SUMMARY

Consumer behavior represents a dynamic territory that is characterized by the continuously changing needs of individuals, but also by the sum of the actions by individuals when deciding to purchase a certain good that belongs to a certain brand. Consumer motivation can be tightly linked to social and economical factors, to the individual's experience and memories, education, but also to perception and attitude toward consumption trends. The present paper studies the influence of motivation on purchase behavior and the extent to which motivation influences the decision process. Motivation has been selected as the focus point of this research because this independent variable is the engine that helps materialize the needs and wishes of the individuals, that can, over the course of time, change the consumption typology, but also helps in understanding the decisions that consumers make when visiting a store, both online and offline. The subject treated within this paper uses a cognitive model elaborated by the author as its base. The cognitive model identifies hedonistic and utilitarian motivations and integrates them into the decisional process.

The purpose of this paper is that of studying the motivational construct, but also to determine the types of relations that are formed between the proposed variables within the research model, in order to better understand consumer behavior. These aspects can be later transposed by marketers into omnichannel strategies or into promotional strategies, but also used for a better calibration of resources invested into media or trade marketing actions. Motivation represents a concept that reflects the satisfaction of primary and superior needs in order to reach a desired level of satisfaction. The lack of motivation can translate itself into a sum of negative experiences, lack of information or access to sources of information, lack of resources or the incapability of adapting to changes that occur in the external environment. Motivations can be determined by both endogenous and exogenous factors and address elements of a functional, aesthetic, emotional, social or situational nature. The cognitive model that was created within this paper touches upon two main types of motivations: hedonistic motivation, which is associated with the state of joy and pleasure; and utilitarian motivation that is linked to personal experiences, the price-quality ratio, effective consumption and other similar elements.

The present paper that spans across 5 chapters, studies the particularities of the influence that motivation has on purchase behavior starting with the current available
knowledge provided by existing studies and going forward with an approach that is applied to the luxury industry. Consumers have become more and more careful and savvy when managing their resources and so prefer to purchase goods and services that not only satisfy their basic needs, but also ones that satisfy their higher needs. All of the actions of these individuals are spurred by a type of motivation or by an interior force through which they can find a certain state of happiness and accomplishment. Motivations that are of an intrinsic nature encourage a behavior that is reflected toward a person's self while extrinsic motivations are closely linked to forms of reward. The first chapter of this paper covers a review of existing studies regarding the impact that motivation has on purchase behavior, in order to better understand and find new areas of study. The second chapter focuses on the relations between motivation and needs, specifically on determining the motives behind purchasing or not purchasing according to studies within the field of behavior. The third chapter presents theories on motivation that formed the basis of the cognitive model regarding the influence of motivation on purchase behavior and its statistical evaluation. The fourth chapter presents the methodology that was used in testing the cognitive model through a series of individual in-depth interviews and through a statistical survey that was significant in regard to the population of Bucharest. The two studies were conducted on luxury product users, an underdeveloped market in Romania, but a market that shows an upward trend with each passing year. The last chapter analyzes and interprets the results that belong to the two studies and demonstrates the relations between motivation and the rest of the variables that are present within the conceptual model.

Starting with motivation as the key-element in calibrating purchase behavior, the paper presents a cognitive model for its analysis, a model that can be later applied in numerous other fields in order to gain insight into the consumer's black box. The model was built with its main focus set on hedonistic motivation and utilitarian motivation and is built using 4 blocks: Inputs or endogenous and exogenous variables; The Main Unit represented by the two types of motivation; The Decision-Making Process; Outputs, or the block that determines the consumer's action. Two types of marketing research methods were used in order to pretest the cognitive model: the first research method was a qualitative one, that used 16 in-depth interviews; the second research method was a quantitative one, specifically a statistical survey that was conducted on a sample of 405 respondents. Both studies targeted the luxury
clothing market that is present in Bucharest. The market segment for luxury goods finds itself in a continuous state of growth both internationally and in Romania, from selective cosmetic goods to yachts and exclusive services, the demand is on a continual rising trend. With these aspects in mind, the problem of the consumption of luxury goods and services has started gaining more and more attention as a subject of study in recent years in our country.

The qualitative research has been conducted with both women and men that work in fashion or adjacent fields and has revealed a multitude of both visible and less visible motivations regarding the consumption of luxury clothing articles. All of the people that were interviewed possessed vast amount of information regarding the luxury industry and luxury brands and had a highly developed pattern of consumption (visiting certain shops and boutiques, purchasing only abroad during sales seasons, actively seeking information about new trends, appreciating quality materials that stand the test of time, seeking post-sale services and so on). Among the motivations that were identified during the interviews there were: the motivation for respect and fame, the motivation for success, the motivation to have access to goods that are of an irreproachable quality, uniqueness and rarity, pleasure and fun, the link to a certain period within life, fear of being rejected by a certain group that is considered superior. These motivations were determined directly, but it must be stated that during individual discussions respondents seemed to have a non-verbal behavior that contradicted their verbally expressed opinions regarding their desired societal status or belonging to a certain group. Thus, an innovative element that was used during the qualitative research was the use of a software application that analyzed the participant's tone of voice, but also a software application that reviewed the transcriptions of their answers. The software applications correlated the answers with a series of emotional filters and showed that fear, anger and disgusts were always present when the discussion treated success, prestige and belonging to a certain group. These elements further amplify the idea that social pressure remains an important variable when referring to people that want to develop themselves, but do not have the necessary resources, a higher education or an experience that has been cultivated through family regarding luxury (be it art, eating at fine restaurants, traveling or wealth).

The quantitative study regarding the influence of motivation on the purchasing behavior of luxury clothing goods was focused on the study of utilitarian and
hedonistic motivations that had an impact on the decision-making process: motivation for purchasing, motivation for not purchasing, the motivation to re-evaluate, the motivation for change, social status, the desire to explore, the effort that was made, recognition, fulfillment and reward. The strongest motivations for purchase found as a result of the study were determined by attributes such as the clothing item's quality, personal reward and the feeling of fulfillment, uniqueness and rarity, the desire to improve one's own image, respect and recognition within a certain group. It can be seen that social pressure was also present during the second study, the study that was conducted with a much larger number of luxury goods users. Over 300 of the participants who took part in the statistical survey regarding the influence of motivation on purchase behavior were Generation Y or Millennials, meaning that they were between the ages of 25 to 42. They also had sophisticated needs that were closely linked to technology, were oriented toward ostentatious consumption and preferred to use social media as a tool for acquiring information. Furthermore, these generations are willing to make sacrifices in order to surpass their current status on the count of them constantly aspiring to a superior lifestyle than the one that they currently have, but the lack of resources and the high level of competitiveness within the current labor market can translate into both medium and long-term negative effects on the individual.

The results that were obtained from the quantitative research were also used to test the structural model that was built with 7 factors that can influence the decision to purchase, but that also received significant scores during the factor analysis. The links between Motivation and behavioral variables were direct and positive with the exception of Attitude. It was shown that motivation influences purchasing indirectly through the decision-making process (0.52), being correlated again with other factors of a social nature. Individuals are willing to spend more in order to be perceived differently within a new environment or in order to gain a certain social status.

Veblen (1899) stated that people purchase countless goods because they strongly desire to impress the people around them, but also to show their superior status. He called this phenomenon "ostentatious consumption" and stated that it was caused by historical and cultural elements. This hundred year-old concept is currently present these days and can be seen in the case of top-management employees, upper-class families or superstars that purchase highly expensive goods (Frank, 1999). In contrast to Veblen that ridiculed ostentatious luxury consumption without proposing
solutions to diminishing this phenomenon, Frank underlined a more practical "treatment" in the form of a tax on vice. However, luxury products are still intensely promoted through commercials that give them a highly desirable image for potential consumers. People perceive expensive goods as being a sign of success and a signal of a high social status. In order to succeed in the job market they are willing to spend more in order to gain a suit that belongs to a renowned brand that they will wear at an interview, an expensive watch and fashionable shoes.

The upward trend in the consumption of luxury goods and services also presents negative aspects such as social pressure, the emergence of monetary debt in the case of many middle-class families or even bankruptcy. In order to maintain their social status, people are willing to get a second job or work overtime hours.

A very important aspect that needs to be noted is that social pressure affects individuals in the sense that in order to find superior jobs or better social status, they are willing to make compromises and buy goods that are above their monthly budgets. The conclusions that were reached can help in gaining a better understanding of the behavioral changes of consumers so that entities within the selected market can offer goods and services that surpass expectations and manifest economic growth.

The present paper has an important contribution through its research within the field of motivation in regards to purchase behavior because it presents the potential that Romania has on the selected goods market. The study that was conducted outlined the types of utilitarian motivations and hedonistic motivations that can influence the consumer's decision regardless of the good that he or she is planning on buying. The results identified a certain type of consumer that, out of a desire for prestige or in order to better his quality of life, uses an ensemble of resources in order to achieve his desired objectives. Furthermore, the results of the quantitative research have tested the cognitive model that was built and have demonstrated that there is a link between the motivation variable and the latent variable that is the purchase.

Recommendations regarding the subjects of this study can be the extending of the results that were obtained to other luxury goods and services, on the count this is a field that lacks comprehensive scientific investigation. Luxury consumers are very particular with their chosen products, with the experience that they want to live both when making the purchase and after they the purchase has been made.
**KEYWORDS**: motivation, decision-making process, consumer behavior, purchase, modeling, research, luxury