

Week 2: Motivation, Ability and Opportunity (MAO)

Overview:

- Motivation is a state of arousal that results in goal-relevant behaviours, elaborated information processing and decision-making about things that consumers see as important and self-relevant. When consumers are motivated, they spend more time and effort in decisions.
- Many factors affect motivation – when something is personally-relevant, when something relates to our values, goals, self-concept and needs, when they may involve considerable risks (and so you take care) or even because they may be moderately inconsistent with prior attitudes, making consumers think, reflect and review those prior attitudes.
- But motivation needs to be accompanied by ability and opportunity. Consumers may be high on motivation, but if they lack either or both, it will not achieve in goal-relevant behaviours.

Motivation: an inner state of arousal that provides energy needed to achieve a goal

Ability: the extent to which consumers have the resourced needed to make an outcome happen

Opportunity: a time or set of circumstances that makes it possible to do something

CONSUMER MOTIVATION AND ITS EFFECTS

A motivated consumer is energised, ready and willing to engage in a goal-relevant activity.

High-Effort Behaviour

Motivation is an inner state of “aroused energy” that is directed toward achieving a goal. Motivation Results in effort.

Example: When you are motivated to study, you will likely put in effort into reading the text and going to class, perhaps even avoiding going out to the pub with friends.

High-Effort Information

- Motivation impacts how consumers process information and decide.
- When motivation to achieve a goal is high, consumers spend time, energy and effort on reaching their goal, including searching for information and spending time shopping.
- When motivation is low, consumers devote little effort to processing information about a product or to making decisions.

Example: If you care about losing weight, you will look at nutrition labels on food packages and put careful consideration into which treadmill to buy for your home gym.

Felt involvement

Felt involvement is a psychological state that is generated by motivation. When motivation is high, your “felt involvement” is high.

WHAT AFFECTS MOTIVATION

Personal Relevance

Something that has a direct bearing the self and has potentially significant consequences or implications for our lives

- Consistency with **self-concept**: our mental view of who we are, any kind of offering may be personally relevant to the extent that it bears on your view of yourself and the way you think others view you
- Consistency with self-construal: our view of who we are based on our relationships with others, see p57.

Example: If you are a Justin Bieber fan, if you find out that he is performing at the MCG, this will be personally-relevant and you would be motivated to buy tickets.

Values

Abstract, enduring beliefs about what is right/ wrong, important or good/ bad. Consumers are more motivated to attend to and process information when they find it relevant to their values.

Example: if you see intellectual development as important, you are likely to be motivated to engage in behaviours consistent with this values, such as pursuing a university degree.

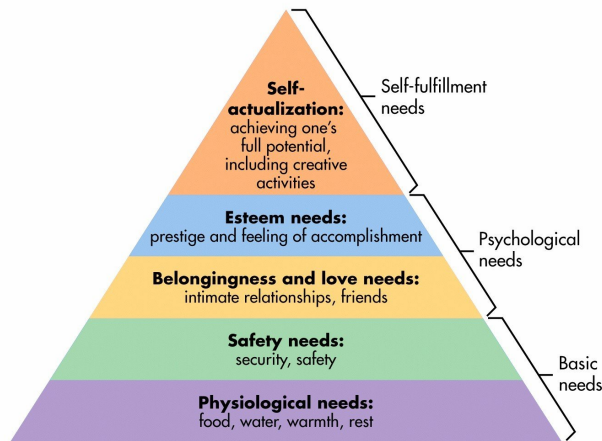
NEEDS

A state of tensions caused by disequilibrium in a consumer's internal state. Consumers find things personally relevant when they have a bearing on activated needs. Needs can be activated from various sources:

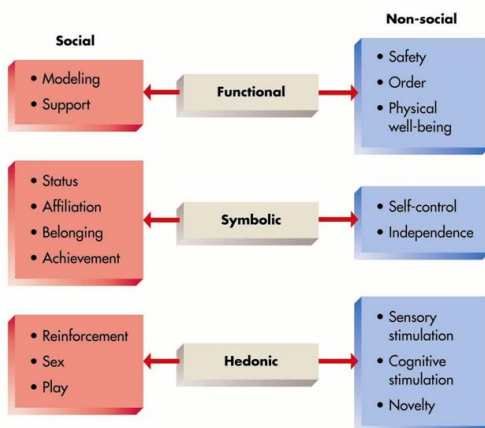
- Commercial cues: ads suggesting consumers are missing something in their lives
- Social cues: when we see friends / family wearing clothing we want to also wear
- Physiological cues: hunger, fulfilled through food.

Maslow's Hierarchy of Needs

Abraham Maslow's needs, a product or brand can position itself along more than one need. Nandos can position itself as fulfilling physiological needs (since it is food) but also social needs (if Nandos is the most popular restaurant and you want to "fit in")



Needs can be categorised as social and non-social, or as functional, symbolic and hedonic



Social VS Non-Social:

- ✚ Social needs are externally directed and relate to other individuals. Example, consumers may spend on illegal products such as drugs to satisfy a higher-level need like becoming part of a group.
- ✚ Non-social needs are those for which achievement is not based on other peoples, our needs for sleep, pleasure and uniqueness affect the usage of certain goods and services.

Functional, Symbolic, Hedonic:

- ✚ Functional need: need that motivated the search for offerings that solve consumption-related problems. Example: safety needs, buy a car with lots of airbags.
- ✚ Symbolic need: need that related to how we perceive ourselves, how we are perceived by others, how we relate to others and the esteem in which we are held by others. Example: wearing designer brands.
- ✚ Hedonic need: need that relates to sensory pleasure. Example: go shopping for pleasure, its associated with fun.

Goals

A goal is a particular end state or outcome that a person would like to achieve. Goals are more specific and concrete than needs. Example: you may have goals to lose weight before summer, or to save a specific amount of money for a holiday. Different types of goals:

- Concrete vs. abstract.
A concrete goal could be "to lose 5 kgs. by end of this year," while an abstract goal could be to simply "lose weight."
- Promotion- vs. prevention-focused.
A promotion focus means "aiming for the best," while a prevention focus means "avoiding the worst." You can have a goal to "get the highest marks possible" in MKF2111, or simply "avoid failing"

Appraisal theory, emotions and goals:

Appraisal theory is a theory of emotion that proposes that emotions are based on an individual's assessment of a situation or an outcome and its relevance to his or her goals. That is the extent to which consumers are successful or unsuccessful in reaching their goals, will determine how they feel; consumers will feel proud when a good outcome happens, in contrast consumers may feel sad when an outcome is inconsistent with their goals.

Inconsistency with prior attitudes

Affects motivation, Consumers can be motivated to process (persuasive) messages that are moderately inconsistent with their existing knowledge, beliefs or attitudes. This is because the messages are seen as moderately threatening or uncomfortable, or a state of dissonance. See p73.

CONSUMER ABILITY

Motivation may not result in action unless a consumer has the ability to process information, make decisions to engage in behaviours. Ability is the extent to which consumers have the resources needed to make an outcome happen. The following affect consumer ability:

Financial resources: money

Cognitive resources: consumers vary in their knowledge, knowledge affects how consumers make decisions

Emotional resources: consumer's ability to experience empathy and sympathy can affect their processing of information and decisions about brand choices, consumption, disposition, spending etc. example: many brands offer pink-themed products during October, breast cancer awareness month.

Physical resources: consumers who feel they are physically capable may decide to take a strenuous hike, or buy challenging exercise equipment.

Social and cultural resources: social relationships, cultural knowledge and experiences they have had affect their acquisition, consumption and disposition behaviour.

CONSUMER OPPORTUNITY

The final factor affecting whether motivation results in action is consumer's opportunity to engage in a behaviour.

Time: time can affect the consumer's opportunity to process information, make decisions and perform certain behaviours.

Studies show time pressured consumers are more likely to buy things for themselves during the Christmas season because it is one of the few opportunities they have to shop.

Distraction: Refers to any aspect of a situation that diverts consumer's attention. Example: an important exam can divert a consumer's attention from a yoga class she wants to take. Example: if someone talks whilst a consumer is viewing an ad or making a decision, that distraction can inhibit the consumer's ability to process information.

Complexity, Amount, Repetition, and control of Information: The complexity of the information to which consumers are exposed to can affect their opportunity to process it.