



## THE MOTIVATIONAL THEORIES AND CONSUMER BEHAVIOR: A THEORETICAL REVIEW ABOUT METAMOTIVATION AND HEDONISM

### AS TEORIAS DA MOTIVAÇÃO E O COMPORTAMENTO DO CONSUMIDOR: UMA REVISÃO TEÓRICA SOBRE METAMOTIVAÇÃO E HEDONISMO

### LAS TEORÍAS DE LA MOTIVACIÓN Y EL COMPORTAMIENTO DEL CONSUMIDOR: UNA REVISIÓN TEÓRICA SOBRE METAMOTIVACIÓN Y HEDONISMO

Rodrigo Laemmle\*

Edson Roberto Scharf\*\*

#### ABSTRACT

This paper intended to provide an extended theoretical review about motivational theories, their role in the consumer behavior and, eventually, how metamotivation is initiated and its relation to hedonism. It's visible to see the importance of Maslow (1943;1954;1967;1968;1970;1971) and Festinger (1957;1959) in the construction of this field of study, as well how big the perception that many segments have benefited from these researches is. The main conclusion of the article is the close relation between the metamotivations and the hedonism. As advises for further research, this study suggests academics to develop assignments covering Maslow's D-values and B-values and to conduct researches regarding metahedonism.

**Keywords:** Consumer behavior; metamotivation; metanneeds; hedonism.

#### RESUMO

Este artigo teve como objetivo apresentar uma revisão teórica ampliada sobre as teorias da motivação, seu papel no comportamento do consumidor e, eventualmente, como a metamotivação é iniciada e sua relação com o hedonismo. Evidencia-se a importância de Maslow (1943; 1954; 1967; 1968; 1970; 1971) e Festinger (1957; 1959) na construção desse campo de estudo, bem como a percepção de que diversos segmentos têm se beneficiado dessas pesquisas. A principal conclusão do artigo é a estreita relação entre as metamotivações e o hedonismo. Como sugestão para pesquisas futuras, recomenda-se que acadêmicos desenvolvam estudos abordando os valores D e B de Maslow, além de conduzirem pesquisas relacionadas ao meta-hedonismo.

**Palavras-chave:** Comportamento do consumidor; Metamotivação; Metanecessidades; Hedonismo.

---

\*rodrigolaemmle@hotmail.com

\*\*artigos@gmail.com

## RESUMEN

Este artículo tuvo como objetivo presentar una revisión teórica ampliada sobre las teorías de la motivación, su papel en el comportamiento del consumidor y, eventualmente, cómo se inicia la metamotivación y su relación con el hedonismo. Se evidencia la importancia de Maslow (1943; 1954; 1967; 1968; 1970; 1971) y Festinger (1957; 1959) en la construcción de este campo de estudio, así como la percepción de que diversos sectores se han beneficiado de estas investigaciones. La principal conclusión del artículo es la estrecha relación entre las metamotivaciones y el hedonismo. Como sugerencia para futuras investigaciones, se recomienda que los académicos desarrollen estudios que aborden los valores D y B de Maslow, además de realizar investigaciones relacionadas con el metahedonismo.

**Palabras clave:** Comportamiento del consumidor; Metamotivación; Metanecesidades; Hedonismo.

## 1. INTRODUCTION

Consumer behavior has been deeply studied since the 50's (LOPES & SILVA, 2011; RICHARD & CHEBAT, 2016). Its importance gained terrain with the also growing studies of social psychology (MOWEN, 1988). These learnings were based most on the researches we've faced nowadays about how individuals behave while making purchase decisions, endorsing brands and committing themselves to ideals.

This paper aims to elucidate a key point in the study of consumer behavior: the metaneeds, described by Maslow (1954) as the components that support the metamotivation, which in its turn consists in an individual's self-realization in order to reach his full potential (MASLOW, 1967).

Furthermore, we connect these findings in the literature to what has been written as the most relevant insights regarding the study of hedonism, what we'll tend to focus on pleasure and happiness. In brief, a more enjoyable form of consumption (FIN, 2010).

Researches easily unfold in a wide myriad of reasons that lead people to adopt products. However, internal aspects prevail over the external efforts and the purchase processes: recent finding of Peighambari, Sattari, Kordestanci & Oghzai (2016) showed that over 42 percent of the consumer behavior's studies in a span of 12 years were about the former, with the middle and latter topics, along with miscellaneous ones, concentrating the other 57 percent.

It is crucial for marketing managers to have a better understanding about motivations. This article also supplies scholars with more theoretical-empirical conceptualization of both metamotivation and hedonism's approaches.

## 2. LITERATURE REVIEW

In order to allow readers a clear view about the contributions leading to the accomplishment of the goals of this paper, this section will depict what has been more relevantly preached about consumer behavior, metamotivation and metaneeds, and also regarding hedonism.

## 2.1. CONSUMER BEHAVIOR

It's undeniable the extent of the importance that consumer behavior has had among all actors in the academic field. It can be seen widely discussed since its explosion as subject of major interest (MACINNIS & FOLKES, 2010) and as an outspread of the studies of social psychology (LOPES & SILVA, 2011).

It was in the middle of the last century that Maslow (1943;1954) versed about his findings about what motivates human beings. That's what was also called "sickness of the soul" (SERLIN, 2011). Expectations of the buyers were also matter of debate (FESTINGER, 1957). According to Peighambari et al (2016), consumer behavior has always been subject of close attention from social scientists: "Literature on consumer behavior is diverse and extensive as changes in society, economics and technology affect the way consumers behave" (PEIGHAMBARI et al, 2016, p. 1).

Consumer behavior is relatively new while a field of study among scholars. It is highlighted by many authors, - such as Karsaklian (2004), Samara & Morsch (2005), Mowen & Minor (2006) and Webb (2011), - that researches about how customers react came mainstream after the 50's.

Consumer behavior is briefly identified as a study that comprehends trades that happen in a sequence of phases. These steps are nominated as it follows: acquisition, consumption and disposition of goods, services, experiences and ideas (JACOBY, JOHAR & MORRIN, 1998; MOWEN & MINOR, 2006, our emphasis).

A similar view shares the opinion that to study how individuals spend their resources on consumption habits, regarding what/why/where/how often they exercise this purchase process, is considered, in fact, the essence of consumer behavior (SCHIFFMAN & KANUK, 2000). It contemplates, as well, according to the author, how often people make use of what they purchase.

Consumer behavior can also be understood from a multi-disciplinary point of view, as it includes learnings from a wide range of thoughts as diverse as economy, psychology, sociology, and anthropology. That being said, it's safe to say consumer behavior is an applied science derived from the combination between social and human studies (SOLOMON, 1998; KARSAKLIAN, 2004).

Another stream classifies customer behavior as the object of study that seeks to understand deeply not only people's behavior, but also their needs, wishes and motivations (SAMARA & MORSCH, 2005). This author's opinion also sees consumer behavior as a process and emphasizes the social/human view. Samara & Morsch (2005, p. 2) defend this point of view on the grounds of the "complexity that surrounds the human being".

Webb (2011) endorses the thin line existing between consumer behavior and psychology/sociology. Additionally: researches in consumer behavior are essential in order to find out and even predict what drives consumers to buy particular goods or services, or nevertheless adopt certain brands or ideas (WEBB, 2011).

We should highlight the researches developed by Jacob Jacoby in the 70's. Firstly, he organized customer behavior into a sphere of attitudes performed by the buyers (JACOBY 1975). Subsequently, one year later he compiled eight years of studies in the subject of consumer behavior (JACOBY, 1976). Finally, he worked along with Johar and Morrin to, in

1998, refresh what had been written between 1993 and 1996, thus launching a quadreniumm (JACOBY, JOHAR & MORRIN, 1998). The author, after so many qualified studies, brought up his definition about consumer behavior: “Acquisition, consumption and disposition of products, services, time and ideas by decision making units” (JACOBY, 1975;1976).

A study developed by Featherstone (1982) clarified the importance of the human body in consumer behavior: it showed that efforts were made to apply focus on health and long youth, thus convincing customers to buy products. Right after, it was academically pointed out in a convincing study regarding decision making that three dimension were related to a consumer’s purchase: the decision making itself, the experiential and the behavioral influence (MOWEN, 1988).

Reaching the 21st century, Sanzo, Santos, Vázquez & Álvarez (2003) gave contribution on how firms establish satisfaction to its main suppliers, based on cultural (internal) influences. Later, authors warned how consumers can answer differently in behavior in a range of countries, thus leading companies to make international marketing errors (DELOSEVIC & SPASOJEVIC, 2014). The study of Delosevic & Spasojevic (2014) proves that culture has a key role in this process, and their words find similar view in the work developed by Mota Rocha (2011) years earlier.

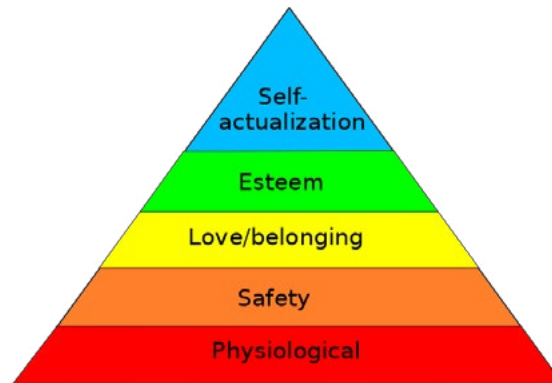
More recently, we can find study describing the behavior of consumers on an online platform: Richard & Chebat (2016) found traces of hedonic characteristics while performing a research that aimed to analyze the process of visiting a website using the following variables: cognitions, emotions, entertainment, flow, online attitudes and purchase intentions. Two other variables were used to base their study: the need for cognition (NFC) and the optimum stimulation level (OSL), which became their most relevant contribution (RICHARD & CHEBAT, 2016).

## 2.2. METAMOTIVATION AND METANEEDS

As we shift from consumer behavior to some important findings described by Maslow (1943;1954;1967;1968;1970), it’s equally important to highlight the most relevant contribution of the author: his hierarchy of needs, better visualized as a pyramid.

He identified five major needs and represented them in a pyramid. Thus, he sought to demonstrate that, once an individual sees fulfilled a need from the bottom (the base of the pyramid), he moves upward, looking for the fulfillment of higher needs (MASLOW, 1943).

These necessities are named, from the bottom to the top, as: a) physiological needs; b) safety needs; c) needs of social belonging; d) needs of esteem; and, finally, e) needs of self-actualization. They are portrayed as it follows:

**Fig 1** – Maslow’s hierarchy of needs (adapted from Maslow, 1943)

In the base, we visualize basic needs such as breathing, water, food, sex and sleep, for example. As safety needs we can point out the necessity of a roof (property), security, employment and resources in general. We can consider needs of belonging aspects as a family, friendship and sexual intimacy. Then, we move up to see the esteem needs, represented by prestige (respect by others/of others), self-esteem/confidence and achievement. Finally, the self-actualization needs comprehend, basically, morality and creativity.

Regardless the internal aspect of the needs pictured in figure 1, Maslow (1954; 1967; 1970) himself and other authors, such as Sampaio (2009), emphasized the role of the outer side in an individual’s behavior. It’s believed that Maslow’s findings led to a prevalent thought that motivation is strictly an inner issue, but it must be considered that this intimacy is undoubtedly also connected to the external world (SAMPAIO, 2009).

Guiding our findings to the concept of metamotivation, it’s safe to say that when we talk about motivation, and to be motivated, there’s always “room for more”, that is: even if basic needs are satisfied, we can expect that a feeling of discontentment or restlessness will, sooner that we think appear (MASLOW, 1943). It’s time to move up.

The statement above is proven as we advance in the hierarchy: the first two necessities located at the bottom of the pyramid are known as “basic needs” and are more restricted to the individual. However, the other two in the middle commonly called “psychological needs” and the one located in the tip named “self-fulfillment”, demand a bigger amount of social interaction to happen. Hamel, Leclerc & Lefrançois (2003) and even Maslow (1954) divided these human needs in two, citing psychophysiological (the first two necessities) and psychological (the last three).

This differentiation mentioned above is also important to separate the concepts of metamotivation and metaneeds, which were thoroughly explained by Maslow (1954). In brief, the psychologist, who’s considered one of the more important researchers of human personality of all times, says that people gratified in their basic and psychological needs tend to navigate toward the top of the pyramid. In reaching the full self-actualization (the self-fulfillment stage) or exceeding it, they then strive to reach their full potential (MASLOW, 1954).

It’s imperative to say, however, that this seek for the excellence manifests itself differently from person to person, and it was exemplified by the motivation theorist in his first major

work: one can express it in a desire to be an ideal mother, while another may look for it in athletics, and another is willing to succeed and express this desire in painting or inventions (MASLOW, 1943).

Remarkably, we must add: “Self-actualizing individuals (more matured, more fully-human), by definition, already suitably gratified in their basic needs, are now motivated in other higher ways, to be called ‘metamotivations’” (MASLOW, 1967, p. 93). Specifically, it’s the example of a billionaire deeply involved in voluntarism in poor regions or a self-actualized lady who’s been drinking/enjoying wine for decades in a search for the ultimate bottles of certain countries, harvests or producers and sharing this to others. In short, an hedonist trace. It’s what was also called by Maslow (1967) as the “growth motivation”.

Throughout the years, authors have studied metamotivation in human beings in situations varying from games (HEJDENBERG, 2005; THENG, WANZHEN, ZHIQIANG, ROBERT & PALAVI, 2011; SMITH, 2012) to social medias, specifically Instagram (CASALÓ, FLAVIÁN & IBAÑEZ-SANCHEZ, 2017) and from education values (BOEKAERTS, 2010) to green consumption (SMITH & BROWER, 2012; MARTINHO, PIRES, PORTELA & FONSECA, 2015). Especially hobbies, such as games, exemplify this search for what’s beyond self-actualization.

A feeling of vertigo; the “make believe” thing; the change in the status quo (HEJDENBERG, 2005). All of these aspects present in games give the individual a plethora of excitement provided by new emotions never or rarely felt before, that guide lead higher throughout the hierarchy of needs.

As we’ve seen so far, this search for the ultimate enjoyment, a sense of fully accomplishment, or the excellence in life, is considered the metamotivation. And the impulses that guide these individuals to a feeling of complete self-actualization are called metaneeds. Maslow (1967) listed a variety of metaneeds that we can be seen in table 1.

**Table 1** – Metaneeds (adapted from Maslow, 1967)

Wholeness (unity)	Beauty (rightness of form)
Perfection (balance/harmony)	Goodness (benevolence)
Completion (ending)	Uniqueness (individuality)
Justice (fairness)	Playfulness (ease)
Richness (complexity)	Truth (reality)
Simplicity (essence)	Autonomy (self-sufficiency)
Liveliness (spontaneity)	Meaningfulness (values)

There’s a current of thought that advocates that self-actualizing individuals do better in their personal lives and careers (HAMEL, LECLERC & LEFRANÇOIS, 2003; COLLINS, 2012; KOVAC, 2012). It’s not coincidental that self-actualization is commonly associated with creativity (MASLOW, 1954) and even sports (MASLOW, 1943), fields where these individuals can reach their full potential. It can also be identified in the combo health & voluntarism.

While addressing his board of affiliates, a former president of an American health society praised the intellectual and professional background he had accumulated while on its presidency. The professional mentioned Maslow (1954) and his theories to emphasize

the possibility of being better in what you do, rather than a matter of altruism, in practicing and putting into operation a metamotivation focus (COLLINS, 2012).

Also borrowing findings from Maslow (1967), we can assure metaneeds broaden people's understanding of life and their role during our existence: they guide us toward metavalues, which in its turn lead us to a more transcendental spirit of life (KOVÁČ, 2012), pushing us to beyond self-actualization.

### 2.3. HEDONISM

Researches of behaviors derived from hedonistic practices have constantly gained more space in the agenda of many scholars, especially in developed countries or in development, such as in the Asian market or in Latin America.

One of the first papers that placed the subject under the spotlights of the academic field was written by Hirschman & Holbrook (1982). The article firstly underlined what had been written by that moment regarding hedonic consumption, highlighting what they called a lack of studies and a negative gap in all of them, especially research and discussions regarding product symbolism (HIRSCHMAN & HOLBROOK, 1982).

Eventually, the authors above debated hedonic approaches from the view of four dimensions: mental constructs, product classes, product usage and individual differences, all of them also including their most important propositions. Lately, 30 years of studies of hedonism were review in a bibliometric study (ALBA & WILLIAMS, 2012), starting off from the Hirschman & Holbrook (1992)'s paper.

To define hedonism or the hedonic consumption has proven to be sometimes difficult. Despite little doubts about its importance, the theme has faced some disorganized definitions (ALBA & WILLIAMS, 2012). Its understanding goes far beyond the purchases made in grocery and department stores: people definitely don't consume or buy with a sole utilitarian or objective goal in mind, but are otherwise guided by a sense of reward: an enjoyable way to consume (FINE, 2010).

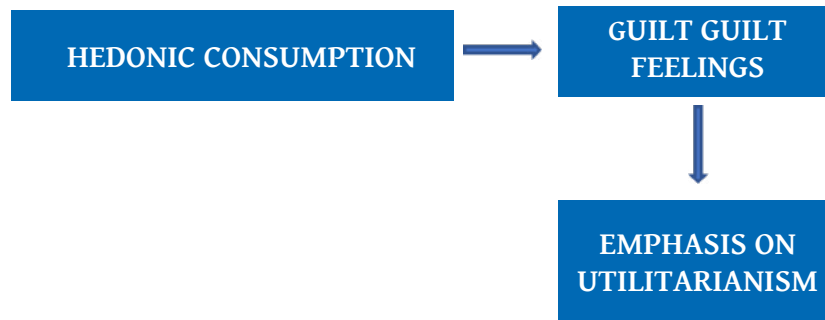
Fine (2010)'s approach of hedonism as a product of happiness and enjoyment, which in their turn were derived from the metamotivation theory, gained resonance in following studies, such as the one that brought up the metaphor of the hedonic treadmill (KOVÁČ, 2012). The author defends that people live driven by a constant hedonic gradient that portrays positive and negative emotions. Thus, activities like inventing, discovering and collecting knowledge are, according to Kovác (2012), sources of great pleasure, which in its turn lead to hedonism.

Hedonism has also been increasingly studied in the technological world, especially related to internet habits. For example, as a fundamental online shopping trigger (ODILE-RICHARD & HABIBI, 2016) and also its role on a brand's construction using Instagram as a main platform for it (CASALÓ et al, 2017).

The hedonic consumption has relation to guilt feelings, thus emphasizing the role of the hedonism as a moderator of the consumer behavior (ODILE-RICHARD & HABIBI, 2016). According to the authors, it now interacts with culture. Culture has been deeply explored in consumer behavior (MINOR, 1988; HOFSTEDÉ, 1991).

It is relevant to mention that the findings from the study carried out by Okada (2005) and corroborated by Odile Richard & Habibi (2016) bring to surface the dilemma that consumers encounter while facing hedonism or utilitarianism (fig. 2).

**Fig 2** – Hedonism X Utilitarianism (adapted from Okada, 2005)



The assertive can be associated with the cognitive dissonance (FESTINGER, 1957) developed by the buyers, based on a tendency to justify purchases allegedly necessary. If the situation allows them to justify, consumers tend to prefer hedonic consumption (ARRUDA FILHO, CABUSAS & DHOLAKIA, 2010).

Along the lines with what was mentioned above, there'll always be the debate whether this habit of consumption is only a matter of making its buyers happy/accomplished or if it can be considered lavish and disrespectful to others (FINE, 2010; MOTA ROCHA, 2011).

Throughout the years, the researches of hedonism have studied the behavior of clubbers (GOULDING, SHANKAR, ELLIOT & CANNIFORD, 2009) and clubber's rituals (GOULDING & SHANKAR, 2011), hedonistic consumption of iPhones (ARRUDA FILHO, CABUSAS & DHOLAKIA, 2010), the aspect of brand devotion (ARRUDA FILHO & LENNON, 2011) and brand love (CARROL & AHUVIA, 2006), the consumption of services and experience generated by river rafting (ARNOULD & PRICE, 1993) and also videogames (MURRAY & BELLMAN, 2011).

Hedonism has positioned a simple product or electronic device in a "must have" condition, once they signalize social status through a feeling of hedonic pleasure that is passed to others (ARRUDA FILHO, CABUSAS & DHOLAKIA, 2010). These authors exemplify their thoughts with the iPhone, which represents a "social and fun device", leading to what they depicted as a "positive hedonic contagion".

Finishing our theoretical approach concerning hedonism, it's also necessary to mention the novelty of the study of Heidenreich & Kraemer (2015), which also included a hypothesis regarding hedonist innovativeness. Innovations have a solid role in the study of consumer behavior, especially and specifically because innovations need a boost in its diffusion to then become desirable and best sellers (HEIDENREICH & KRAEMER, 2015). And one of the keys for the diffusion of innovations is the practice and the experimentation by the consumer (PINE & GILMORE, 1999; MURRAY & BELLMAN, 2011).

In brief, the study of hedonism corroborates with the opinion of many authors (CARROL & AHUVIA, 2006; NICOLAO, IRWIN & GOODMAN, 2009; FINE 2010; MOTA ROCHA, 2010; ALBA & WILLIAMS, 2012) that see relation between hedonism and happiness. This, in consequence, triggers the debate about the combination utilitarianism versus hedonism (SCHIFFMAN & KANUK, 2000; OKADA, 2005; ODILE RICHARD & HABIBI, 2016).

Then, it intersects with the opinion of the pioneers in the study of the psychology and the study of consumer behavior: hedonism has close relation to happiness, whose search will lead to the purchase/adoption of product/ideas that, at the end, may cause dissonance in the consumer (FESTINGER, 1959). As Maslow (1954) taught us, we'll always move ahead in this search of happiness, once we see one of our needs entirely fulfilled.

### 3. CONCLUSIONS

The considerations raised in this theoretical essay of motivation bring reflections. Firstly, it's safe to say that the theoretical review gave the necessary grounds to understand how motivation is triggered in human beings, hence taking them to our ultimate goal: the incidence of hedonist individuals.

The most relevant one is the relation between metamotivation and hedonism. Maslow (1943;1954;1967) launched important bases to comprehend this connection, having his considerations also enhanced by his following writings and the endorsement of other theorists.

Maslow (1967) considers that self-actualizing individuals are people who express themselves, more than copying behaviors, pure and simple. It generates creative agents, engaged in outer activities and concerns rather than caring only about his/her inner side. Hedonism, then, can be identified.

The role of the metaneeds in this process is remarkable, as they are considered the highest level of needs, leading individuals to explore their capacities beyond the scenario they are situated in. Metamotivation is identified: "[...] self-actualizing people are gratified in all their basic needs (of belongingness, affection, respect, and self-esteem)" (MASLOW, 1967).

It's also key the conclusion derived from the readings of Kovác (2012) and the treadmill metaphor, that bridges metamotivation to hedonism. It's backed-up by FIN (2010) and his assertive of a human tendency to seek for a more enjoyable way to live.

As further considerations that can be generated, we understand that the subject is broaden and can be widely explored. An important field of study discusses nowadays the concept of metahedonism and it deserves to be fully researched throughout the academy.

Equally important are the studies about the deficiency values (D-values) and the being values (B-values), respectively (MASLOW, 1967). Not covered here to avoid overload the current paper, they must be explored at its fullest. The B-values, specifically, can be seen as gratifications of metaneeds, that it, they are the highest pleasures or happiness that we know of (MASLOW, 1967). In other words, the issue can be easily linked to hedonism as well.

### REFERÊNCIAS

ALBA, J. W.; WILLIAMS, E. F. Pleasure principles: A review of research on hedonic consumption. **Journal of Consumer Psychology**, v. 23, n. 1, 2012, p. 2-18.

ARNOULD, E.; PRICE, L. River Magic: Extraordinary experience and the extended service encounter. **Journal of Consumer Research**, v. 20, n. 1, 1993, p. 24-45.

- ARRUDA FILHO, E. J. M.; LENNON, M. M. How iPhone innovators changed their consumption in iDay2: Hedonic post or brand devotion. **International Journal of Information Management**, v. 31, 2011, p. 524-532.
- ARRUDA FILHO, E. J. M.; CABUSAS, J. A.; DHOLAKIA, N. Social behavior and brand devotion among iPhone innovators. **International Journal of Information Management**, v. 30, 2010, p. 475-480.
- BOEKAERTS, M. Self-regulated learning: Bridging the gap between metacognitive and metamotivation theories. **Educational Psychologist**, v. 30, n. 4, 1995, p. 195-200.
- CASALÓ, L. V.; FLAVIÁN, C.; IBAÑEZ-SANCHEZ, S. Understanding Consumer Interaction on Instagram: The Role of Satisfaction, Hedonism, and Content Characteristics. **Cyberpsychology, Behavior and Social Networking**, v. 20, n. 6, 2017
- CARROLL, B. A.; AHUVIA, A. C. Some antecedents and outcomes of brand love. **Marketing Letters**, v. 17, n. 2, 2006, p. 79-89.
- CRESWELL, J. W. **Projeto de pesquisa: métodos qualitativo, quantitativo e misto**. 5a ed. Porto Alegre : Artmed Bookman, 2010.
- DELOSEVIC, I.; SPAZOJEVIC, B. The Influence of Culture as a Marketing Factor On Customer's Behavior. **Pozlovní Magazin**, v. 9, n. 2, 2014, p. 49-61.
- FEATHERSTONE, M. The Body in Consumer Culture. **Theory, Culture and Society**, v. 1, p.18, 1982, p. 18-33.
- FEATHERSTONE, M. **Consumer Culture and Postmodernism**. London: Sage Publications, 1991.
- FESTINGER, L. **A Theory of Cognitive Dissonance**. Evanston/IL, Row & Peterson, 1957.
- FESTINGER, L.; CARLSMITH, J. M. Cognitive consequences of forced compliance. **Journal of Abnormal and Social Psychology**, v. 58, 1959, p. 203 – 210.
- FINE, L. M. Altruism and Hedonism: A review and discussion of recent findings in the marketing and consumer behavior literature. **Business Horizons**, v. 53, 2010, p. 241-246.
- GOUDING, C.; SHANKAR, A.; ELLIOTT, R.; CANNIFORD, R. The marketplace management of illicit pleasure. **Journal of Consumer Research**, v. 35, n. 5, 2009, p. 759-771.
- GOUDING, C.; SHANKAR, A. Club Culture, Neotribalism and Ritualised Behaviour. **Annals of Tourism Research**, v. 38, n. 4, 2011, p. 1435-1453.
- HEIDENREICH, S.; KRAEMER, T. Passive innovation resistance: The curse of innovation? Investigating consequences for innovative consumer behavior. **Journal of Economic Psychology**, v. 51, 2015, p. 134-151.
- HEJDENBERG, A. The Psychology behind Games. IN.: **Gamasutra**, apr-2005.
- HIRSCHMAN, E.; HOLBROOK, M. Hedonic consumption: Emerging concepts, methods, and propositions. **Journal of Marketing**, v. 46, n. 3, 1982, p. 92-101.
- JACOBY, J. Consumer Psychology as a Social Psychological Sphere of Action. **American Psychologist**, oct. 1975, p. 977-987.

- JACOBY, J. Consumer psychology: an octennium. **Annual Review of Psychology**, v. 27, 1976, p. 331-358.
- JACOBY, J.; JOHAR, G. V.; MORRIN, M. Consumer Behavior: a Quadrennium. **Annual Review of Psychology**, v. 49, 1998, p. 319-344.
- KAHLE, L. R.; BEATTY, S. E.; HOMER, P. Alternative Measurement Approaches to Consumer Values: The List of Values (LOV) and Values and Life Style (VALS). **Journal of Consumer Research**, v. 13, n. 3, dec.1986, p. 405-409.
- KARSAKLIAN, E. **Comportamento do Consumidor**. São Paulo: Atlas, 2004. 2ª edição.
- KOVÁČ, L. The Biology of Happiness: Chasing Pleasure and Human Destiny. In.: **EMBO Reports**, 2012, v. 13, n. 4., p. 297-302.
- MALHOTRA, N. K. **Pesquisa de marketing: uma orientação aplicada**. Porto Alegre: Bookman, 2012. 6a. edição.
- LOPES, E. L.; SILVA, D. Modelos Integrativos do Comportamento do Consumidor: uma Revisão Teórica. **REMark – Revista Brasileira de Marketing**, São Paulo, v. 10, n. 3, set-dez. 2011, p. 3-23.
- MACINNIS, D. J.; FOLKES, V. S. The disciplinary status of consumer behavior: A sociology of science perspective on key controversies. **Journal of Consumer Research**, v. 36, 2010, p. 899-914.
- MARTINHO, G.; PIRES, A.; PORTELA, G.; FONSECA, M. Factors affecting consumers' choices concerning sustainable packaging during product purchase and recycling. **Resources, Conservation and Recycling**, n. 103, 2015, p. 58-68.
- MASLOW, A. H. A Theory of Human Motivation. **Psychological Review**, v. 50, 1943, p. 370-396.
- MASLOW, A. H. **Motivation and personality**. New York: Harper & Row, 1954.
- MASLOW, A. H. A Theory of Metamotivation: the Biological Rooting of the Value-Life. **Journal of Humanistic Psychology**, 1967, p. 93-127.
- MASLOW, A. H. **Toward a Psychology of Being**. New York: Van Nostrand Reinhold, 1968. 2nd edition.
- MASLOW, A. H. **Motivation and personality**. New York: Harper & Row, 1970. 2nd edition.
- MASLOW, A. H. **The Farther Reaches of Human Nature**. New York: The Viking Press, 1971.
- MOTA ROCHA, M. E. Consumo traz felicidade? A publicidade no centro da cultura. **Comunicação, Mídia e Consumo**, v. 8, n. 23, nov. 2011, p. 161-179.
- MOWEN, J. C. Beyond consumer decision making. **Journal of Consumer Marketing**, v. 5, n. 1, 1988, p. 15-25.
- MOWEN, J. C.; MINOR, M. S. **Comportamento do Consumidor**. São Paulo: Prentice Hall, 2003.

- MURRAY, K. B. BELLMAN, S. Productive play time: the effect of practice on consumer demand for hedonic experiences. **Journal of the Academy of Marketing Science**, v. 39, 2011, p. 376-391.
- NICOLAO, L.; IRWIN, J. R.; GOODMAN, J. K. Happiness for sales: Do experiential purchases make consumers happier than material purchases? **Journal of Consumer Research**, v. 36, n. 2, 2009, p. 188-198.
- OKADA, E. M. Justification effects on consumer choice of hedonic and utilitarian goods. **Journal of Marketing Research**, v. 42, n. 1, 2005, p. 43-53.
- PEIGHAMBARI, K.; SATTARI, S.; KORDESTANI, A.; OGHAZI, P. **Consumer Behavior Research: A Synthesis of the Recent Literature**. SAGE Open, apr-jun 2016, p. 1-9.
- PINE, B. J.; GILMORE, J. H. **The experience economy**. Cambridge: Harvard Business School Press, 1999.
- RICHARD, M. O.; CHEBAT, J. C. Modeling online consumer behavior: Preeminence of emotions and moderating influences of need for cognition and optimal stimulation level. **Journal of Business Research**, v. 69, 2016, p. 541-553.
- SAMARA, B. S.; MORSCH, M. A. **Comportamento do Consumidor: conceitos e casos**. São Paulo: Prentice Hall, 2005.
- SAMPAIO, J. R. O Maslow Desconhecido: uma revisão de seus principais trabalhos sobre motivação. **RAUSP - Revista de Administração da USP**, v. 44, n. 1, São Paulo, jan-fev-mar 2009, p. 5-16.
- SANZO, M. J.; SANTOS, M. L.; VÁZQUEZ, R.; ÁLVAREZ, L. I. The effect of market orientation on buyer-seller relationship satisfaction. **Industrial Marketing Management**, v. 32, 2003, p. 327-345.
- SCHIFFMAN, L. G.; KANUK, L. L. **Consumer Behavior**. Upper Saddle River: Prentice Hall, 2000. 5th edition.
- SERLIN, I. The History and Future of Humanistic Psychology. **Journal of Humanistic Psychology**, v. 51, n. 4, 2011, p. 428-431
- SMITH, K. T.; BROWER, T. R. Longitudinal study of green marketing strategies that influence Millennials. **Journal of Strategic Marketing**, v. 20, n. 6, 2012, p. 535-551.
- SMITH, K. T. Longitudinal study of digital marketing strategies targeting Millennials. **Journal of Consumer Marketing**, v. 29, n. 2, 2012, p. 86-92.
- SOLOMON, M. R. **Consumer Behavior: Buying, Having and Being**. Upper Saddle River: Prentice Hall, 1998. 4th edition.
- SOMMERS, C. H.; SATEL, S. **One Nation Under Therapy: How the Helping Culture Is Eroding Self-Reliance**. New York: St. Martin's Griffin, 2006.

THENG, Y. L.; WANZHEN, L; ZHIQIANG, L; ROBERT, C.; PALLAVI, R. Investigation of the Antecedents and Consequences of Gamer Satisfaction: An Individual Perspective. **ACM – Computers in Entertainment**, v. 9, n. 3, article 15, nov-2015, p. 1-26.

WEBB, K. **Consumer Behavior**. Sidney: McGraw-Hill, 2009. 2nd edition.