

Download Understanding Motivation

Understanding Psychology

Activating the Desire to Learn. by Bob Sullo. Table of Contents. Chapter 1. Understanding Internal Motivation. Most schools and classrooms operate on the reward or punishment model, and use stimulus-response, behavior modification, or assertive discipline techniques. Researchers have developed a number of theories to explain motivation. Each individual theory tends to be rather limited in scope. However, by looking at the key ideas behind each theory, you can gain a better understanding of motivation as a whole. Consumer behavior involves the study of how people--either individually or in groups--acquire, use, experience, discard, and make decisions about goods, services, or even lifestyle practices such as socially responsible and healthy eating. This study investigates the relationship between consumer motivation, understanding and use of sustainability labels on food products (both environmental and ethical labels), which are increasingly appearing on food products.