



## The 3M Model of Motivation and Personality:: Theory and Empirical Applications to Consumer Behavior

By John Mowen

Springer. Paperback. Book Condition: New. Paperback. 314 pages. Dimensions: 9.2in. x 6.2in. x 0.8in. Integrating control theory, evolutionary psychology, and a hierarchical approach to personality, this book presents a new approach to motivation, personality, and consumer behavior. Called the 3M, which stands for Meta-theoretic Model of Motivation, this theory seeks to account for how personality traits interact with the situation to influence consumer attitudes and actions. The book proposes that multiple personality traits combine to form a motivational network that acts to influence behavior. Mowen argues that in order to understand the causes of enduring behavioral tendencies, one must identify the more abstract traits underlying surface behaviors. In constructing the 3M model, the author reports data from fifteen empirical studies employing over 3500 respondents. In this hierarchical model, four types of personality traits are identified: elemental, compound, situational, and surface traits. Eight elemental traits are proposed as forming the underlying dimensions of personality. Consistent with control theory, the research reveals that the elemental traits combine to form compound traits, such as self-efficacy, task orientation, playfulness, and competitiveness. These elemental and compound traits combine with situational influences to cause enduring behavioral tendencies within general situational contexts. Examples of situational traits investigated include...



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