

NEEDS MOTIVATIONS AND GOALS

1. **MOTIVATION** - the driving force that impels us to take action; this arises from the tension associated with having unfulfilled needs

1.1. NEEDS

1.1.1. There are two types of needs:

1.1.1.1. *Innate / Biogenic Needs* – primary needs required to sustain life (food, water, shelter)

1.1.1.2. *Acquired / Psychogenic Needs* – secondary needs that are learnt as a response to culture (prestige, affection, learning)

1.1.2. Needs become motivations when they are activated (feel hungry, look for food) however sometimes consumers don't realise the underlying need but they know what they want

1.2. **GOALS** – sought after results of motivated behaviour

1.2.1. *Generic Goals* – wanting to become fitter and track steps

1.2.2. *Product Specific Goals* – using a fit bit to become fitter and track steps

1.2.3. *Means End Analysis* – individuals set desired ends (goals) on the basis of personal values and they select means (behaviours) that will help them achieve the ends

1.2.4. *Goal Hierarchy* – consists of 3 goals

1.2.4.1. Superordinate Goal – why do I want to achieve that for which I strive?

1.2.4.2. Focal Goal – What is for which I strive?

1.2.4.3. Subordinate Goal – How can I achieve that for which I strive?

1.2.5. *Goal Selection* – the goals we select to satisfy our needs (5)

1.2.5.1. Personal Experiences

1.2.5.2. Cultural Norms and Values

1.2.5.3. Goal Accessibility

1.2.5.4. Physical Capabilities

1.2.5.5. Self Image

1.3. **GOAL AND NEED INTERDEPENDENCE**

1.3.1. A single need may motivate multiple goals

1.3.2. A single goal may help address multiple needs

2. ELEMENTS OF MOTIVATION

2.1.1. *Positive Goals* are often referred to as approach objects because we direct our behaviour towards them (joining a gym to get fit)

2.1.2. *Negative Goals* are referred to as avoidance objects because we direct our behaviour away from them (joining a gym to stop getting fat)

2.1.3. *Rational Motives* – implies that consumers select goals based on a totally objective criteria such as size, weight or price