

Week 2 - Motivation, Ability and Opportunity

Motivation

- "... an inner state of arousal that [creates]... energy to achiev[e] a goal."
- **Consumer motivation:** "The needs, wants, drives & 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)

Consumer Motivation Effects

- **Outcome 1**
 - **High effort behaviour:** highly motivated consumers are willing to expend extra effort to obtain the offering because the offering is seen as the means of satisfying a need or want and/or achieving a goal.
 - **High effort information processing and decision making:** consumers spend time and effort to inform themselves and process the offering.
 - **Motivated reasoning:** the biased or inaccurate processing of information to reach the desired outcome.
- **Outcome 2**
 - **Felt involvement:** the psychological experience of the motivated consumer that includes psychological states such as interest, excitement, anxiety, passion and engagement.
 - **Enduring** - when motivation is high it is likely to last over a long period of a time.
 - **Situational** - when motivation is low it is temporary or short lasting.
 - **Cognitive** - enjoy thinking, searching for information, or discussing the product.
 - **Affective** - enjoy using the product, feel attached or loyal to the brand or product.
 - **Objects of involvement:** any marketing offering or message can be an object of involvement (i.e., product, service, experience, brand, ad, etc.)

Factors Affecting Motivation

- 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.
- **Personal relevance** - something that has a direct bearing on the self and has potentially significant consequences or implications for our lives.
 - **Factors that affect personal relevance:**

- Needs and wants
- Goals
- Values - abstract, enduring beliefs about what is right/wrong, important or good/bad.
- The self-concept - our mental view of who we are.
- Self-construal - our view of who we are based on our relationships with others.
 - Independent self construal - when consumers see the self as distinct, unique and in terms of their individual aspects.
 - Interdependent self-construal - when consumers derive their sense of self from their relationships with others, primarily family and close friends.

Needs and Wants

- **A need:** An internal state of tension caused by a disequilibrium from an ideal or desired state.
- **Maslow's Hierarchy of Needs:**
 - **Five key types of needs:**
 - Physiological
 - Safety
 - Social
 - Egoistic
 - Self-Actualisation
 - Common across individuals, cultures, etc.
 - **Hierarchical:** lower-level needs have priority - have to be addressed BEFORE higher level needs.
 - Shortcomings:
 - Hierarchical order may not be fixed.
 - Does not include some important types of needs.
- **Alternative classification of needs:**
 - **Functional:** needs that motivate the search for offerings that solve consumption-related problems.
 - **Symbolic:** needs relating to self-expression, sense of self, who we are and who we want to be.

- **Hedonic**: needs relating to sensory stimulation and pleasure and the need to feel cognitive stimulation.
- **Conflicting needs**:
 - **Approach-avoidance conflict**: an inner struggle about acquiring or consuming an offering that fulfils one need but fails to fulfil another.
 - **Approach-Approach conflict**: an inner struggle about which offering to acquire when each can satisfy an important but different need.
 - **Avoidance-avoidance conflict**: an inner struggle about which offering to acquire when neither can satisfy an important but different need.

Needs vs Wants

- **Needs**: more abstract and fundamental than wants and have a physiological or psychological basis.
 - eg. social need, esteem need.
- **Wants**: more concrete and specific - a desire for a particular means to satisfy the need. Shaped by an individual's specific culture, knowledge, and context.
 - eg. desire for a social media account, desire for a luxury item.
- "The purpose of any organisation should be the satisfaction of its customer needs. the organisation should define its business in terms of the customer needs it satisfies, not in terms of the product it sells. An organisation that lacks such an orientation suffers from "marketing myopia" (or marketing short-sightedness) and will likely fail in the long run." T. Levitt, HBR 1960.
 - eg. Kodak, Blockbuster, Borders Bookstores

Goals

- End states or desired outcomes that an individual would like to achieve.
- **Types of goals**:
 - **Concrete or abstract**
 - E.g. lose 5kg by July vs. become fit.
 - **Goals to regulate how consumers feel**.
 - E.g. have fun, feel happy, etc.
 - Promotion-focused vs. prevention-focused
 - Promotion = aims to achieve a positive outcome.
 - Prevention = aims to avoid a negative outcome.
 - E.g. Reduce chance of heart disease vs. improve fitness.

Goals and Emotions

- **Appraisal Theory:** Whether consumers feel 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.
 - Appraisals/judgements of the offering (cognitive) results in an emotional reaction towards the offering.
 - Consumer's perceptions of the effectiveness of the offering as a means of reaching a goal determine how the consumer will feel about the offering.
 - Other appraisal dimensions that affect how we feel:
 - **Normative/moral compatibility** - is the outcome relevant to what is expected of us or what we should do?
 - **Certainty** - is the outcome certain to occur or not?
 - **Agency** - was I the cause of the outcome, did someone else or the environment cause it or did it happen by chance?

Marketing Implications of Needs and Goals

- Segmenting the market
- Enhancing communication effectiveness
 - **Promotion-focused ad:** Our brand of cereal will help you improve digestion and cholesterol levels.
 - **Prevention-focused ad:** Our brand of cereal will help you lower your risk of heart disease.
- Creating new wants and goals
- Managing consumer's emotions
- Developing satisfying offerings

The Self-Concept

- **The self-concept:** our mental view of who we are; defines who we are and guides our behaviour.
- **Types of self-concepts:**