

Consumer Motivation

CHAPTER FOUR

Learning Objectives

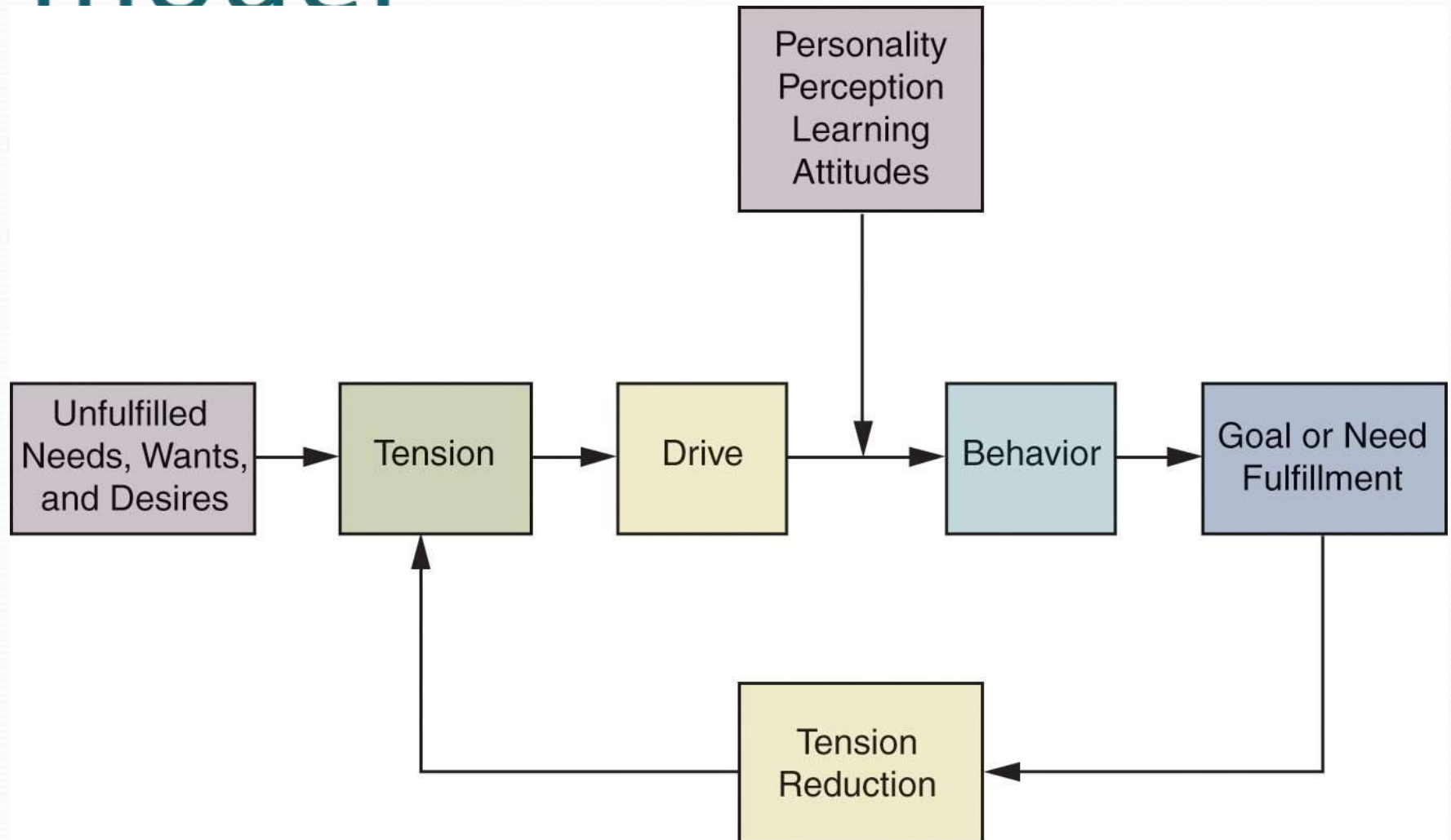
1. To Understand the Types of Human Needs and Motives and the Meaning of Goals.
2. To Understand the Dynamics of Motivation, Arousal of Needs, Setting of Goals, and Interrelationship Between Needs and Goals.
3. To Learn About Several Systems of Needs Developed by Researchers.
4. To Understand How Human Motives Are Studied and Measured.

Motivation as a Psychological Force

- **Motivation** is the driving force within individuals that impels them to action.
- **Needs** are the essence of the marketing concept. Marketers do not create needs but can make consumers aware of needs.



Motivation process model



Types of Needs

- Innate Needs

- Physiological (or biogenic) needs that are considered primary needs or motives

- Acquired Needs

- Learned in response to our culture or environment. Are generally psychological and considered secondary needs

Goals

- The sought-after results of motivated behavior
- **Generic goals** are general categories of goals that consumers see as a way to fulfill their needs
- **Product-specific goals** are specifically branded products or services that consumers select as their goals

The Selection of Goals

- The goals selected by an individual depend on their:
 - Personal experiences
 - Physical capacity
 - Prevailing cultural norms and values
 - Goal's accessibility in the physical and social environment

Motivations and Goals

Positive

- Motivation
 - A driving force **toward** some object or condition
- Approach Goal
 - A positive goal toward which behavior is directed

Negative

- Motivation
 - A driving force **away** from some object or condition
- Avoidance Goal
 - A negative goal from which behavior is directed away

Rational versus Emotional Motives

- **Rationality** implies that consumers select goals based on totally objective criteria, such as size, weight, price, or miles per gallon
- **Emotional** motives imply the selection of goals according to personal or subjective criteria

The Dynamics of Motivation

- ☐ Needs are never fully satisfied
- ☐ New needs emerge as old needs are satisfied
- ☐ People who achieve their goals set new and higher goals for themselves

Substitute Goals

- ☐ Are used when a consumer cannot attain a specific goal he/she anticipates will satisfy a need
- ☐ The substitute goal will dispel tension
- ☐ Substitute goals may actually replace the primary goal over time

Frustration

- ❑ Failure to achieve a goal may result in frustration.
- ❑ Some adapt; others adopt defense mechanisms to protect their ego.

Arousal of Motives

- ☐ Physiological arousal
- ☐ Emotional arousal
- ☐ Cognitive arousal
- ☐ Environmental arousal

Philosophies Concerned with Arousal of Motives

☐ Behaviorist School

- ☐ Behavior is response to stimulus
- ☐ Elements of conscious thoughts are to be ignored
- ☐ Consumer does not act, but reacts

☐ Cognitive School

- ☐ Behavior is directed at goal achievement
- ☐ Needs and past experiences are reasoned, categorized, and transformed into attitudes and beliefs

Types and Systems of Needs

- Henry Murray's 28 psychogenic needs
- Abraham Maslow's hierarchy of needs
- A trio of needs

Murray's List of Psychogenic Needs

Needs Associated with Inanimate Objects

Acquisition

Conservancy

Order

Retention

Construction

Needs Reflecting Ambition, Power, Accomplishment, and Prestige

Superiority

Achievement

Recognition

Exhibition

Infavoidance

Needs Connected with Human Power

Dominance

Deference

Similance

Autonomy

Contrarianance

Murray's List of Psychogenic Needs (continued)

Sado-Masochistic Needs

Aggression

Abasement

Needs Concerned with Affection between People

Affiliation

Rejection

Nurturance

Succorance

Play

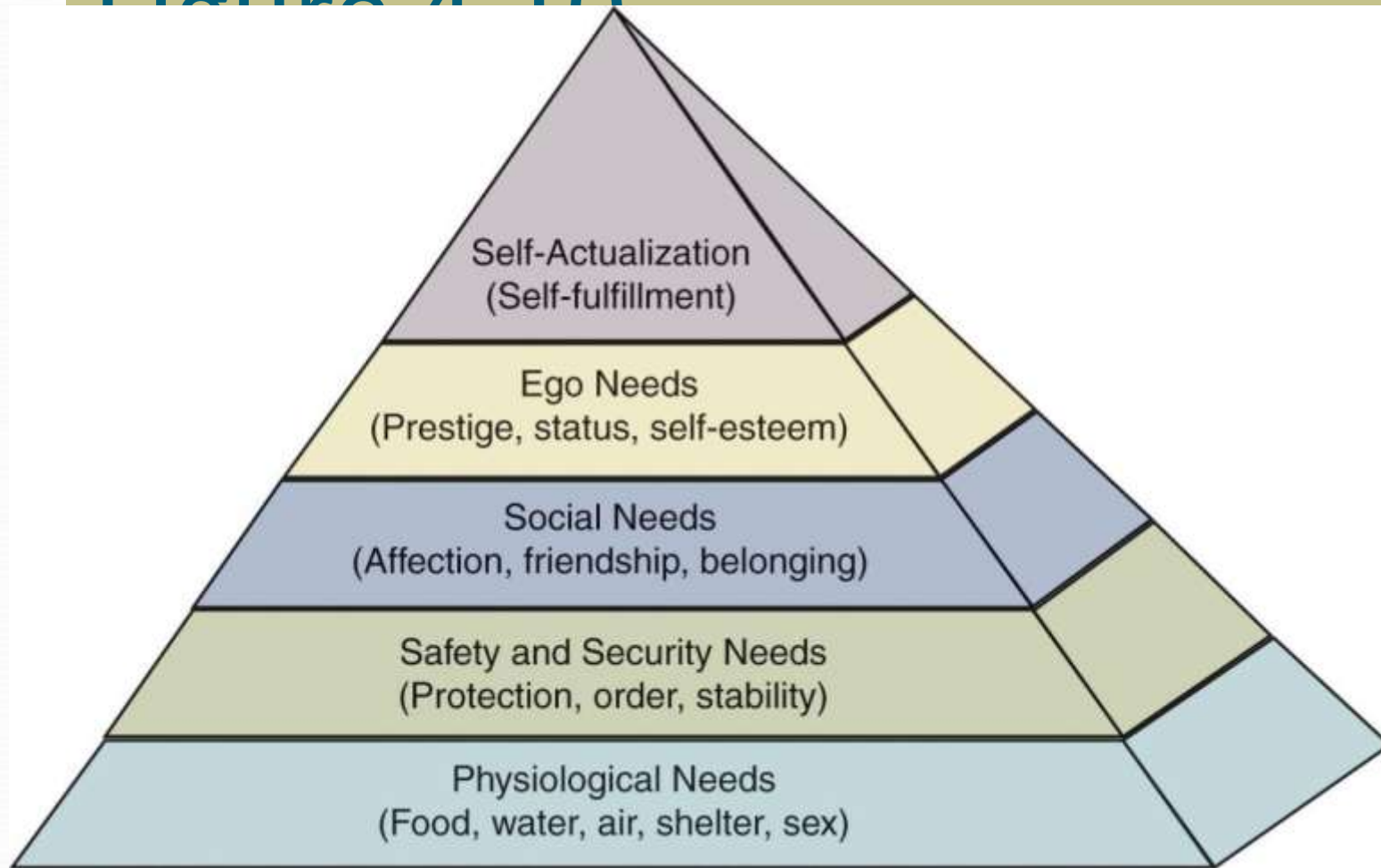
Needs Concerned with Social Intercourse

Cognizance

Exposition

Maslow's Hierarchy of Needs

Figure 4.10



A Trio of Needs

- Power

- individual's desire to control environment

- Affiliation

- need for friendship, acceptance, and belonging

- Achievement

- need for personal accomplishment
 - closely related to egoistic and self-actualization needs

Measurement of Motives



- Researchers rely on a combination of techniques
- Qualitative research is widely used
- Projective techniques are often very successful in identifying motives.