

The 37 "Livingston Emotional Benefits" Linked To Purchase Behavior

Below is a list of 37 very special emotional benefits which can be linked to purchase motivation in advertising. These were derived via extensive quantitative research with thousands of consumers, a panel of psychologists, and marketing consultants who specialized in assessing emotional purchase motivation. Taken together, the list is probably the best representation of the full spectrum of human needs which can be met by purchasing a given product or service.

Feeling Loved: Feeling Loved implies that a person has a satisfactory number of significant attachments in his or her life from whom (s)he receives an adequate amount of emotional nourishment on a daily basis

Feeling Attractive: Having a strong level of comfort with one's physical being. Knowing that one is pleasant to look at and able to draw attention by virtue of one's physical presence. (Note: 'Feeling Sexy' ... the specific ability to attract a desired sexual partner, is a special kind of attractiveness which is rated separately)

Sense of Adventure: Interested in exciting and remarkable experiences, sometimes involving unknown danger and risk. Rising to the challenge, exploring new territory, feeling excited about new leanings, new experiences, etc.

Feeling Financially Secure: Believing one has adequate money to take care of the majority of their BASIC needs and desires in the present and in the future. Feeling Financially Secure is different than Feeling Affluent or Wealthy - which means one believes they have enough money to buy WHATEVER they desire (more than basic needs and wishes) and has more money than one could reasonably spend.

Sense of Accomplishment: Seeing progressive evidence in one's life that particular worthwhile goals are being sought after and achieved.

Feeling Caring or Nurturing: Interested in providing emotional, physical, financial, or spiritual support to others, warmly enjoying the process of doing so.

Being Altruistic: Able to sacrifice oneself for the benefit of society. To forgo one's own gratification in favor of the interest of others whose well-being will not enhance one's own.

Being Assertive: Able to stand up for and strive to obtain one's own interests, especially given the presence of difficult people who stand in the way.

Feeling Brave or Courageous: Being willing to face risk and danger for the purpose of obtaining a positive benefit (when it is judged to be beneficial and wise to take the risk). (Being willing to face risk and danger without judgment is 'foolhardiness').

Feeling Creative: Interested in and able to UNIQUELY express oneself in words, behavior, or the arts.

Excitement or Liveliness: Having a strong sense of being alive, having the energy and interest to partake of all life has to offer.

Feeling Fair, Just, or Ethical: Marked by impartiality and honesty. Able to make judgments free from self-interest, prejudice, or favoritism. Interested in upholding these

principles.

Feeling Luxurious or Pampered: The belief that one has enough resources at hand to enable splurging on things that are understood to be unnecessary DESIRES as opposed to essential NEEDS.

Feeling Healthy: Having confidence in one's physical wellbeing, strength, and ability to avoid disease and illness.

Feeling Athletic: Having confidence in one's physical strength, stamina, flexibility, and ability to meet various physical challenges. (Especially sports, but also non-competitive physical challenges)

Feeling Flexible or Adaptable: Able to change one's perspective and use one's strengths according to the demands of a wide variety of situations.

Feeling Free: Being able to say what one wants to say, think what one wants to think, go where one wants to go, be with people one wants to be with, and behave how one wants to behave. Generally, being able to do as one pleases!

Being a Good Friend: Believing oneself to be attached to and supportive of a cared for other. Providing companionship and enjoying their company.

Enjoying Humor: Seeking to laugh regularly. Enjoying the ludicrous or absurd. Liking to make others laugh.

Feels like a Good Teacher: Able to successfully impart useful knowledge or abilities to others.

Being In Control: Able to influence one's self and surroundings as desired. Being able to predict, manage, and successfully react to the occurrence of stressful events. Having the ability to decide when, how, and where one will engage in particular verbal or behavioral expressions.

Feeling Independent: Able to care for oneself, not requiring others to meet one's needs.

Being Insightful: Able to make useful new connections. Seeing the broader picture, able to understand the way things work in new ways.

Having Integrity: Walking the walk, not just talking the talk. Knowing one's behaviors are consistent with one's principles. Able to put off or deny one's own gratification at the moment in favor of a cherished principle. Being willing to hold oneself accountable for one's actions.

Feeling Wise or Intelligent: Being mentally keen or quick. Knowing that one has a high degree of mental capacity which has been used to accumulate the kinds of knowledge and experience which makes one particularly well suited to meet the challenges of life.

Taking a Leadership Role: Serving as a leader for others, helping guide others towards worthwhile goals and being directly responsible for their supervision and performance.

Peaceful - Relaxed - Calm: Feeling peaceful, relaxed or calm. Having peace of mind, body, and spirit.

Having a Sense of Power: Able to wield influence over one's own life and over others. Occupying a position of importance in life.

Being Productive

Believing oneself to be effective in consistently contributing some valuable work product to one's own life, family, or society.

Feeling Respected: Being acknowledged and recognized for one's value or contributions to one's loved ones, family or society.

Feeling Spiritual: Feeling an established connection with a higher power of one's own definition (one that transcends the mortal world). Can be, but is not necessarily, the higher power defined in one's chosen religion.

Feeling Sexy: The specific ability to arouse the desire to mate in a potential partner of the desired gender. (Feeling Sexy is a specific type of the more general 'Feeling Attractive': which is knowing that one is pleasant to look at and able to draw attention by virtue of one's physical presence).

Feeling Romantic: Enjoying the thoughts, feelings and perceptions associated with the desire to be ONE with another human being.

Feeling Safe: Reasonably knowing no harm will come to oneself. Able to rest assured in life or in a relationship.

Sense of Belonging: Knowing on a gut level that one is part of a family, group of friends, or society where one 'fits in' due to similar values, beliefs, and behavioral tendencies.

Feeling Trustworthy: Will not harm others in favor of one's own gratification if given the opportunity. Reliable, dependable, able to be counted on.

Feeling Unique: Feeling unique implies that one is aware of being an individual distinct from all others.