

YOUR ONLY LIMIT
IS YOU

Consumer Choices 4. Motivation

Prof. Ilijana Petrovska

Motivation

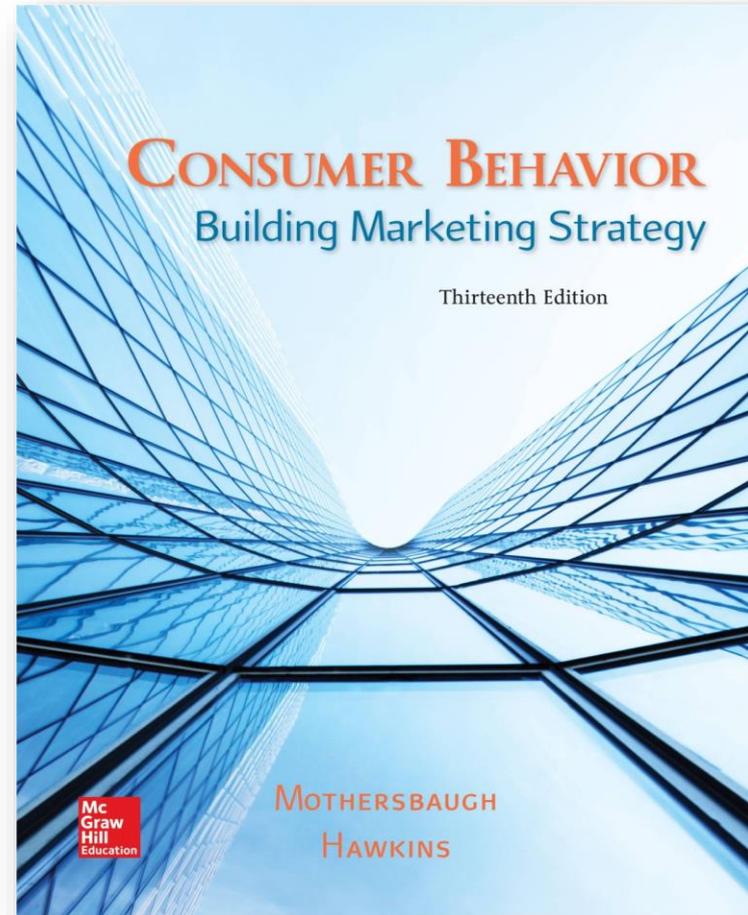
1. Group presentation Learning & Memory -15 minutes
2. Wrap Up & Memory Closing – 15 minutes
3. Final project Start – 5 + 20 + 20
 - Intro, Groups and Team Building Game
 - Start Final Project - searching luxury brands
4. Motivation theories Hedonic vs. Utilitarian– 15 minutes

Work @ Home!

- What's a memory that you just can't seem to forget (bonus, if you think of one related to a brand)?
- Now that you know the types of memory and how your mind stores information, why do you think the memory stays with you?
- What “retro brands” are targeted to you? Were these brands that were once used by your parents?
- What newer brands focus on nostalgia, even though they never existed before?

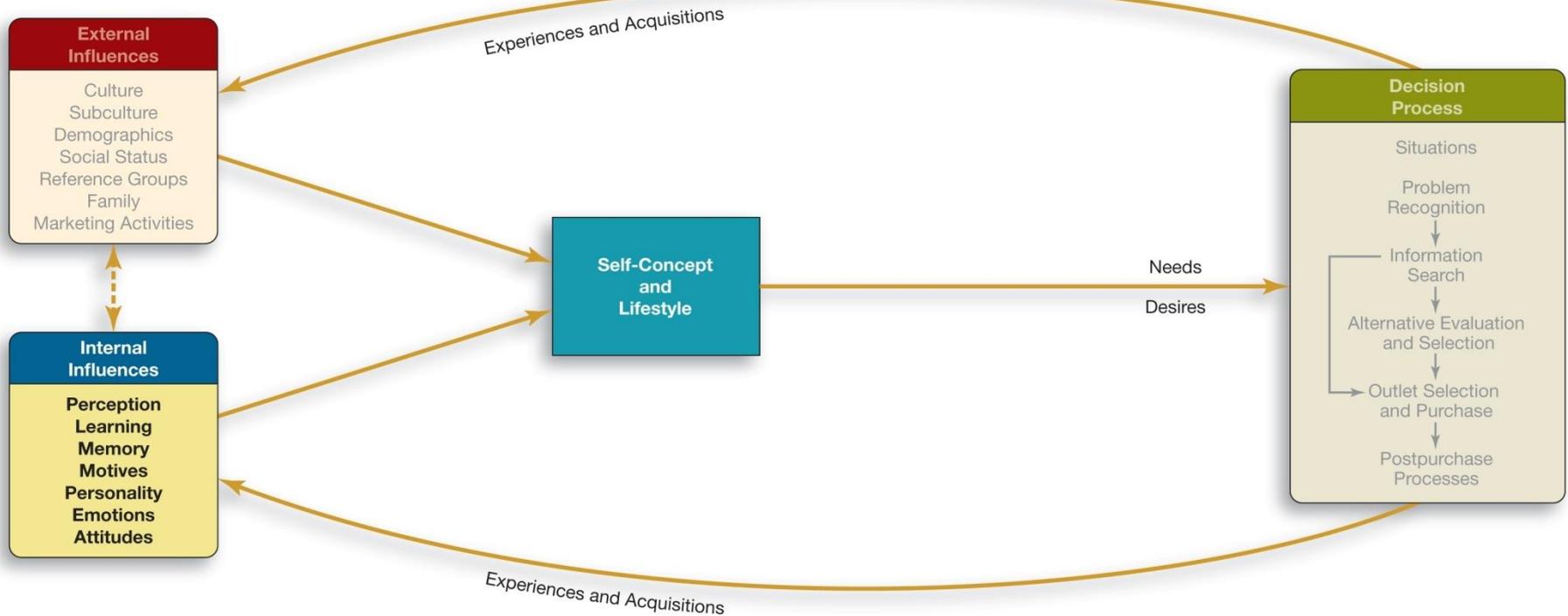
CHAPTER 10

Motivation, Personality, and Emotion



PART III: INTERNAL INFLUENCES

Copyright © McGraw-Hill Education. Permission required for reproduction or display.



The Nature of Motivation

Motivation is the reason for behavior.

A motive is a construct representing an unobservable inner force that stimulates and compels a behavioral response and provides specific direction to that response.

There are numerous theories of motivation, and many of them offer useful insights for the marketing manager.



Royalty-Free/CORBIS

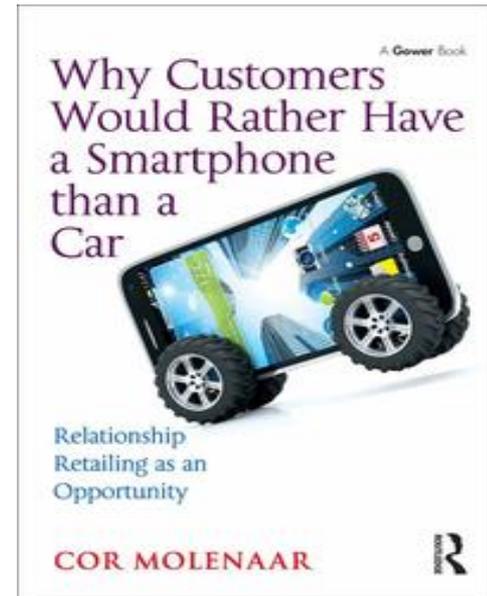
The Motivation Process: Why Ask Why?

- Motivation
 - Utilitarian
 - Hedonic
- Goal
- Incidental brand exposure



Hedonic / Emotional

1. For adventure and excitement
2. Social reasons
3. Reward
4. For inspiration
5. Servitude
6. Bargain hunting



Main Hedonic motives

1. Pleasure
2. Arousal
3. Escapism

Rational shopping

- Necessity
- Ease
- Location
- Accesibility
- Availability of products
- Convenience
- Habit and routine

QUESTION #1

DO YOU PREFER ONLINE VS. OFFLINE SHOPPING?

DIVIDE IN 2 GROUPS

EXPLAIN WHY?

Choices for offline vs online

Difference in shopping behavior

Offline shopping

Social, emotional, hedonic

Part of a number of activities involving fun and friendship, coffee shops

Feeling, seeing and buying

Difference between doing the shop (quick) and shopping (fun)

Travel time and cost are annoying

Buying local

Online shopping

Rational, Functional, individual

Part of a conscious customer journey, purchasing process. Emotion is led by video and social media

Looking, considering, buying, deciding (after receiving the items)

Difference between repeat purchases (preferred website) or first purchase via search engine or on recommendation

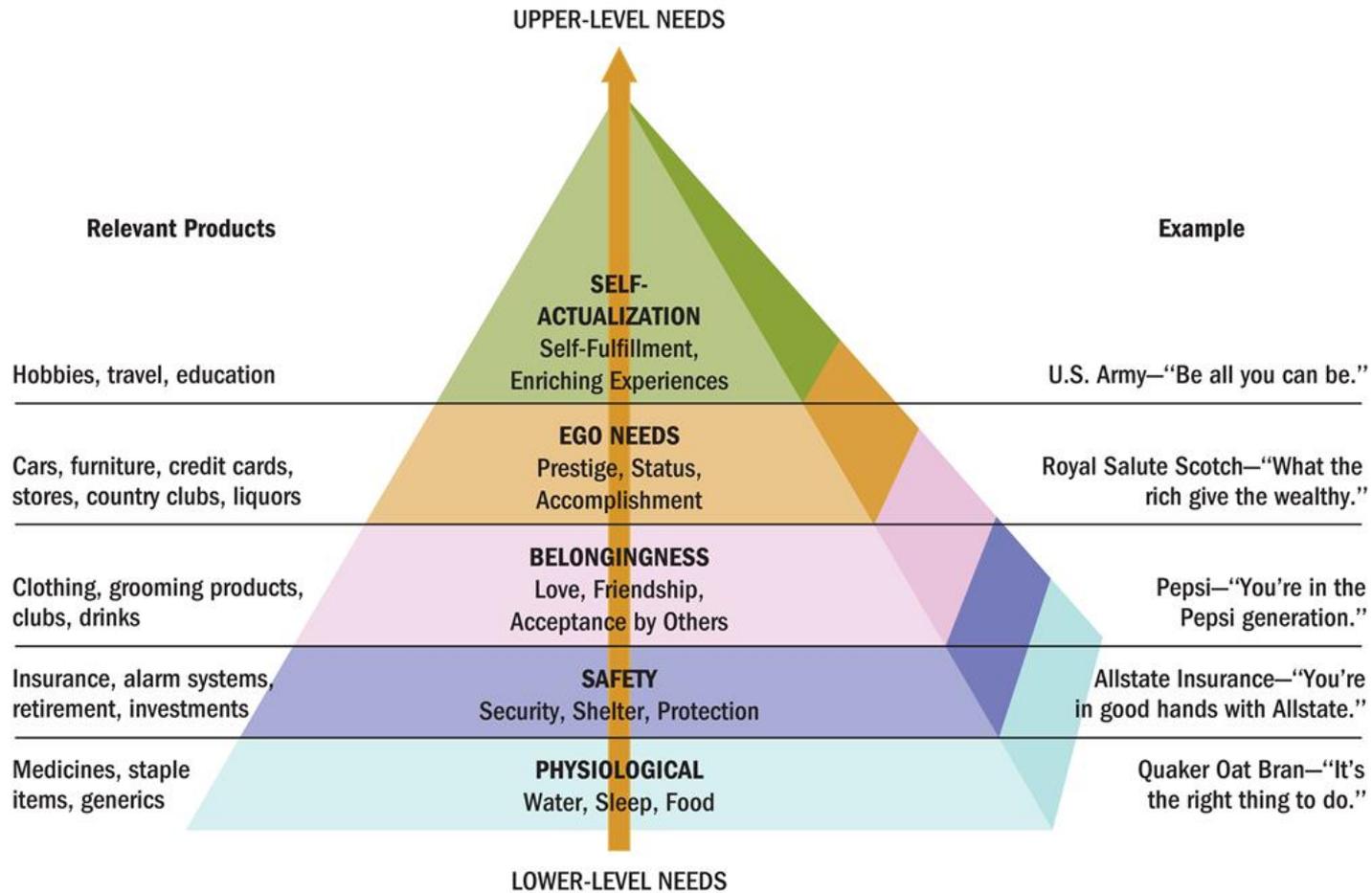
Waiting for delivery is annoying

Buying anywhere, including from abroad

Hybrid consumer

- Guided by own preferences and motives
 - Online then offline then online...
 - Showrooming
 - Mob app

Figure 5.2 Maslow's Hierarchy of Needs



3. McGuire's Psychological Motives

Criteria:

- Cognitive vs. Affective
- Preservation vs. Growth
 - Active/Passive
 - Internal / External

3. McGuire's Psychological Motives

1. Cognitive Preservation Motives

Need for Consistency (active, internal)

Need for Attribution (active, external)
Attribution Theory

Need to Categorize (passive, internal)

Need for Objectification (passive, external)

3. McGuire's Psychological Motives

2. Cognitive Growth Motives



Need for Autonomy (active, internal)

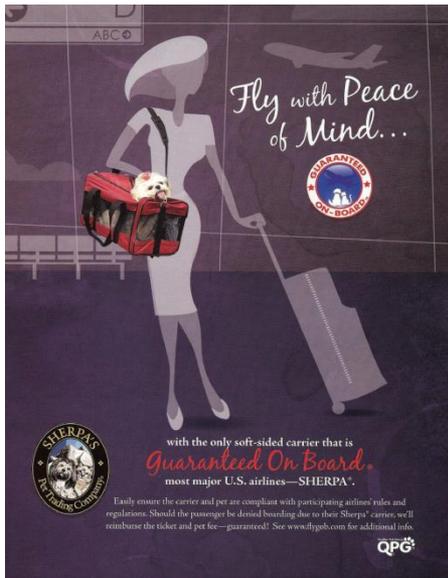
Need for Stimulation (active, external)

Teleological Need (passive, internal)

Utilitarian Need (passive, external)

3. McGuire's Psychological Motives

3. Affective Preservation Motives



Need for Tension Reduction (active, internal)

Need for Expression (active, external)

Need for Ego Defense (passive, internal)

Need for Reinforcement (passive, external)

3. McGuire's Psychological Motives

4. Affective Growth Motives



Consumer need for assertion underlies the strategy for this ad.

Need for Assertion (active, internal)

Need for Affiliation (active, external)

Need for Identification (passive, internal)

Need for Modeling (passive, external)

Question #2

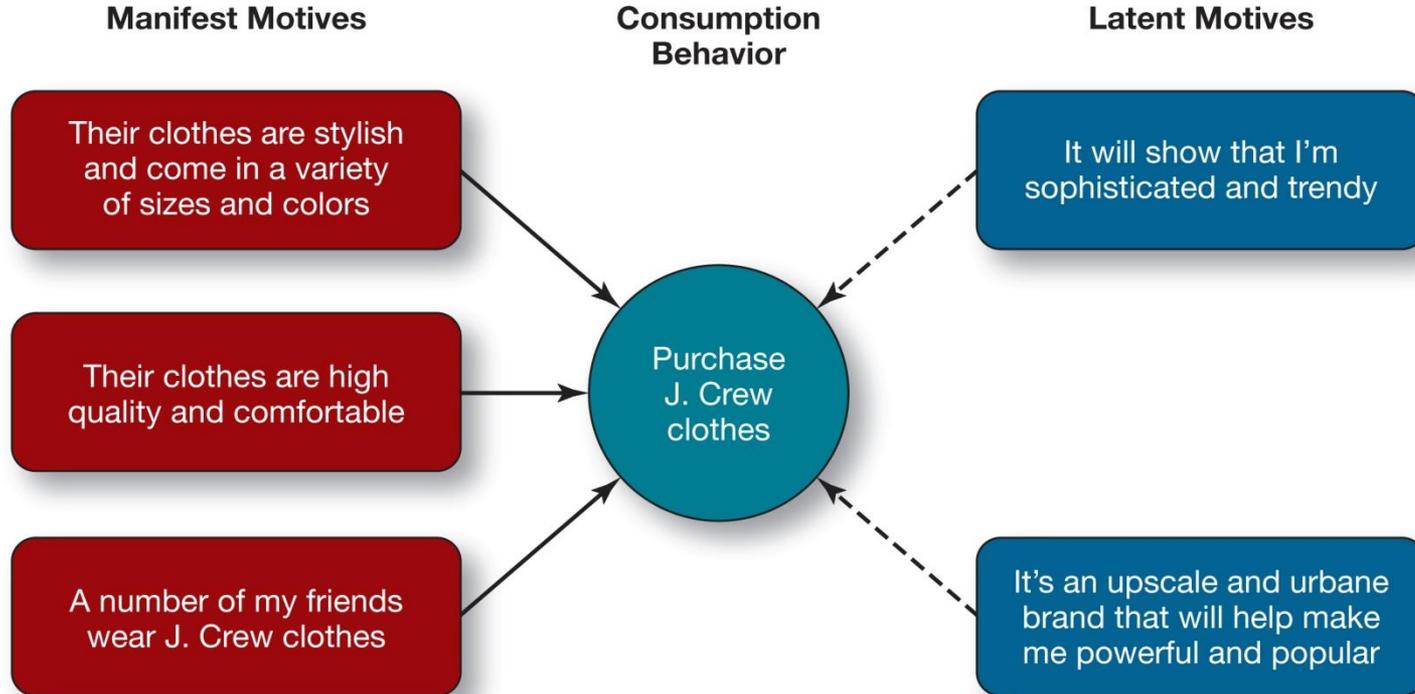
Which of McGuire's motives would be useful in developing a promotional campaign for the following? Why?

- *Life Insurance*
- *Just for Men hair coloring*
- *Padel training center*
- *Habitat for Humanity*
- *L'oreal Make Up*

4. Motivation Theory and Marketing Strategy

4. Latent and Manifest Motives in a Purchase Situation

Copyright © McGraw-Hill Education. Permission required for reproduction or display.

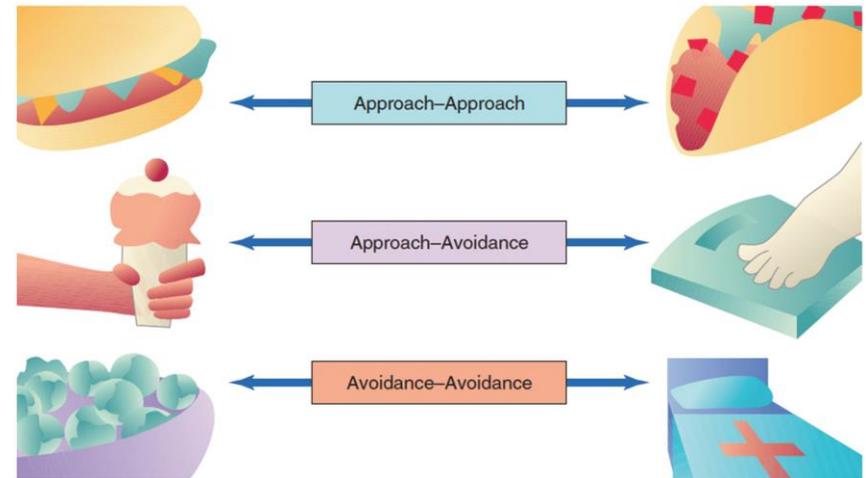


← The linkage between behavior and motives that are known and freely admitted

← The linkage between behavior and motives that either are unknown or are such that the consumer is reluctant to admit or reveal them

5. Motivational Conflicts

- The theory of **cognitive dissonance** is based on the premise that people have a need for order and consistency in their lives and that a state of dissonance (tension) exists when beliefs or behaviors conflict with one another.



Motivation Theory and Marketing Strategy

Marketing Strategies Based on Motivation Conflict

Three types of motivational conflict:

1. Approach-Approach Motivational Conflict
 - A choice between two attractive alternatives
2. Approach-Avoidance Motivational Conflict
 - A choice with both positive and negative consequences
3. Avoidance-Avoidance Motivational Conflict
 - A choice involving only undesirable outcomes - emphasize special credit plans to ease the pain of car payments

Question #3

Describe how motivational conflict might arise in purchasing, patronizing, or giving to the following:

- a. Greenpeace
- b. Red Bull energy drink
- c. Starbucks coffeeshop
- d. Home security system

Motivation Theory and Marketing Strategy

Copyright © McGraw-Hill Education. Permission required for reproduction or display.

Differences in Regulatory Focus

TABLE

10-2

Dimension	Promotion-Focused	Prevention-Focused
<i>Motives</i>	Hopes, wishes, aspirations Regulate nurturance needs Growth and development	Obligations, responsibilities Regulate security needs Status quo
<i>Characteristics</i>		
• Time	Long-term focus	Short-term focus
• Mental imagery	Abstract	Concrete
• Desired steady state	Change	Stability
• Desired feelings	Fun and enjoyment	Safety and security
• Failure emotions	Dejection	Agitation
• Desired self-trait	Creativity	Self-control
• Self-concept	Independent	Interdependent
<i>Decision Making</i>		
• Style	Eager style to maximize gains	Vigilant style to minimize losses
• Meta-goals	Speed over accuracy	Accuracy over speed
• Ad cue effects	Affect and emotion	Product facts
• Choice of compromise brand	Lower probability	Higher as compromise brand is less extreme and thus less risky
• Importance of “fit” in brand extensions	Less important	More important as fit reduces risk

Motivation Theory and Marketing Strategy

Situational Component Related to Regulatory Focus

Online Travel Shopping

1. Prevention-Focused Ad

- Worked best for last-minute shoppers

2. Promotion-Focused Ad

- Worked best for shoppers buying for future travel

6. How Social Media Tap into Our Emotions

- Happiness economy - wellbeing
- Sentiment analysis –
 - collect and analyze the words people use when they describe a specific product or company
- Word-phrase dictionary - to code the data. The program scans the text to identify whether the words in the dictionary appear.

7. Consumer Involvement

- Involvement
- Inertia
- Cult products



Motivation Theory and Marketing Strategy

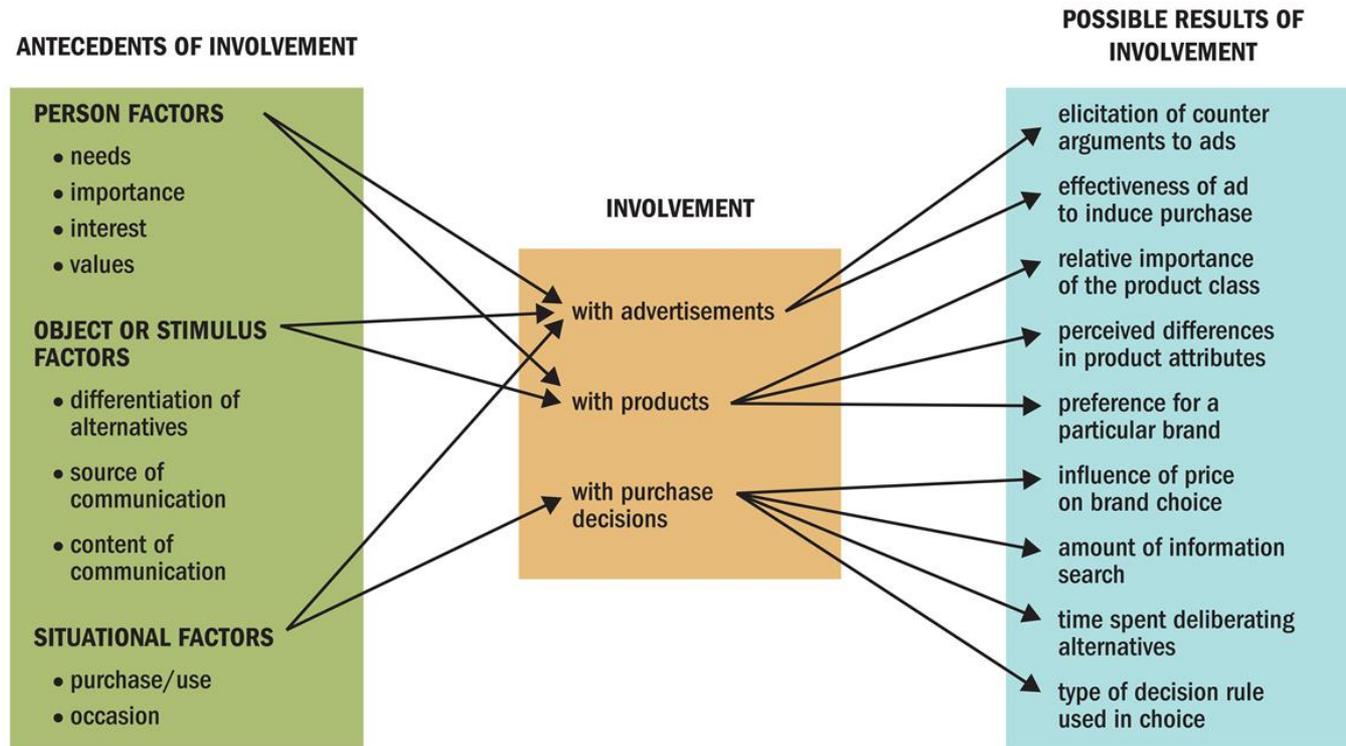
5. Marketing Strategy Based on Multiple Motives

Involvement is a motivational state caused by consumer perceptions that a product, brand, or advertisement is relevant or interesting.

Consumer involvement increases attention, analytical processing, information search, and word of mouth.

Crowdsourcing as motivation for customer's loyalty and advocacy.

Figure 5.3 Conceptualizing Involvement



$$\text{INVOLVEMENT} = f(\text{Person, Situation, Object})$$

The level of involvement may be influenced by one or more of these three factors. Interactions among persons, situation, and object factors are likely to occur.

Product Involvement

- Perceived risk
- Mass customization
 - personalization of products and services for individual customers at a mass-production price
- Brand loyalty
 - Repeat purchasing behavior that reflects a conscious decision to continue buying the same brand.
- Variety seeking
 - the desire to choose new alternatives over more familiar ones, even influences us to switch from our favorite products to ones we like less!

Figure 5.4 Five Types of Perceived Risk

	BUYERS MOST SENSITIVE TO RISK	PURCHASES MOST SUBJECT TO RISK
MONETARY RISK	Risk capital consists of money and property. Those with relatively little income and wealth are most vulnerable.	High-ticket items that require substantial expenditures are most subject to this form of risk.
FUNCTIONAL RISK	Risk capital consists of alternative means of performing the function or meeting the need. Practical consumers are most sensitive.	Products or services whose purchase and use requires the buyer's exclusive commitment are most sensitive.
PHYSICAL RISK	Risk capital consists of physical vigor, health, and vitality. Those who are elderly, frail, or in ill health are most vulnerable.	Mechanical or electrical goods (such as vehicles or flammables), drugs and medical treatment, and food and beverages are most sensitive.
SOCIAL RISK	Risk capital consists of self-esteem and self-confidence. Those who are insecure and uncertain are most sensitive.	Socially visible or symbolic goods, such as clothes, jewelry, cars, homes, or sports equipment are most subject to social risk.
PSYCHOLOGICAL RISK	Risk capital consists of affiliations and status. Those lacking self-respect or attractiveness to peers are most sensitive.	Expensive personal luxuries that may engender guilt, durables, and services whose use demands self-discipline or sacrifice are most sensitive.

Message Involvement

- Alternate reality games
- Narrative transportation



L'Oreal Augmented Reality



For Reflection

- What risky products have you considered recently?
- Which forms of risk were involved?
- Consider purchases you've made that reflect the five kinds of risk.
- Have you ever been immersed into an advertisement that you feel like you are part of it? Or maybe you were part of it?



Thank you!
Any questions?