

Consumer Psychology
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Lecture – 14
Motivation, Emotion and Mood

Hello friends, welcome to this lecture number 14 on the course on Consumer Psychology. Up till now what we have done is we have looked at a complete section one of this course, where we dealt with what is consumer behavior? And we looked at the this is the making process of consumers, that was section 1 2 9, from section 9 on verse comments the second part of this course where we looking at individual psychological factors related to the consumers and how these psychological factors modulate the behavior of consumers in to the marketplace and also effects marketer action into the market place.

So, in this pattern we started off by explaining perception and we explained both stimuli features which is product features and consumer features? And how these product features and consumer features or product parameters and consumer parameters affect consumer perception, effect how consumer makes decision into the marketplace?

So, we looked at stimuli features for example, color, we looked at stimuli features like taste, like feel, like smell and those kind of features and how these features actually drive the consumer to take action into the market place. We also looked at individual features, person related features, like thresholds the idea of Lyman or threshold, the idea of Webers law, the idea of stimulus discrimination and stimulus generalization and how these process or processes make consumer make a decision into the marketplace.

We also looked at how these perceptual factors of how a stimulus is encoded and a meaning is generated out of it that affects the marketer that influences the marketer action into the marketplace

Further to it we looked at other cognitive processes at higher level perception, for example, things like organization, things like categorization and how these processes shape the consumer behavior into the marketplace. Further to it we looked at price perceptions, quality service perceptions and other social perceptions which also play

important role into the decision making process of the consumer or which plays an important role in the behavior of the consumer and the marketer into the marketplace.

In the last two lectures, we looked at two important factors; one was memory and the other was learning. And so, memory and learning are very essential for consumer behavior why? Memory is that process which stores information received by the consumers into the marketplace. And so, this how this information which is in the marketplace about products, about brands, about brand benefits, about need arouses, about so, many other things related to the idea of consumer perception.

A consumer decision making how there processed categorized and stored into memory is important each step is important, both for the consumer as well as the marketer. For the consumer it is important because these processes will guide what he remembers from the marketplace what information he remembers and how he remembers it. And so, if he wants to remember a product what should he do what kind of processes should he do? It is important to the marketer in the way then, the marketers if they understand what does the consumer doing with the information given to them? They will have a better scope of presenting the information into the marketplace.

So, we looked at all the three process right from how is information stored, to how is information grabbed, to how is information retrieved and so, on. All the three sections of memory we looked at how or what processes accompany this memory or accompany this storing of information from the market place. Last lecture we looked at learning so, certain theories of learning and how these learning theories help the consumer learn about products or develop product believes about products and product benefits?.

So, we looked at two kind of learning theories, the non associative we looked at habitual purchasing and so, in those we looked at the probability theory of learning. So, it is like doing in action because, there is a habit or doing an action and then, non the associative theory of learning, where we looked at how classical conditioning and instrumental conditioning these two processes help the consumer in learning about products in acquiring information or products and storing them in memory.

With classical conditioning we also discussed instrumental conditioning and we differentiated what is the difference between them and which is a better form of conditioning? We also looked at modeling as a learning theory and how modeling or

sometimes it is called observation learning, how these effects consumer behavior or the idea of learning through observation how does that affect consumer behavior?

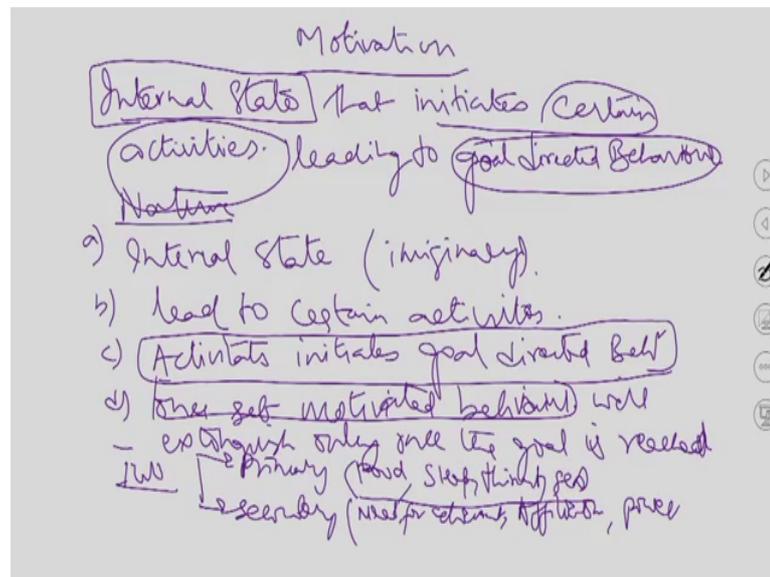
Further that we looked at cognitive theory, which is the last theory that we looked at where what we focused on is not learning by doing, but learning by thinking, thinking about how you do a particular thing or how a particular product is processed by you that helps. So, this is what we did up till now.

Now, today we are going to see another interesting psychological variable which affects consumer behavior into the market and this variable is very important. And the variable of interest for today's study is Motivation Emotion and Mood. And so, what we will do is we will divide this lecture into two parts, we look at motivation and part of emotion into the first part and emotion continuing mood and involvement in the second part.

And we look at how these psychological processes actually help the consumer make decisions in the marketplace or drive people or modulate the decision of consumer the reason of consumer into the marketplace. And that is very important because, these features have a major role to play in consumer behavior.

So, let us start a lecture and since we are describing about motivation, emotion and mood let us start first by looking at what is motivation? So, let us start with a preliminary idea of what motivation is some idea of what motivation is what is features? And then we will see motivation in the context of consumer behavior.

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So, what is motivation? Then, motivation is defined so, what is motivation, it is an internal state that initiates certain activities leading to goal directed behavior.

Let us try and understand what does it say here so, it is an internal state first of all. So, what is motivation? It is an internal state so; basically what happens here is that motivation is internal in nature. So, this definition by this definition motivation is something which is internal in nature, it is not external to people and what does it do?

Motivation it creates or it makes possible certain activities, it initiates certain activities what kind of activities, those activities which lead to a goal directed behavior right. You are hungry you want food and so, all those acts that you do to attain the food are activities which are initiated by the motivation of hunger right.

So, goal acted behavior is getting the food, all those activity is searching for places to get the food, searching for food types, searching for money to be spend and all those decisions that you take towards the food is what are the activities? And motivation is that state that difference between actual and real state that makes you look for food so that is what is motivation.

So, let us quickly look at this nature of motivation so, what do we understand from that from this definition. First of all motivation is an internal state and so, mostly it is

imaginary in nature nobody has seen motivation, it is imaginary it is hypothetical, but the effects of motivation is seen.

So, it is an it is a covert state, it is a covert act, a hidden act, which cannot be seen on it is own, but it is actions, but says influences can be seen in terms of behavior of people leads to certain activities. So, motivation generally initiates certain activities, when you are motivated you will not just stay, you will not be sitting idle. Motivation initiates activities certain kind of behavior in is initiated, certain kind of acts are initiated, certain kind of paradise some function or some kind of movements an initiated and so, that is what motivation does.

Motivation initiates activities and what are these activities do? These activities this initiates goal directed behavior. So, through motivation certain activities I initiated, certain this rest is initiated, certain physiological changes are initiated. And these physiological changes make you do certain behavior and these behavior leads to attaining a goal to acquiring a goal and this leads to activation of goal directed behavior.

The 4th thing one set or once initiated the motivated behavior will extinguish only once the goal is reached so, interesting thing. Once a motivated behavior is started more general cases, there are times where with task complexity motivation goes down. But generally speaking once motivation is activated once motivated behavior is activated it will only end, it will only finish once you attain the goal.

So, whatever goal is you are looking at and once you attain the goal only then motivated behavior is going to finish or it is going to stop. And so, this is what the definition of motivation is so, what do we learn? Motivation is an internal state first of all; it is an internal physiological change in the body which makes you do certain activities. These activities leads to certain behaviors, certain behavioral patterns, certain actions and these actions lead to you achieving a goal.

So, it is a driving force, motivation is a driving force just like the force that we study in physics, in Newton's law those forces which make a body move similarly, motivation is an internal force which makes a body move and not only move, but attain a goal. So, if in physics making a body move is to demonstrate distance covered or speed or velocity in psychology, this action leads to achieving certain goals, leads to achievement of goals and that is what motivation is all about.

And so, generally speaking there are two types of motivation, one is called the primary motivation and the second is called the secondary form of motivation. So, what is primary motivation? Those motivations which are very basic to are living it is called primary motivation. And so, these are food, this is sleep; this is thirst and sex basic motivation without which humans cannot move forward.

We will discuss this in when we discussed the idea of primary, secondary motivation when we discuss Maslow's hierarchical theory. And then, there are secondary motivations that is to be considered and these secondary motivations is some like need for achievement. So, you want to achieve something, the need to express yourself, the need to achieve certain goals, the need to prove yourself is one motivation, the need for affiliation, the need for power.

So, affiliation; is that motivation which makes people talk to other people be social that is need for affiliation and need for power; that need which makes you control other people the that needs which makes you express yourself, that particular need is need for power. And so, there are at least 7 or 8 needs which McClelland has an explained in terms of the TAT which is the Thematic Apperception Tests which is generally used for measuring these motivations.

So, this is a little bit about the psychology of motivation. So, let us switch back to applying this theory of motivation, applying this idea of motivation into the consumer prospect into the consumer behavior prospect.

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Consumer Motivation

Consumer motivation is one of the driving force of consumer behavior

The key objective of marketing communication is to motivate consumers to prefer and purchase

Closely tied to the concept of motivation is affective states which are emotions, moods and feelings

So, what is consumer motivation? The definition says consumer motivation is one of the driving forces of consumer behavior. So, why do consumers behave, why do consumers do certain acts in the marketplace, why do consumers do anything at all? The reason why consumers do anything, the reason why consumer buy products, the reason why consumer demonstrates himself by experiencing certain services is motivation.

So, motivation drives them to do act to make decisions, to make acts into the marketplace, to do something into the marketplace, change themselves from the actual state to the desired state and that is what is motivation. Now the key objective of marketing communication is to motivate consumers to prefer and purchase.

And so, what is the need for this marketing communications? These marketing communications are also called advertisements. So, what is the need for these advertisements? The need for these advertisements is to make people get motivated towards preferring and buying, towards doing comparison among brands into the marketplace.

And buying the one which satisfies there need that is the reason why these marketing communications are there. And so, there one key role of marketing communication is to motivate consumers, we look at this particular aspect of marketing communication in lecture number 18 and 19 there I will explain you more. So, closely tied to the concept of motivation is effective states, which are emotions, moods and feelings.

And so, with motivation once you are motivated to do something, closely related to this feeling of motivation this internal relation or internal drive or internal feeling of motivation is the concept of effective states, emotions and moods. So, once you are motivated, once you want to do something you either like it or you do not like it and this likeness or do not likeness is what are effective states and they can be expressed as emotions, expresses moods and expresses feelings.

And so, that is what we are going to see in the next part of the lecture, in the second part of this lecture of how motivation and emotions combined together to drive the behavior of consumer into the marketplace?

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Consumer Motivation

Consumer motivation is the *drive* to *satisfy needs* and *wants* (*physiological* & *psychological*) through *purchase* and *use* of products and services

Motives are *simple* (*food, water*) or *complex* (*status*)

Need satisfaction through consumer motivation has *five stages* - *need, drive, want, goal, behavior*

So, consumer motivation is the drive to satisfy needs and wants through purchase and use of products. And if you look into this definition what does this definition say is that, this consumer motivation is the reason, is the drive, is the force which makes or which leads to satisfaction of needs and wants.

So, these need satisfaction as you know, the first step in consumer behavior is to understanding needs and that is what we did when we looked at consumer decision making. So, one need has to be there, consumer should want something, if the consumer does not want anything if there is no difference between his actual and desired state the consumer will not act.

So, I need has to be aroused and so, motivation is that force which basically makes a consumer satisfy his needs and wants. And these needs and wants could be both physiological in nature or psychological in nature. A physiological need could be hunger. So, buying some food and a psychological need would be buying jewelry, which gives you that status, which gives you that esteem upliftment in the society.

So, it could be both psychological and physiological in nature and through purchase and how do they do this, how do they satisfy this need by making purchases and use of products and services?

So, they to satisfy these needs consumers going to the marketplace and purchase and buy what they buy products which can satisfy the need or they buy services which can satisfy their needs. So, product buying is going into the marketplace and buying a diamond ring is a product buying, going into the marketplace and subscribing for cable TV is service purchase. So, it could not be both purchase for products, as well as purchase for services.

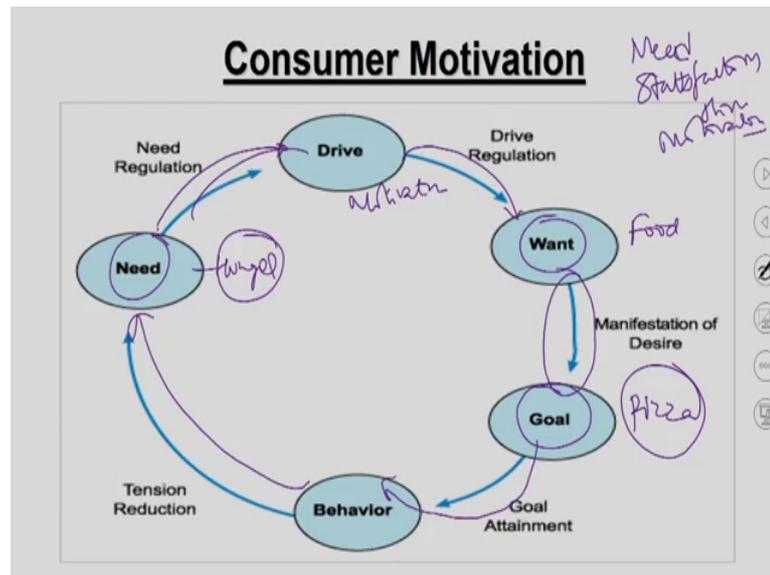
Now, we have discussed this before in the starting lecture itself motives are both simple in nature so, simple motive is food. Those motives, those drives, which make you sustain in this world sustained as a human being are called primary motives and these are motives for food, motives for water, motives for need.

So, drink, food, thirst, need all those sleep, sex, all those things which make you be a human which make you attain this humaneness or live your life in a simple way are called primary motives. And it is and in addition to this we have complex motives, which are achievement, status, power. So, these motives achievement is when you want to show yourself, when you want to prove yourself and it is achievement acquiring something, getting something becoming a professor, becoming a doctor this motive is achievement.

Power becoming the general manager of a company, where you have the power of everything, becoming student leader where you have the power to control people right. So, those kind of needs, those kinds of motives are called complex motivations so, motivations are both simple and complex in nature. And need satisfactions through consumer motivation has five stages. So, how does this need satisfaction actually take place through consumer motivation, there is a cycle and will describe the cycle will discuss the cycle.

So, motivation related need satisfaction, motivation driven need satisfaction have five stages into it. It starts with the rising of a need, to the arising of a drive, to satisfying a want, to attaining the goal of the want and the behavior to actually doing the want, five stages we will discuss this in the next slide.

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So, need satisfaction, need satisfaction through motivation is driven by this first stage. The first step in this process is understanding the need, let us take an example and try and understanding it. Let us say you are hungry, you have a need and the need is hunger, you want food you are hungry and that is the need.

So, what do you do any regulation has to be done, you have to regulate this need you are hungry and you have to become less hungry so, what do you do? A drive sets in a drive is that internal state that moves you towards lessening this need or lowering this need to the process of eating to the process of so, lowering this hunger to the process of eating.

So, this drive is a process which makes you do that, realize that I need to lower or I want to lower or I should lower this need. This leads to drive regulation in terms of want and so, this need then hunger drives you to wanting food. So, you are hungry, this has to be lower down so, there is a motivation, there is a drive, there is a force, which makes you want food because you know that how is this hunger going to go down through food.

And so, want is the process when you realize that food is going to the want is the process which is which makes this idea or which perpetuates this idea move this idea forward that by eating food this need will be satisfied and the drive is the process which makes you move forward and so, in our case it is the motivation.

So, this right regulation is in terms of one, this wants leads to manifestation of desires. And so, for manifestation of desire is I want to have food what kind of food? I want to have Chinese food, I want to have pizza, I want to have something else that kind of a thing.

And that is the realization of the goal I want food I want a pizza right so, start with a need, where you realize that you are hungry and so, you want food that leads to the drive, the force which makes you do something about it. So, that this hunger is lower down and that leads to the want of food. So, want is where the food comes in? This drive is the motivation, this leads to the goal, the goal is the specific type of food that you want to eat, meat a pizza be the Chinese food, be is Italian food be French food, Indian anything some food and this goal then leads to goal attainment how through the behavior.

So, you do something, you want pizza what do you do? Call up a pizza company look at leaflets of pizza which offer discounts, coupons work somewhere. All the companies look at TV ads, look at newspaper ads, think about from memory what all those pizza companies and then call them the one of them call up one of them and set the idea that you want pizza right.

And so, this through this behavior you attain the pizza, you eat the pizza that you have acquired and through that there is a reduction of tension, once, you either pizza you are no more hungry. And so, you reach to the initial state when needs are adjusted so, most of us the time the need is adjusted it is not changed. And so, once a change in need happens our drive sets in for you to do something about it, do a behavior which actually leads you to lowering or making this need come to baseline right. So, bringing it from where you where right, at the state where there is no need arousal there is no differences it is happening.

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The slide features a title 'Using Behavior Models To Explain Motivation' where 'Behavior Models' and 'Motivation' are circled in purple. Below the title is a bulleted list: 'Maslow's hierarchy of needs' (circled in purple) and '- Personal growth through the identification and satisfaction of a hierarchy of needs, from the basics of food and shelter to sophisticated psychological desires' (with 'hierarchy of needs' in red and the rest circled in purple). A vertical toolbar with navigation icons is on the right side of the slide.

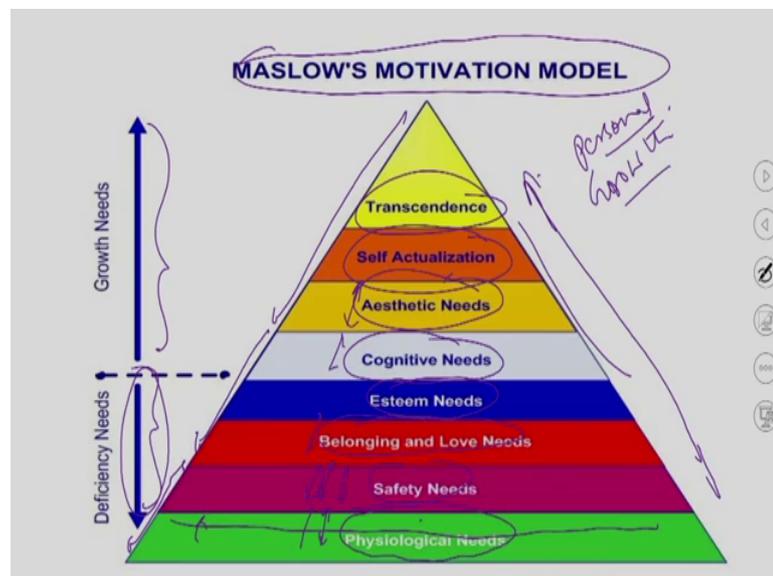
So, there are certain behavioral models of this need and will take in three different models and try and explain how these behavioral models of motivation or these behavior models explain motivation in terms of the consumer context? So, the first model that we are going to look at is called the Maslow's hierarchy of needs, it is a very interesting model given by Abraham Maslow in the early part of the 19th century.

And it is a very powerful model not only this model is used in social psychology, but this model is also used in consumer studies, this model is used in motivational studies and it is also used in marketing studies and all kind of studies. So, a very powerful very basic model of consumer motivation it describes how consumer motivation progresses or what is the way in which consumer motivation progresses?

So, what is the essence of this model? It says that personal growth through the identification and satisfaction of a hierarchy of needs. And the key word here is that people achieve personal growth or self actualization by moving through a hierarchy of needs. There are needs that people have and these needs either when partially satisfied or fully satisfied. It makes you move from one need to the other need till the point of time you acquire the highest need of all which is the need for beauty, the need for self actualization, where you express yourself and this also shows how you move from basic needs to more complex needs how does this movement really happen right.

And so, within this process is explains how people grow through this process of moving from one need to the other to the other to the other. So, basically your life anybody's life can be explained through this Maslow's hierarchy of need from the basic or the food and shelter needs to sophisticated in physiological or psychological desires. So, basically how you move from physiological desires, to psychological desires and what makes you move from one need to the other that is what Maslow's explains. How do people who want food, how do they move from wanting food to appreciating beauty or working towards world peace or acquiring their maximum at showing their best potential how does that happen?

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So, let us look into this model, how does this model really works? And so, this is the Maslow motivational model and as you see this is the growth need and this is the deficiency need. So, these are the first once are the physiological needs, lower order needs, this is middle order needs and these are the higher order needs.

So, how do people move from one to the other is what we are looking at? What Maslow says is to start with initially people are stuck with physiological needs to start with at any person's life he stuck with the first need that you wants to get over with is the physiological need getting food, getting water, getting sleep that is a physiological need.

To a first of all people satisfy this need, if you are hungry you cannot think of making friends, you cannot think of appreciating beauty, you cannot think of inviting people to

your home, decorating your home because you do not have a home. So, the first step is acquiring food, a good way to understand this is looking at beggars. Now if you look into them they do not have shelter, they do not have friends, they do not have that kind of a thing and so, the most important thing in the life is food and water that they have today.

So, how do I acquire food and water today that is important the first step, the first need. The second need is safety needs so, once I have food and water for today how do I acquire some people move from this need and the that is why you see this is the highest, this is the pyramid and this pyramid the base the highest area is covered by physiological needs. Most people are stuck at this need, but once you move from this need once you have food and water for today you move into the second part of it which is called the safety needs.

So, once you have water in food for today, you look for water in food for tomorrow, maybe for the month, maybe for the year, maybe for something else, you look for shelter, you look for a place safe place to see so safety. Once you have basic physiology set satisfied you look for safety needs, for what will happen tomorrow how I can be safe how I can progress further that kind of a thing?.

And so, once this satisfied this safety needs are satisfied once you have food in water and once you have a shelter and safety for tomorrow, people engage in to something called belonging and love needs. And so, once you have food now, you have food for tomorrow, you know that for the past upcoming month you have food you need not worry about it, people think about belongingness need and love needs.

So, now people want to talk to other people make friends with other people, love have this feeling of joy that kind of a thing before that the social interactions are not there. And further on is the esteem needs, when people have other people, people meet with other people, they have this food for today, for tomorrow have a safety, have friends they have this self esteem to show there I have esteem to so, that I have the self image.

The concept of self develops; the concept idea about who you are develops? Questions about that expressing yourself showing a self esteem those needs develop. And from then comes in the cognitive needs, the needs to think the needs to reason, the needs to make decisions that kind of needs comes in. And once you have into these needs you move

further towards aesthetic needs and as you move from this the base of the pyramid towards the top most people acquire something called personal growth.

So, once you move from here to here personal growth as you are here there is no growth, there is no personality, there is no self concept, there is no self esteem, there is no an idea of who you are that kind of a thing. But as you move along this pyramid; this idea or sell this idea of growth, this idea of oneness with yourself and that kind of thing moves in.

And so, when you have once you have this cognitive need comes the idea of aesthetic needs, where you start appreciating beauty. You look for things which gives you power appreciate then environment, appreciate things which are beautiful, which are expressive, which are emotional, which are aesthetic and so on and so forth.

And from there you move to the self actualization need, this is the need when you do not want anything from the world, you have acquired everything you have everything and you want to express yourself. To attain the best of what you are, to attain who you are to show who you are to the world, to attain things to the best of a capacity and that is called the self actualization need.

And further on there is something called the transcendence, this is where you make yourself one with the god you think about higher powers, you think about spirituality that kind of a thing you become free of the world and you attain this mean. And so, very few people actually move through this progress and as you know that most people are stuck with the deficiency need so, this is how mean need explain by Maslow.

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Using Behavior Models To Explain Motivation

- Dichter's major consumption motives
 - These stem from a study conducted by Dichter on behalf of Procter & Gamble
 - The study was on finding motivations behind purchase of ivory soap
 - Dichter concluded that bathing as a cleansing ritual has a symbolic appeal signifying purification from taints. He proposed 12 key motives to consumption

There another model which is more focused on to the consumer psychology is earnings dichters model of consumption motives. So, what is dichters major consumption motives or dichters model of consumer motives? So, who what how did it all start? Dichters was actually working for a company called proctor and gamble.

And he study with proctor and gamble lead to the understanding of these basic consumption motives why do people consume things? Because of certain motives and so, this identification of these consumption motives they were developed through his study with proctor and gamble. What was the study? The study was on finding motivations behind purchase of ivory soap why do people purchase ivory soap? That was what proctor and gamble was a company which was benefiting to manufacturing this ivory shop.

And so, they did put it into the market and what proctor and gamble wanted to know is why are people buying it? So, they hired or in his nature who was as actually a psychologist to find out why people are motivated, what is the reason for the motivation, what is the main drive behind buying this product and what did he find? He concluded that bathing soap as a cleansing ritual has a symbolic appeal signifying purification from taints. He believed that people buy this ivory soap because; they want to cleanse themselves from teens from worldly displeasures.

They want to move away from all wrongs that they had done and this idea of washing themselves is actually a process of cleansing it is a cleansing ritual. And the slope represents a method of cleansing their souls that is what they remember and so, what that is what he said. And so, he found out that is the reason why people are actually buying products or ivory soap.

Now, he propose from his study he proposed 12 key motives on consumption. So, he gave an hour list or 12 key motivations which are there and how these key motivations reflect different behavioral patterns?

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Consumption Motives	Examples
1. Power-masculinity-virility	Power tools, hot rods, coffee, red meat, heavy shoes, razor
2. Security	Ice cream, home baking, hospital care
3. Eroticism	Sweets, gloves, red convertible sports car
4. Moral purity/cleanliness	Soap, cotton fabric, household cleaning chemicals, oatmeal
5. Social acceptance	Ice cream, coffee, toys
6. Individuality	Gourmet food, foreign cars
7. Status	Scotch whiskey, fashionable clothes, luxury cars
8. Femininity	Cakes, cookies, dolls, silk
9. Reward	Candy, ice cream, cigarettes, alcohol
10. Mastery over environment	Kitchen appliances, powerboats, sporting goods
11. Social connectedness	Home decoration, morning radio
12. Magic-mastery	Drinking soup when sick

So, this is the consumption motive and this is an example. And so, 12 profit there is the first motive that he explained is power which is muscular muscularity and virility. And this is expressed somebody extra express power what is the behavior that he is going to do, what are the examples of showing this power motivation? Through buying power tools, hot rods, coffee, red meat, heavy shoes, razors, all these products demonstrate the satisfaction of this muscular need, power need. For security; ice creams, home baking, hospital care are those examples which demonstrate security consumption motive.

The eroticism consumption motive; is demonstrated in products or service purchases of sweets, gloves, red convertible sport cars and so on and so forth. Eroticism that feeling of heighten supremacy that is demonstrated by this. Model purity or cleanliness this is

demonstrated by the purchase of soap, the purchase of cotton fabric, the purchase of household cleaning chemicals and oatmeals.

And all of them demonstrate the consumption motive of moral purity or cleansing why do people eat oatmeal? To cleanse themselves, to demonstrate that they are not eating satiric foods which are high on calories as happening foods and so, they are not eating that oatmeal is a heavenly meal, it is light it is something that does not give you acid burned reflexes.

And so, this oatmeal eating oatmeal is cleansing yourself cleansing your body that kind of an idea is there. Social acceptance demonstrated by ice creams, coffees and toys individuality is expressed by Gourmet food, foreign cars. Status is explained by the purchase of scotch whiskey, fashionable clothes, luxury cars that demonstrate status so, buying a luxury car is actually demonstrating your motive for status, for one over the above, one over the other. Femininity needs in terms of cakes, cookies, dolls silk, those motives.

Reward explain in terms of candy, ice cream, cigarettes, alcohols these food products, these products actually give you the sense or motivate you to believe the sense of reward getting something pleasant by doing something good mastery over environment, kitchen appliances, power boards, sporting goods. Social connectedness in terms of home decoration, morning radio and lastly the magic mastery in terms of drinking soap when sick, so, several 12 basic consumption motive why people consume this and examples of it.

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Using Behavior Models To Explain Motivation

- Sheth's consumer motives
 - Developed *classification scheme* to predict consumer decisions in travel
 - Isolated *five dimensions* of motivation each oriented to the *achievement of specific goals*
 - Functional (*utility*), aesthetic/emotional (*appearance*), social (*status*), situational (*benefit*), curiosity (*interest*)

There is another interesting theory which was put forward by Jagdish Sheth and he gives certain motives, certain consumption motives. So, Sheth's consumer motives are five in number and he developed this motive while working for a travel agency looking at why people buy tickets and how do people like to travel from one place to another? So, he was working for these area companies and this travel company and so, he developed these motives.

So, it was developed classification scheme to predict consumers decision in travel, it was developed from this classification scheme of consumer travel. So, what he did was Jagdish Sheth isolated five dimensions of motivation each oriented to the achievement of a specific goal. So, five dimensions of this motivation right and each dimension expresses an achievement of a specific goal.

So, one motive one dimension of motive explains a particular goal, a particular achievement. So, five dimensions are functional dimension which represents utility the goal, aesthetic or emotional dimensions, which represents appearances, social dimensions, which represents status, situational dimension which refers represents benefits and curiosity dimension which represents interest.

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Motives	Examples
1. Functional	Purchase of a car because of its gas mileage, reliability, roominess, safety, etc.
2. Aesthetic/emotional	Purchase of a car because of its style, color, shape, etc.
3. Social	Purchase of a car because it has an image reflecting a reference group
4. Situational	Purchase of a car because it was heavily discounted
5. Curiosity	Purchase of a car because it is a new experience

And an example of this is functional motives; the dimension of functional motives which represents utility is expressed by the purchase of a car because of its gas mileage, reliability, roominess and safety. So, if these are the reasons if you are buying a car, because of it is gas mileage or reliability or safety you are demonstrating the functional motive.

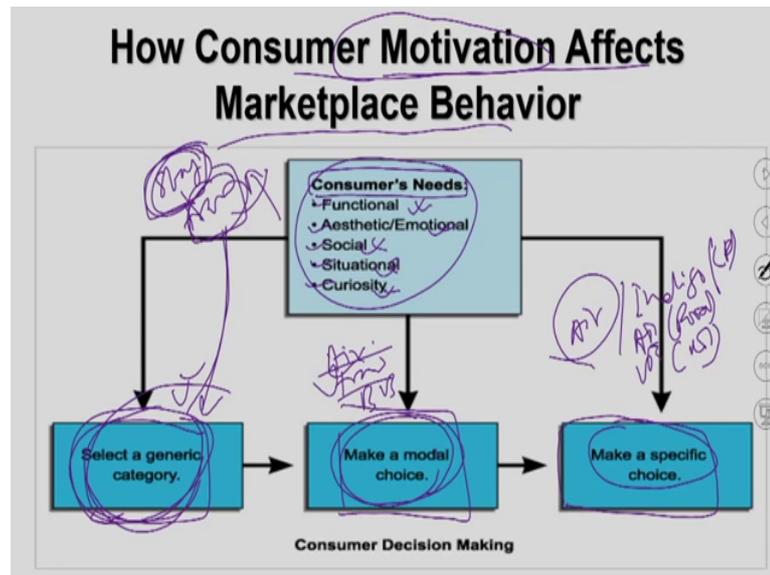
Aesthetic and emotional motive is expressed by the purchase of a car because of its style, color, shape. So, if you are buying a colored car for it is style for the shape that it has, for the color that is as for the design that what is motivating you to buy the car? The reason behind your motivation the dimension of motivation is basically emotional.

Social represented by purchase of a car because it has an image reflecting a reference group, you buy a car because, friends of yours have that particular car or all professors have that particular car. And so, you are buying it that represents the social motive, the motivation the consumption motivation of social dimensions into here to be oneness with others and that kind of a motive is here.

Situational motive and so, this is purchase of a car because it was heavily discounted, you bought a car because it was a sale, it was a festival sale going on. And so, it gave you huge discounts to buy the product and so, when you buy that because of that the motive primary motive in action is the situational motive. And lastly is the curiosity motive which is the expressed by if the car is purchase because it has a new experience.

So, through the purchase of car and the reasons behind that we can explain the same purchase in terms of five different dimensional motives of Jagdish Sheth that is what he says? He says that the same car purchase the reason behind the buying will express what motives is being demonstrated in buying the car.

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So, how consumer motivation affects marketplace behavior so, we look at consumer needs are functional in nature, aesthetic in nature or emotional in nature, social in nature, situation in nature and curiosity in nature and these needs to selection of a generic category. So, the first thing that happens when you have a need arousal and a motivation to fulfill that need to move to lower that need you start by selecting a generic category of product.

And then finally, making a model of choice for example, if the need is moving from one place to another you are planning a holiday and you want to lower this need. So, the first step that you do is selecting a generic category, for example, the state of boredom that is that you are feeling at home, how should you how should you manage that, how should you tackle that? And there are two ways to do it either stay at home or travel and so, staying at home is one motive travel is another motive.

So, so, selecting a general category is deciding to travel. And then making a choice model of choice so, if travel it is what you are looking at a model of choice will be how you would like to travel, would you like to travel by air or would you like to travel by

train or you would like to travel by bus so, model of choice. So, travel is what you want? I have selected a general category travel is what I want to do to lessen the boredom rather than sitting in home and partying

So, next step in consumer decision making what motivation how it works is? It is choosing a model so, I choose air and then making a specific choice. So, three steps are there how consumer motivation affects consumer market place behavior? And the third is making a specific choice. Now, I have decided to travel and I have decided to travel by air, then I decide which air should I be taking? Should I be taking indigo because, it is offering me, less fare or should I be taking air India, which is offering me food complimentary food, but no less fare or should I be taking Vistara, which is a status symbol or so on and so forth.

So, what more of air I am making a choice a particular category making a specific choice is what is the third. So, this is a making process starts by selecting a generic category, first of all this consumer need has to be addressed by one of the motivations. So, it could be functional motive, it could be an aesthetic motive situational motive social or curiosity or whatever the reason.

And so, starting with this understanding this it starts with identifying the motivation or how to lower the desire or to how to lower the need the need reduction starts way focusing on whether you want to stay at home or you want to travel. So, if you want to travel you select a generic category of travel and then you make a model choice of how do you want to travel? Because, you do not want to stay at home for reducing this boredom, this is the need at present. And so, what you do then is decide a particular specific choice which airline you are taking.

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Influence on Consumer Conflict Resolution

- In an **approach-approach conflict**, the individual faces a dilemma of choosing between or among alternatives—or approaches—that seem equally attractive
- In an **approach-avoidance conflict**, the same goal has both positive and negative characteristics
- An **avoidance-avoidance conflict** involves choosing between two undesirable alternatives

Now, influences of consumer conflict resolution, motivations and number of times into the marketplace can lead to a large number of conflicts. Now there are some kind of motivation which actually lead the consumer getting into conflicts. And so, this conflicts or conflict resolution is another thing they has to be explained or how motivation creates this conflict and how it is reduced.

So, there are three types of conflicts into the marketplace in or any motivation can lead to three type of conflicts. In approach conflict the individual faces a dilemma of choosing between and among alternatives or approaches that seem equally or attractive.

So, two things you have a coffee and a cookie, a muffin both approachable you want to buy both, but then you do not have enough money to buy both. So, approach approach motive or to take a travel towards apart the certain place and also to save money so, approach approach motive. If you take a travel money will go so, you want to save money as well and take a travel this is approach approach conflict.

So, what should you do? And the conflict resolution could be in terms of taking one of them. And so, how does the marketer lowers this motive by demonstrating one more approach or one product or one service of product that you are looking forward for you are approaching two more desirable.

So, you can say that travel is easy, travel is of no cost and so, you can save money while traveling that way it can be reduced this motivation or this type of conflict. So, approach conflicts happens when two desirable things are there in front of you and you want both of them. So, how do you choose between them? What can the marketer do here? He can make one of the taken provide information in such a way that one of the choice becomes more appealing what other choice and the decision becomes easy. So, two things which you want and both are appealing is approach conflict.

The second type of conflict is approach avoidance conflict the same goal has both positive and negative characteristics you want to travel, but that will take away your savings. So, should you travel or should you not, this case is what the country resolution could be the marketer can provide you enough evidence or enough reasons of why you should travel and how this is not going to harm your expenses.

In the first case, if two things are approachable, if two things that you like are within your reach how do you make a choice? Marketer can lead to our product manufactures can lead to more information, more appealing information, more benefits, more coupons on one of the product. And that way you choose one and avoid the other. In approach of what is conflict when the same motive, when the same buying decision when the same goal has both positive and negative consequences.

For example, if you travel, it will initiate money or it will take money, but then what will happen is? Your savings will go down and in these cases what the manufacturer can do or what the product service person can do the marketer can do is? He can give you enough reasons of why you should travel and how travelling is not going to take a lot of toll onto your funding or your financial situation.

And then there is something called avoidance or variance conflicts in invokes choosing between two undesirable alternatives, you want to get new tires for your car, but they are very expensive. So, expensive is one thing and you do not want to buy new rider tires the car, but if you do not get new tires for your car maybe in the rainy season you slip the car will slide more.

So, two motivations where you are avoiding you want to avoid both of them. So, you do not want to get into a problem neither you want to spend money what the manufacturer can do here? What the marketer can do here? Provide enough information so, that the

consumer makes this choice of buying. So, he could put an ad saying that of course, you are putting more money, but this more money goes to safety and so, safety first kind of a thing.

So, an ad where his product is not in such a way that the consumer does not have why him in the goal right so, the both are negative decisions, both are avoidance decision the goal is avoided in both the ways to avoiding goals. You do not want to spend money in buying a car tire, but, if you do not buy you will get through a skid, you will get through an accident.

And so, on to lower this avoidance avoidance or to make you favor a particular brand purchase the manufactures can put an ad which shows or which confirms the buyer that if you do not do this then, safety is more important than money kind of a ad.

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Influence on Consumption Patterns

- Motives, once activated, shape resulting behaviors
- 1. Motives for getting started include curiosity, thrill seeking, social compliance, and a desire for adventure
- 2. Motives for sticking with the activity include efficacy, the creation of a new self-identity, group camaraderie, and heightened experience

The slide contains handwritten annotations in purple ink. A large oval encircles the title. A smaller oval encircles the first bullet point. A handwritten note 'Bungee jump' is written next to the first bullet point. Arrows point from this note to the words 'curiosity, thrill seeking' in the first numbered point. Another oval encircles the words 'curiosity, thrill seeking' in the first numbered point. A third oval encircles the words 'efficacy, the creation of a new self-identity, group camaraderie, and heightened experience' in the second numbered point. The slide also features a vertical toolbar on the right side with various navigation icons.

So, influence on consumption patterns motives one activated shape resulting behavior. So, once you have a particular motive this shapes how you consume a particular products and so, product cons consumption is a lot dependent on motivation or the drive.

Motives for getting started include so; if let us take the example of bungee jumping. So, the consumption process of bungee jumping, why do most people do bungee jumping or gliding or deep sea diving to attain thrills? What is the motivation behind it, it is risky

people should not do it. So, this consumption pattern how is motivation what kind of motivations are there, which make people do this kind of a thing.

So, what is the influence of motivation of consumption patterns? Basically motives for getting started into these kind of acts they include curiosity, thrill seeking, social compliance and the desire for adventure, why you should do this? You should do when you are one of these. For example, gliding or deep sea diving you do that because, the motive behind is curiosity, thrill seeking, social compliance. Because, other people are doing it you are curious to know what is going on what is going on inside see a new goal altogether you have you want the trill to do it and the desire for adventure and that is the reason we are doing here while you are doing it.

Once you get into that, once you think about or once you are confirmed doing this act the motive for sticking with once you start this act, the motive for sticking with the activity include efficacy. You do not want to show yourself as someone who is not efficient enough, the efficacy the self growth, the idea that I can do it kind of a thing, that idea of self esteem that is the reason why you stick away.

The creation of a new self identity, group camaraderie and heightened experience you want to stick with it to one started into one of these motives of let us say deep sea diving. You start it because you are curious, but you stick with it because, you do not want to say that you are a runner or that that idea of self identity the idea of group camaraderie and so on and so forth makes you stick with it.

And so, as you in the consumption pattern itself, in consumption of a product through one stage to another that to motives keeps on changing and that is what we want to highlight here.

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Influence on Consumption Patterns

Motives for increased involvement include

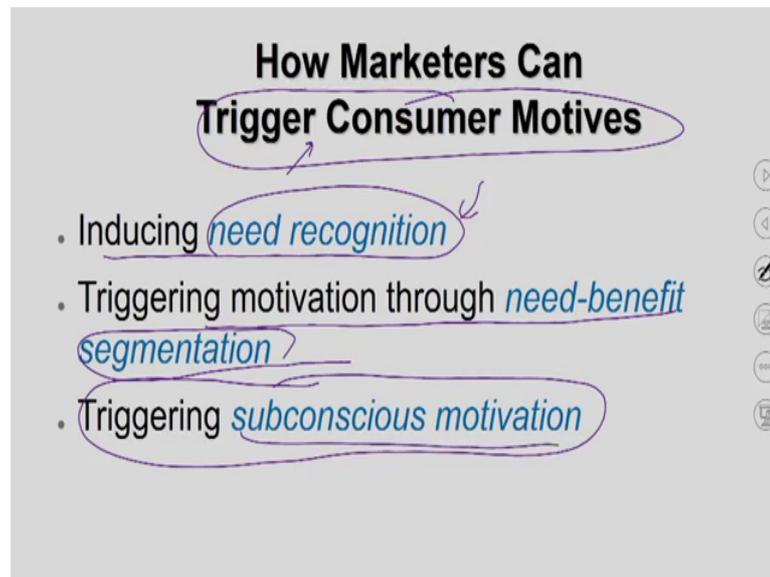
- flow** (a need for intense experience with thrill and excitement)
- Communitas (a need for a sense of community)
- Phatic community (a need for a special means of communication or language that helps the bonding process and that excludes those who do not share the experience)

The slide includes a vertical navigation bar on the right side with icons for back, forward, search, and other navigation functions.

And then, motives for increase involvement or why you want to do it again go through the actual experience is because of flow and need for intense experience with thrill and excitement. You stick with it and you go through it again and again is because of the motive of flow, which is a lead for intense experience with thrill and excitement or communities which is a need for of community. Because, you want to be with that community or a phatic community a need for a special means of communication and language that helps the bonding process and that excludes those who do not share that experience.

So, that that in group out group kind of a thing that within group cohesion that being a part of the group, being a part of an elite group is the reason why you stick with it and you do it again and again. And so, as I what we explained here is that how does this motivation actually take forward, how this is motivation actually moves forward and how in motivation x influences consumption patterns?

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So, how do marketers trigger consumer motives, what is the way in which marketers actually trigger consumer motives, how do they start consumer motives or start basically start the process of consumer motivation in using need recognition, what the marketer can do? A start a you need, new recognition for example, when ipads came in nobody wanted it.

But apple started this need recognition this idea that you need an ipad, it is neither a laptop nor a phone in between kind of a thing, it helps you do this it helps you do that and need artificial need was created and a motivation for it was created. And so, that is what new products or when people come up with new things and you need is created although nobody needed it and nobody needs it that the phablet market or tablet market is not very good you did not catch up so, one of the failed products. But then, a deed was created and so, people bought it at times right and so, one that idea one of the ways in which because, your marketers can trigger consumer motive is by need recognition.

Triggering motivation through need benefit segmentation, the same product can be advertised differently for example; the same car can be advertised for old people. So, BMW advertises the same car to a different segment expressing a different need. So, old people buy BM BMW because, the classic car it gives you status. But for young people the same BMW car is offering you oneness, is offering you enthusiasm, is offering you

the sense of thrill, is expressing is delivering you that gratification of adventure that that is the reason why you are buying it,

And so, the same car is expressing this thing and lastly you can trigger subconscious motivation So, subconscious motivation is sometimes triggered by manufacturers for example, hidden motivations or things, which are not at the surface that is triggered by consumers things like buying jewelries, subconscious motivations. For example, the need for expressing ourselves to jewelry that kind of thing is expressed or it is initiated by the consumers.

So, what we did in this particular lecture is we looked at an important aspect of psychology which is consumer motivation, consumer emotion, which we will do in the next lecture emotion, mood and involvement. So, we looked at primarily yet motivation and we described motivation as a desire or drive which makes you do certain acts to achieve a certain goal and that is what motivation is all about.

So, we looked at what is consumer motivation, we defined it what motivation is and we looked at the models which are out there. So, we eat Maslow's model, be dichters model or be its Jagdish Sheths model which explained how consumer motivation is expressed in the marketplace.

Further to it we looked at how does consumer motivation shapes consumer decision process and post purchase evaluations in the marketplace. And further to it we also looked at how these consumer motivations are triggered or a set on by the marketer, what does the marketer do? To start these consumer motivations.

In the next lecture in this series we look into the idea of emotion and mood and how emotion and mood play a role in consumer behavior in consumer decision process, in consumer action into the marketplace.

So, for now, it is thank you from here.