

**Motivation, Ability, Opportunity**

- **Motivation:** inner state of activation that provides energy needed to achieve a goal
  - Motivation results in action ONLY if consumer has both ability and opportunity

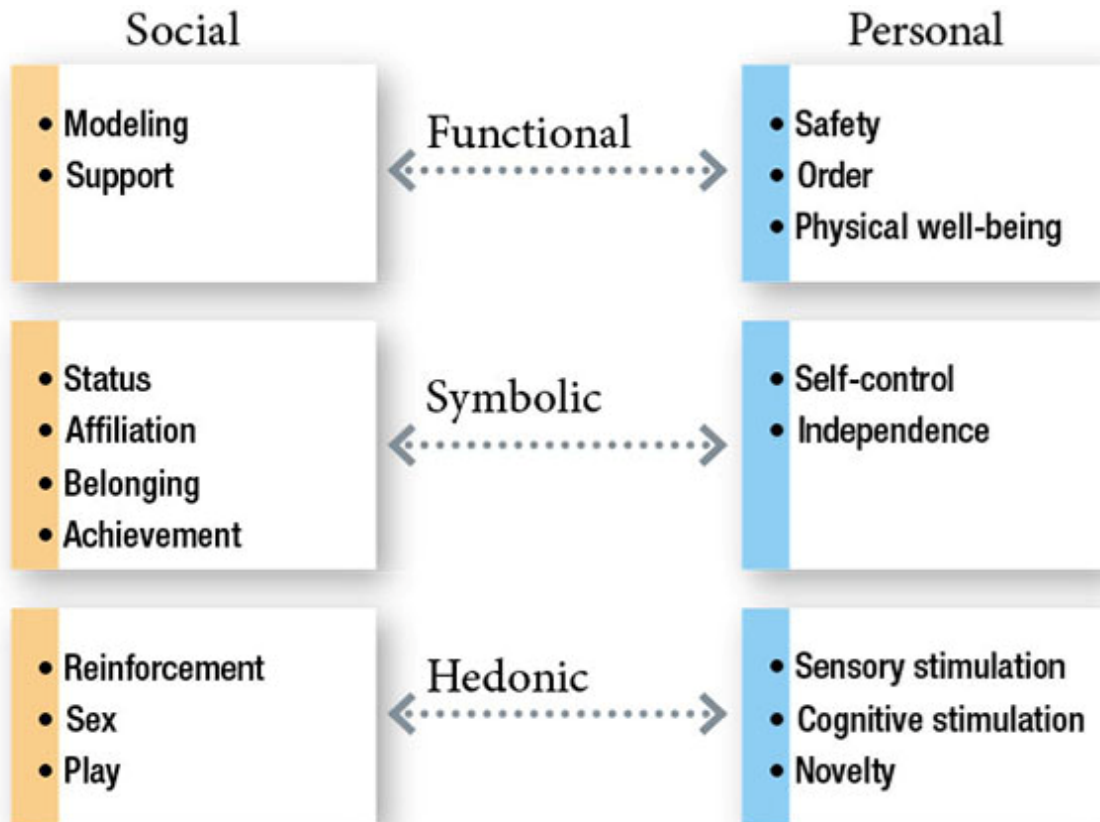


- **Felt involvement:** consumers' experience of being motivated with respect to an offering, or decisions and actions about it

- More significant = more felt involvement
- Objects of felt involvement: products, experiences, brands, ads, mediums and others
- Types of felt involvement
  - ⇒ **Enduring involvement:** long term interest in an offering, activity or decision
  - ⇒ **Situational involvement:** temporary interest in an offering, activity or decision
  - ⇒ **Cognitive involvement:** interest in thinking about and learning information about an offering, activity or decision
  - ⇒ **Affective involvement:** interest in spending emotional energy and deep feeling about an offering, activity or decision

- **Determinants of motivation:**

- **Personal relevance:** whether the motivation has significant implication to life
- **Consistency with:**
  - ⇒ **Self-concept:** ideal v actual self
  - ⇒ **Value:** abstract, enduring beliefs about what is right/wrong, important, or good/bad
    - Personal values influence which charity causes individuals support
      - Self-transcendence: animal welfare charity cause
      - Self-enhancement: arts and culture charity cause
      - Conservation: religious charity cause
  - ⇒ **Needs:** internal state of tension experienced when there is a discrepancy between the current and an ideal or desired physical or psychological state
    - Characteristics:
      - Internally v externally activated
    - Needs can conflict
      - Approach-avoidance conflict: struggle about acquiring or consuming an offering that fulfils one need but not the other need (falling short)
      - Approach-approach conflict: struggle about which offering to acquire when each can satisfy an important but different need (win-win situation)
      - Avoidance-avoidance conflict: struggle about which offering to acquire when neither can satisfy an important but different need. (lose-lose situation)
    - Types of needs:



- Perceived risks**: anticipated negative consequences of an action
      - Performance risk: an offering may not perform as well as expected
      - Financial risk: an offering may create potential financial harm
      - Physical risk: an offering may create potential physical harm or harm one's safety
      - Social risk: an offering may create potential to do harm on one's social standing
      - Psychological risk: an offering may create potential to harm one's sense of self
      - Time risk: an offering may potentially lead to loss of time
    - Inconsistency with attitude**: whether the new information is consistent with previous knowledge/attitude
- Ability**: the extent to which consumers have the required resources to make an outcome happen
    - Factors influencing consumers' ability: (all influenced by education and age)
      - Financial resources
      - Emotional resources
      - Cognitive resources
      - Physical resources
      - Social and cultural resources
  - Opportunity**: extent to which the presence or absence of external constraints restricts a given behavior
    - Factors influencing opportunity:
      - Time
      - Distraction
      - Complexity, amount, repetition, control of information