

## Week 2 Motivation, Ability and Opportunity

1. Discuss the four types of influences that affect the consumer's motivation to process information, make a decision, or take an action.
  - Definition of motivation: an inner state of arousal that provides energy to needed to achieve a goal.
  - Consumer motivation: "The needs, wants, drives, and desires of an individual that lead him or her toward the purchase of products or ideas. The motivations may be physiologically, psychologically, or environmentally driven." (American Marketing Association)
    - The effect of consumer motivation:
      - high effort behaviour and high-effort information processing (pay attention) and decision making (cheapest products) – motivated reasoning: processing information in a way that allows consumers to reach the conclusion that they want to reach.
      - Felt involvement: self-reported arousal or interest in an offering, activity, or decision.
        - Enduring involvement: long-term interest.
        - Situational involvement: temporary interest
        - Cognitive involvement: interest in thinking and learning information.
        - Affective involvement: interest in expanding emotional energy and evoking deep feelings.
        - Objective of involvement: any marketing offering or message can be an object involvement (i.e. product, service, experience, brand)
  - Factors that affect consumer motivation:
    - Personal relevance (to one's needs, goals, values, and self- concept)
      - An offering is motivating to the extent that it is personally relevant: has a direct bearing on THE SELF and has potentially significant consequences and implications for our lives.
      - Factors that affect personal relevance:
        - Needs vs. Wants  
Needs: An internal state of tension caused by a disequilibrium from an ideal or desired state.

## NEEDS VS WANTS

NEEDS	WANTS
More abstract, fundamental	More concrete and specific: A desire for a particular means to satisfy the need
Physiological or psychological basis	Shaped by an individual's specific culture, knowledge, and context
Examples:	Examples:
Social need	Desire for a facebook, twitter, etc. account
	
Esteem need	Desire for a Rolex watch, a luxury sports car, etc.
	

“The purpose of any organization should be the satisfaction of its customer needs...The organization should define its business in terms of the customer needs it satisfies, not in terms of the products it sells. An organization that lacks such an orientation suffers from “marketing myopia” and will likely fail in the long run.” T. Levitt, HBR 1960.

- Goals: End states or desired outcomes that an individual would like to achieve.
  - Types of goals:
    - (1) Concrete or abstract E.g., lose 5 kg. by July vs. become fit
    - (2) Goals to regulate how consumers feel E.g., Have fun, feel happy, etc.
    - (3) Promotion-focused vs. prevention-focused E.g., Reduce chance of heart disease vs. improve fitness
  - Appraisal (評價) Theory: Whether consumer feels good or bad about an offering depends on whether the offering is judged to be consistent or inconsistent with the consumer's goals:
    - ✧ A consumer will feel good about an offering if he/she perceives it to be consistent with his/her goals
    - ✧ A consumer will feel bad about an offering if he/she perceives it to be inconsistent with his/her goals
    - ✧ Consumers perceptions of the effectiveness of the offering as a means of reaching a goal determine how the consumer will feel about the offering.



- ✧ Marketing Implications of needs and goals: