 3

Consumer Motivation and Personality 1)

The driving force within individuals that
impels them to action is known as _____.

A) a goal B) tension C) motivation D) a
need E) personality Answer: C Diff: 1

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Skill: Concept LO: 3.1: To understand how motives, needs, and goals shape consumer behavior ...

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