

Week 2

Concept/ Theory	Definition	Marketing Implications
Motivation	An Inner Arousal that provides energy needed to achieve goal.	
FACTORS AFFECTING MOTIVATION		
Personal Relevance	Something that has a direct bearing on the self and has potentially significant consequences or implications for our lives.	(the relevance fuels your motivation to process info)
Perceived Risk	the extent to which the consumer is uncertain about the personal consequences of buying, using, or disposing of an offering.	Circumstances causing increased perceived risk – Lack of information, Newness, High price, Complex technology, Brand differentiation
Moderate Inconsistency With Attitudes	The extent which New information is consistent with previously acquire knowledge or attitudes When inconsistency with attitudes occurs, we try to remove or at least understand the inconsistency.	For example, when you read about a negative thing about the car you own, you will process the infor and understand or resolve the uncomfortable feeling.
Personally Involving	One outcome of motivation is behaviour that takes considerable effort, more likely to pay careful attention and attempt to understand or comprehend goal relevant information if the person is highly motivated.	
Satisfying goals and emotions		
PERSONAL RELEVANCE		
Self Concept	Our mental view of who we are 1. Actual : realistic appraisal of the qualities that a person has 2. Ideal : a conception of how he would be like	1. Consumers form emotional connections with what they buy which strengthens brand loyalty and making them less price sensitive. 2. Consumers can use products/services to communicate information about themselves People choose products/brands that are consistent with their self-concept

	3. Ought Self : a conception of how he/she should be.	3. Products/services or persuasion messages that are consistent with a consumer's self-view are more favorably evaluated 4. Consumers can use products/services to bridge the gap between their actual self and ideal self
Values	Abstract, enduring beliefs about what is right/wrong,important, or good/bad	Offerings that are consistent with consumers' goals are more personally relevant. Persuasive messages that appeal to consumers' values are more effective.
Needs	A state of tension caused by disequilibrium in a consumer's internal state.	Maslow's Hierarchy: : - lower-level needs have priority: have to be addressed BEFORE higher level needs . - is used by marketers to fulfil multiple needs at the same time to attract consumers. Eg : insurance activates lower level needs such as safety and security needs.
Goals	End states or desired outcomes that an individual would like to achieve.	- Concrete or abstract E.g., lose 5 kg. by July vs. become fit - Goals to regulate how consumers feel E.g., Have fun, feel happy, etc. - Promotion-focused vs. prevention-focused E.g., Reduce chance of heart disease vs. improve fitness
Self-control	Goals like avoid unhealthy eating.	
NEEDS		
Social needs	Directly relates to other individuals, need the presence or actions of other people to fulfill this need. (smoking to be part of the group/ gain social status)	
Non- social needs	Achievement are not based on other people	Our needs for sleep, novelty, control, uniqueness and understanding.
Functional	Motivates the search for offerings that solve consumption related problems	
Symbolic	Relates to how we perceive ourselves and how we are perceived by others how we relate to others and the esteem in which we are held by others.	
Hedonic	Needs that relates to sensory pleasure.	

GOALS

Promotion focused	Consumers are motivated to act in ways to achieve positive outcomes, focus on wants and accomplishments.	
Prevention Focused	Motivated to act in ways that avoid negative outcomes, they focus on responsibilities, safety and guarding against risks	
Appraisal Theory	<p>A theory of emotion that proposes that emotions are based on individual's assessment of a situation or an outcome and its relevance to her goals.</p>	<div style="text-align: center;">  <pre> graph LR A["APPRAISALS/ JUDGEMENTS OF THE OFFERING (COGNITIVE)"] --> B["EMOTIONAL REACTION TOWARDS THE OFFERING"] </pre> </div> <p>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.</p>
Needs and Goals	<p>Understanding Needs and goals allows marketers to segment the market.</p> <ul style="list-style-type: none"> - Product development, positioning and communications effectiveness - Development of good products with features and benefits to help consumers to achieve their self-control goals. 	<ul style="list-style-type: none"> - Creating new wants & goals - Managing consumers' emotions, (encouraging specific behaviours) use of mind-body connection to influence behaviour in support of purchase decisions. - Developing satisfying offerings -
Ability	The extent to which consumers have the resources needed to make an outcome happen	<p>Provide information and advice to consumers when products are complex or consumers lack knowledge/experience (e.g., financial products, technology, electronics)</p> <ul style="list-style-type: none"> - Provide payment options (lease, credit lines, etc.)
Consumer Opportunity	<p>Even when motivation and ability are high, someone may not take action or make decisions because of three key influences:</p> <p>(1) lack of time</p>	<p>Consumer decision under time pressure.</p> <ul style="list-style-type: none"> - Under time pressure, consumers engage in very little information processing and rely on heuristics or short cuts - With limited time, brand name products are more favoured

	<p>(2) distraction and (3) the complexity, amount, repetition and control of information.</p>	<p>because they are a signal of quality.</p> <p>How to enhance?</p> <ol style="list-style-type: none">1. Repeating marketing communications up to a point consumer will notice and process them.2. Present the messages when consumers are least likely to be distracted and pressed for time3. Eg: restating in different medias4. Reducing time pressure Eg: extend operating hours, online purchasing, clear directories, and signs.5. Offering info when and where consumers choose to access it Eg: mobile marketing to access product info and place orders
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