

Motivation, values, and involvement

Motivation defined

Motivation refers to the processes that cause people to behave as they do.

Motivation occurs when a need is aroused that the consumer wishes to satisfy. Once a need has been activated, a state of tension exists that drives the consumer to attempt to eliminate or reduce the need.

Understanding motivation is to understand why consumers do what they do.

Motivation defined (contd.)

Motivation satisfies either utilitarian or hedonic needs.

- Satisfying *utilitarian needs* implies that consumers emphasize the objective, tangible attributes of products e.g. fuel economy in a car.
- Satisfying *hedonic needs* implies that consumers emphasize subjective and experiential aspects, e.g. self confidence, excitement, etc.

Marketers role

Marketers try to create products and services that will provide the desired benefits that permit the consumer to reduce the tension.

Tension is the difference between the consumer's present state and some ideal state.

Biological versus learned needs

Biological

- *Drive theory* focuses on biological needs that produce unpleasant states of arousal, e.g. stomach rumbling when you are hungry. We are motivated to reduce the tension caused by such arousal.

Learned

- *Expectancy theory* suggests that behaviour is largely governed by expectations of achieving desirable outcomes – positive incentives rather than pushed from within.

Needs versus wants

The particular form of consumption used to satisfy a need is called a want.

Biogenic needs – people are born with a need for certain elements necessary to maintain life, e.g. food, water, shelter, etc.

Psychogenic needs – are acquired in the process of becoming a member of a culture, e.g. status, power, affiliation, etc.

Difficulty in distinguishing needs and wants

What part of the motivation is a psychogenic need and what part is a want?

Both are formed by culture.

Motivational conflicts

- *Positively valued goals* – consumers are motivated to approach the goal and will seek out products that will be instrumental in attaining it.
- *Avoiding negative goals* – consumers are motivated to avoid a negative outcome structuring their purchases or consumption activities.

Cognitive dissonance

- Premise that people have a need for consistency and order in their lives and that a state of tension and conflict is created when beliefs or behaviours conflict with one another.
- The conflict may be resolved through cognitive dissonance reduction where people are motivated to reduce this inconsistency and eliminate the unpleasant tension.

Types of motivational conflict

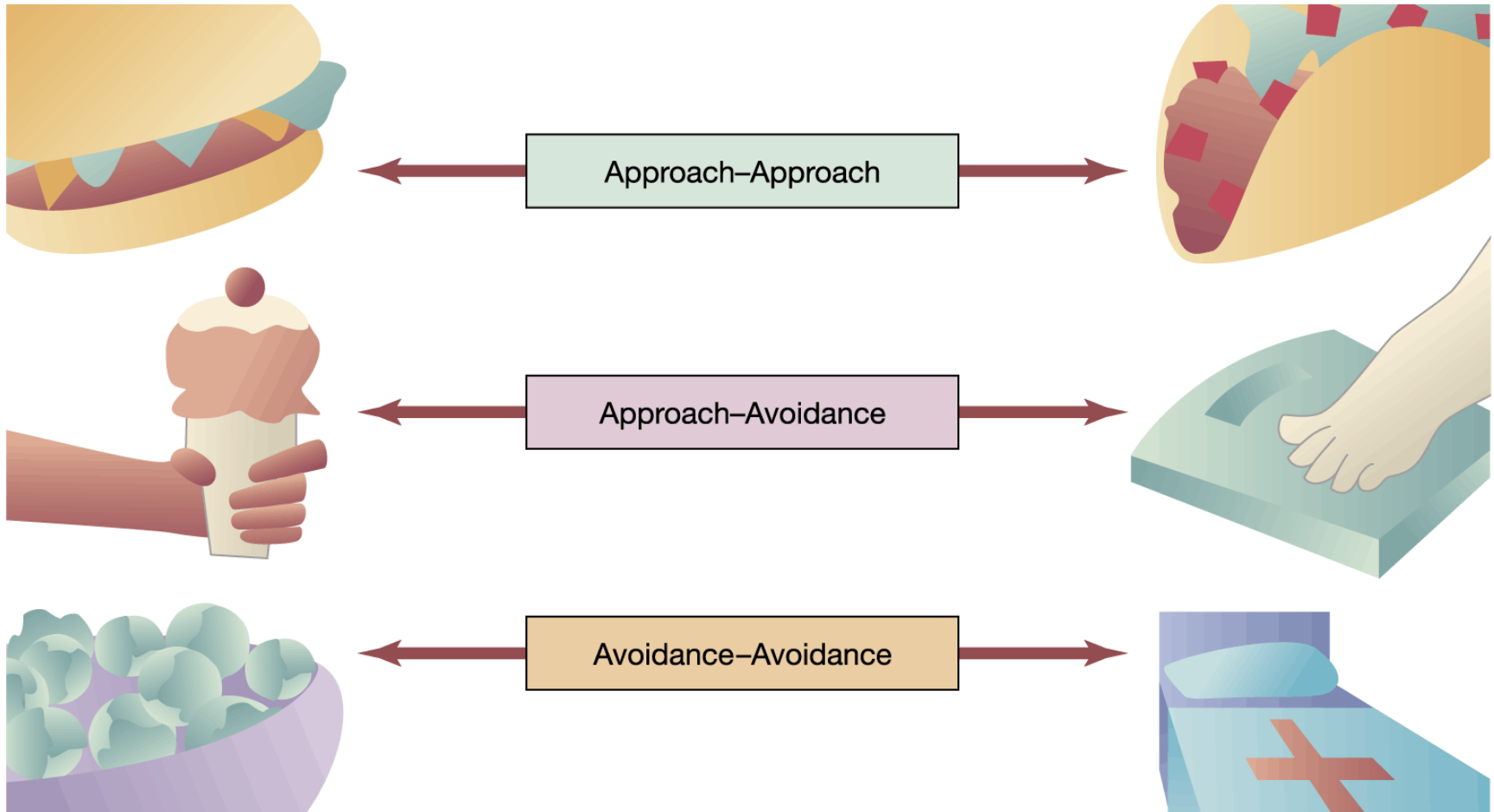


Figure 4.1

Maslow's hierarchy of needs (1 of 2)

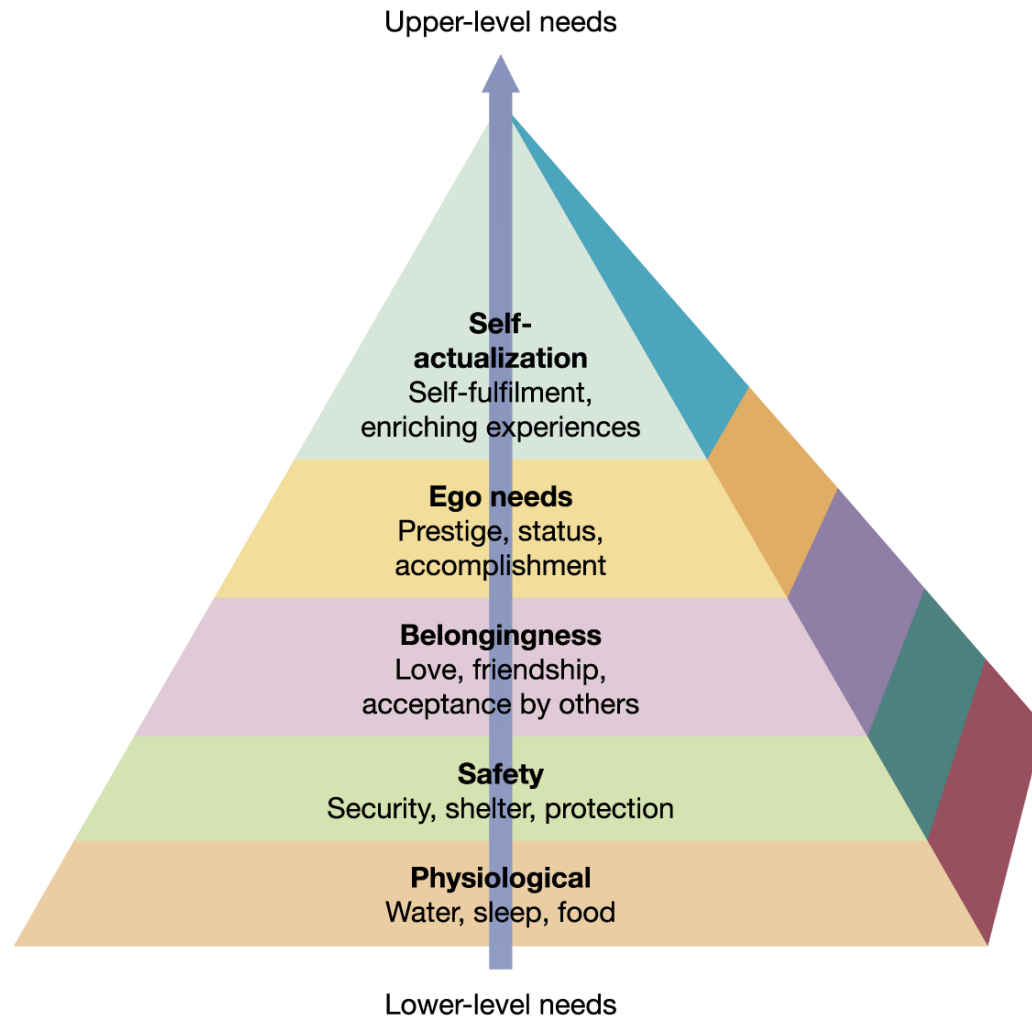


Figure 4.2

Maslow's hierarchy of needs (2 of 2)

- The hierarchical approach implies that the order of development is fixed.
- Approach often adapted by marketers because it indirectly specifies certain product benefits that people might be looking for depending on their stage of development and/or environmental conditions.
- Approach does have problems.

Maslow's hierarchy of needs - the problems

- The ultimate state in the hierarchy is difficult to achieve.
- Certain needs can be placed in different areas of the hierarchy, e.g. eating is necessary for survival but it is also a social act and so can be placed further up the hierarchy.
- It is culture bound.

Classifying consumer needs

- Henry Murray- delineated a set of 20 psychogenic needs that result in specific behaviours.
- Other motivational approaches have focused on specific needs and their ramifications for behaviour.
- Need for achievement.
- Need for affiliation.
- Need for power.
- Need for uniqueness.

Freudian theory

- The idea that much of human behaviour stems from a fundamental conflict between a person's desire to gratify his/her physical needs and the necessity to function as a responsible member of society.
- The struggle is carried out in three internal systems:
 - id (immediate gratification, directing a person's psychic energy towards pleasurable acts without regard to the consequences).
 - superego (the person's conscience working to prevent the id seeking selfish gratification).
 - ego (mediating between the other two).

Consumer desire

- Desire captures the seductive spirit of the positioning of many contemporary brands.
- Desire has interesting relationships with control – control can kill desire or it can cause excess and lack of control over oneself.
- Desire is one way of dealing with very passionate consumers, stressing the emotional or irrational side of consumer behaviour.

Consumer involvement

- Involvement refers to a person's 'perceived relevance of the object based on their inherent needs, values and interests.' (*Zaichkowsky, 1985*)
- Involvement can be viewed as the motivation to process information. (*Mitchell, 1979*)
- The type of information processing that occurs ranges from simple processing where the basic features of a message are considered elaboration where the incoming information is linked to a person's pre-existing knowledge systems.

Types of consumer involvement

- *Cognitive involvement* – where a person is motivated to learn all she/he can about the product.
- *Product involvement* – the consumer's level of interest in making a particular purchase, which can range from inertia to very high involvement.
- *Message response involvement* (advertising involvement) – the consumer's interest in processing marketing communications.
- *Ego involvement* (enduring involvement) – the importance of a product to a consumer's self-concept.

An involvement profile

- The perceived importance of the potential negative consequence of a bad purchase.
- The personal interest a consumer has in a product category. Its personal meaning of importance.
- The probability of making a bad purchase.
- The pleasure value of the product category.
- The sign value of the product category.

Such profiles allows consumer researchers to capture the diversity of the involvement, construct and use involvement as segmentation base. Marketing strategists can assess the extent of the involvement with marketing messages and with the purchase situation.

Techniques to increase involvement

- Appeal to the consumer's hedonic needs.
- Use novel stimuli.
- Use prominent stimuli.
- Include celebrity endorsers.
- Build a bond with consumers by maintaining an ongoing relationships with them.
- Create a cult product that will command fierce consumer loyalty, devotion and high involvement with the brand.
- The internet has provided companies with new opportunities for creating loyal bonds with customers and the possibility to personalise products and services.

Values

A value can be defined as a belief about some desirable end-state that transcends specific situations and guides selection of behaviour. (*Schwartz and Blisky, 1987*)

People's values play an important role in their consumption activities, since many products and services are purchased because it is believed that they will help attain a certain goal.

Value characteristics

- In many cases values can be universal – desire for health, wisdom, etc.
- Values can change over time.
- Values can be challenged.

Value systems

- Every culture is characterized by its members' endorsement of a value system.
- It is usually possible to identify a set of core values, which uniquely define a culture.
- Beliefs taught to us by socialisation agents help form value systems.

Types of consumer values

- Efficiency – referring to all products aimed at providing various kinds of convenience for the consumer.
- Excellence – addressing situations where the experience of quality is the prime motivation.
- Status – where the consumer pursues success and engages in impression management and conspicuous consumption.
- Self esteem – situations where the satisfaction of possessing is in focus.
- Aesthetics – searching for beauty in one's consumption.
- Ethics and spirituality.

The Schwartz value survey

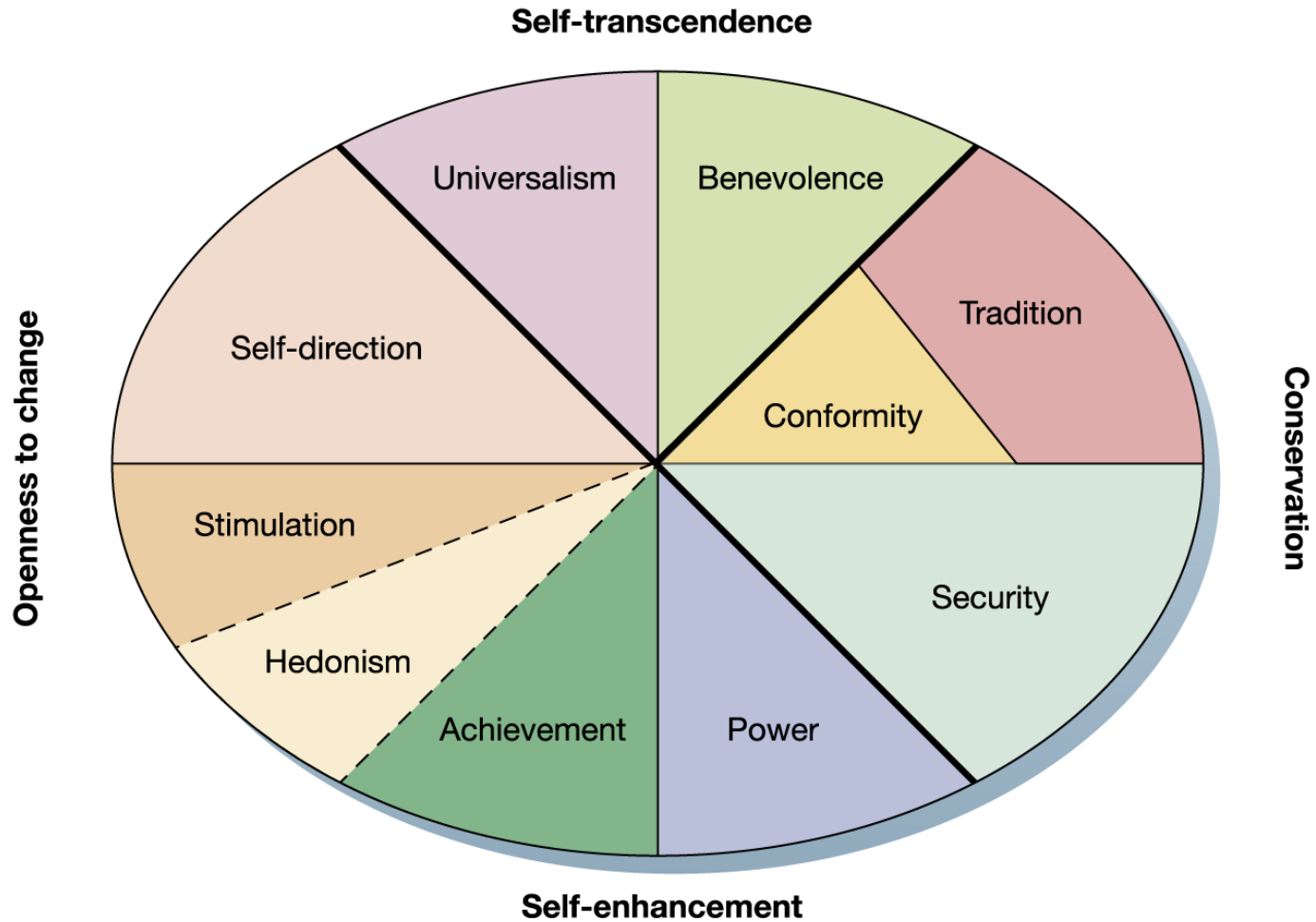


Figure 4.4

Contextualizing the 'why' of consumption

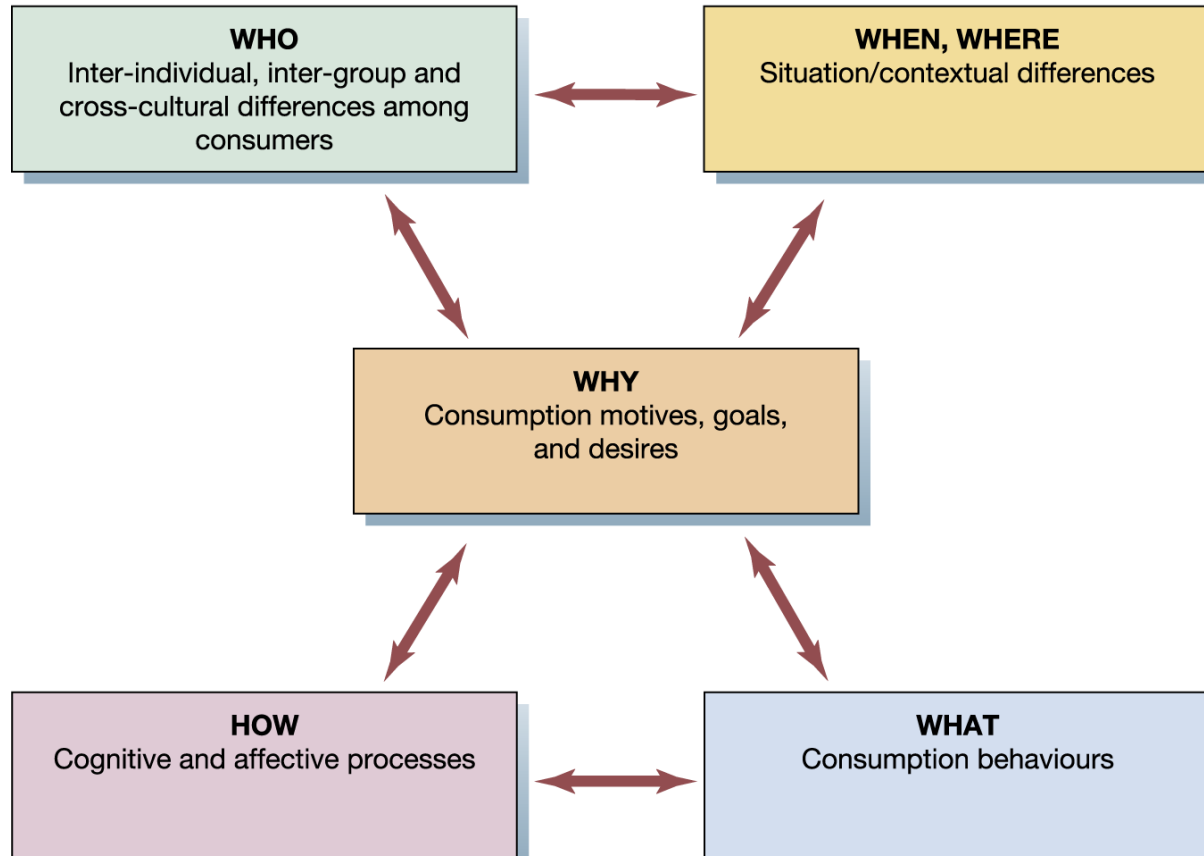


Figure 4.6

Source: Adapted from S. Ratneshwar, D. G. Mick and C. Huffman, 'Introduction', in S. Ratneshwar, D. G. Mick and C. Huffman, eds, *The Why of Consumption* (London: Routledge, 2000): 1–8.