MMK266 T2 2018 – Exam revision

TOPIC 1

GENERIC VS. PRODUCT-SPECIFIC GOALS

Needs refer to any human requirement (innate or acquired).
  – Most needs are latent; they must be activated before they are acted upon

Goals are how consumers seek to satisfy their unfulfilled needs
  – All behaviour is oriented towards achieving goals

– **Generic goals**:   General classes or categories of goals that consumers select to fulfil their needs (example: track daily exercise)

– **Product-specific goals**: the specifically branded or labelled products that consumers select to fulfil their needs (example: track steps using a FitBit)

PHYSIOLOGICAL, EMOTIONAL, COGNITIVE, AND ENVIRONMENTAL MEANS FOR ACTIVATING NEEDS

Needs can be activated through:

– **Physiological arousal**
Bodily needs. Most physiological cues are mostly involuntary. Often cause discomfort until satisfied.
(example: feeling tired may trigger a desire to travel)

– **Emotional arousal**
Thinking or daydreaming may result in arousal of latent (dormant) needs. May produce 'uncomfortable' tensions that push them into goal oriented behaviour.
 (example: feeling unfulfilled may trigger a desire to travel)

– **Cognitive arousal**
Random thoughts or a personal achievement that leads to cognitive awareness of needs.
(example: thinking about a friend who lives overseas may trigger a desire to travel)
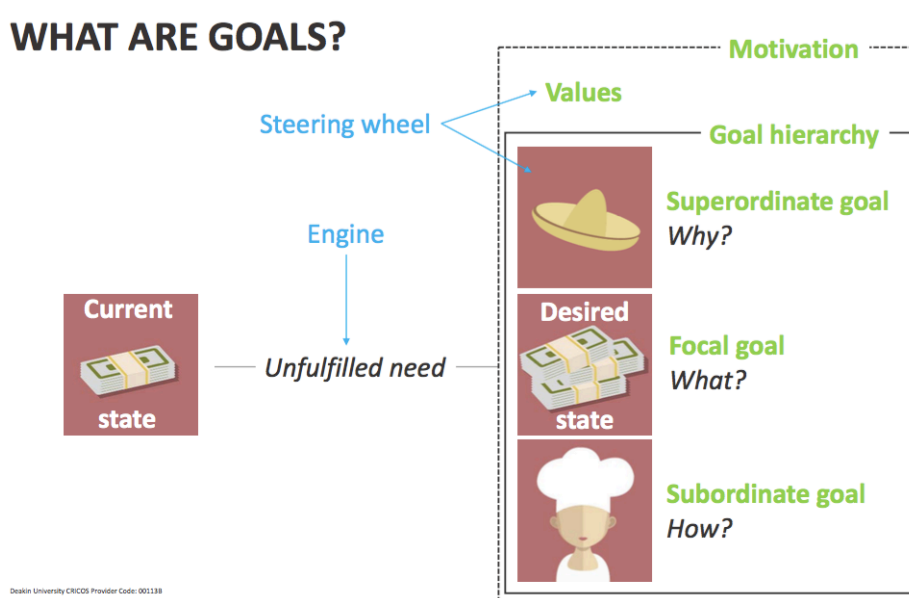
– **Environmental arousal**
Set of needs activated by specific cues in ones surroundings (environment)
(example: sensing that winter is approaching may
trigger a desire to travel)

• Need activation is an important function of advertising, packaging, point-of- sale displays etc.

SUPERORDINATE VS. FOCAL VS. SUBORDINATE GOALS

WHAT ARE GOALS?

Superordinate Goals:
- The reason/s why we pursue certain focal goals.
- We are sometimes unaware of our superordinate goals
- The superordinate goals we select are based on our <u>values</u>, which are relatively enduring beliefs about the appropriateness of certain actions
- **Schwartz** identified 10 universal values that vary in importance based on our *family upbringing, social class and culture*.

  o <u>Achievement</u> – success arising from competence on socially approved standards
  o <u>Power</u> **–** acquire wealth, status, authority and prestige by controlling valued social and physical resources
  o <u>Hedonism</u> – enjoyment, pleasure and indulgence
  o <u>Stimulation</u> – exciting life, desire novelty
  o <u>Self-direction</u> – value independence and curiosity
  o <u>Universalism</u> – social justice and equality. Welfare of people
  o <u>Benevolence</u> – welfare of people one is close to. Friendship and love
  o <u>Tradition</u> – respect and accept customs and values
  o <u>Security</u> – safety, harmony, stability, social order. Seek belonging
  o <u>Conformity</u> – restrain actions or ideas that could upset/harm others. Self-independence, obedience, politeness.

Focal Goals:
Aim to compensate for (or address) unfulfilled needs
- Needs = human requirements. These vary for person to person, and are determined in part by values
- We desire the human requirements we lack; results in unfulfilled needs

Subordinate Goals:
Relate to the action we take to achieve our focal (and superordinate) goals.
- For every focal goal, there are usually many potential subordinate goals from which we can choose.
- A **means-end analysis** is consequently performed to select our subordinate goal/s. this involves evaluating each subordinate goal in terms of their:
    - Attributes: features or characteristics of a product, service, or action
    - Consequences: outcome(s) of each attribute; these will either satisfy or conflict with our focal (and superordinate) goals
    - Values: whether those outcome(s) are consistent or inconsistent with our underlying values

Subordinate goal (means-ends analysis) example:

In evaluating needs and goals, it's important to recognise that:
– Consumers have many needs and goals
– Needs are often dormant
– Needs and goals vary between people
– Needs and goals vary over time
– Goals may be positive or negative

TOPIC 2

ACTUAL SELF-IMAGE, IDEAL SELF-IMAGE, SOCIAL SELF-IMAGE, AND IDEAL SOCIAL SELF-IMAGE

Self-concept is the totality of a person's thoughts and feelings about themselves

Actual, ideal, social and ideal social self-image are all aspects of core self. Each level of core-self envelopes a behavioural response.

Actual Self-Image:
How consumers see themselves.

Ideal Self-Image:
How consumers would like to see themselves.

Social Self-Image:
How consumers feel others see them.

Ideal Social Self-Image:
How consumers would like others to see them.

EXTENDED SELF AND THE FOUR WAYS THAT PRODUCTS CAN BECOME PART OF THE EXTENDED SELF

Extended Self:
- Self-concept is often supported through the consumption of particular products and services; this is known as the extended self
- The extended self is based on the idea that we know who we are by looking at what we have/own/use
- From this perspective, we use possessions to:
    - Remind us of our self-concept
    - Define and shape our self-concept
    - Communicate our self-concept to others
- Downside: can lead to 'commodity fetishism', where products are worshipped for their supposed ability to bring us happiness.
- Four ways that objects become integrated with the self:
    - Controlling
    - Creating
    - Knowing
    - Contaminating