

**Consumer Behaviour**  
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**Lecture - 13**  
**Consumer Needs and Motivation Emotions and Mood Consumer Involvement**

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<b>MODULE 6:</b>	
<b>PSYCHOLOGICAL INFLUENCES ON CONSUMER</b>	
<b>DECISION MAKING (19 hours)</b>	
6.1	Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement
6.2	Consumer Learning
6.3	Personality, Self-concept and Self-image
6.4	Consumer Perception, Risk and Imagery
6.5	Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change
6.6	Consumer Communication

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Today, we will begin with the sixth module of this particular course, a called consumer behavior. This particular module will actually be covering in 19 hours. This module, particular module is titled psychological entrances on consumer decision making. I did mention in my introductory lectures that there are two kinds of influences which impact consumer decision making and buyer behavior, these are the psychological influences or individual determinants, and the sociological influences or the group determinant. So, the next two modules basically deal with the psychological influences and the sociological influences. This particular module which is module 6, will speak of the psychological influences on consumer decision making, and we shall be covering this module in a total of 19 hour.

We will be covering six topics in this particular module, we will start with consumer needs and motivation emotion and moods and consumer involvement, so this will be the first topic in this particular module. Then we will discuss consumer learning, there after we will speak of personality self concepts and self image, then we will speak of

consumer perception and risk imagery, we will talk of consumer attitudes, belief, affects its attitudes, and intention attitude formation, and attitude change, and finally, we will be speaking about the consumer communication. So, these are the six topics which will be speaking of this particular module.

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<b>MODULE 6.1:</b>	
<b>CONSUMERS NEEDS &amp; MOTIVATION, EMOTIONS AND MOOD, CONSUMER INVOLVEMENT (5hours)</b>	
6.1.1	Definition and Meaning of Consumer Needs and Motivation
6.1.2	Nature and Diversity of Consumer Needs, Goals and Motivation
6.1.3	Motivational Theories and their Implication for Marketers
6.1.4	Motivational Research and its Applicability: Implications for marketers
6.1.5	Definition and Meaning of Consumer Emotions and Moods
6.1.6	Emotions and Moods and Implications for Marketers
6.1.7	Meaning, Nature and Types of Consumer Involvement
6.1.8	Mechanism underlying the Consumer Involvement Process
6.1.9	Consumer Behavior Models based on Involvement
6.1.10	Consumer Involvement and Implications for Marketers



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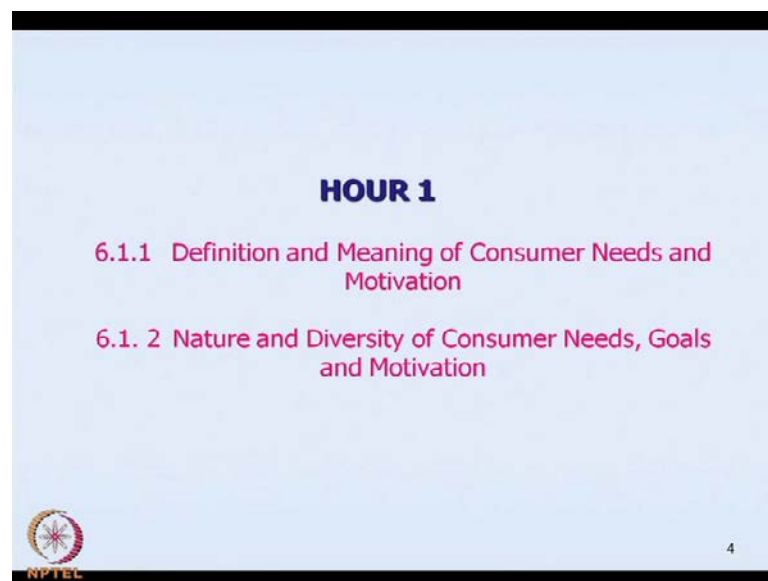
To begin with, we will start with the first topic, which will be titled as consumer needs and motivation, emotion and moods, consumer involvement. This particular module will be numbered as 6.1 for your easy reference. And this shall be completed this entire topic on needs and motivation, emotion and moods and consumer involvement, shall be covered in a total of five sessions. We will start with the definition and meaning of consumer needs and motivation, there after we would discuss the nature and diversity of consumer needs, goals, and motivation, various motivational theories and their implication for marketer. We will talks of motivational research, and its applicability, again in terms of application for marketer. Then we will go on to discuss the definition and meaning of consumer emotion and moods. We will discuss emotion and moods in the context of integration for the marketer. We will then move onto the meaning and types of consumer involvement, the mechanism underlying the consumer involvement process.

Then we will talk about the consumer behavior models based on involvement, and finally we will be talking of a consumer involvement and implication for marketer. So, if

you see we will broadly speak about needs and motivations, the nature the diversity, the various theories, and the application or the implication for the marketer. Then we will move on to studying emotion and moods, where we will again discuss the meaning and will elaborate on definition and meaning of emotion and moods, and then we will again discuss in the contest of implication for the marketer.

And finally, we will talk about the involvement, and again we will discuss about what is an involvement, the types of involvement, and the nature of involvement, and we will talk about the mechanism underlying consumer involvement, we will speak about certain models on consumer involvement, and again we will discuss the implication for the marketer. Now in we will starts with consumer needs and motivation, and we will discuss in this particular hour.

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We will discuss the definition and meaning of consumer needs and motivation, and we will also discuss the nature and diversity of consumer needs, goals, and motivations. So, let us start with the definition and meaning of consumer needs and motivations.

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**6.1.1 Definition and Meaning of Consumer Needs and Motivation:**

- At the heart of marketing, lies what is referred to as a **consumer need**.
- Psychologists and consumer researchers agree that human beings have the same needs; however, these needs gets translated differently into different wants, resulting in varied motives.

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Now, at the heart of marketing lies, what you know is referred to as a consumer need, any and every thing in marketing begins with a need. And if you recall when we spoke about the marketing concepts, we did said that the success or the survival, the success business enterpriser for a company, lies in identifying these needs and wants, and delivering the desired satisfaction, in most efficient and effective manner. So, if you see, a sense of marketing lies in needs, a psychologist and consumer researcher have seen, have discuss, have elaborated the various types of needs, and they have said that human beings actually the human being have the same needs. The only difference, is that these needs get translated into different wants, and this need want packing get translated into different kinds of motives. So, if you see, we all have the same needs, we all have the same need pattern, but the manner in which these get manifest into wants, is something which is different, and were similar to that, and also the manner in which these get translated into varied motives, is the something which we are all different on.

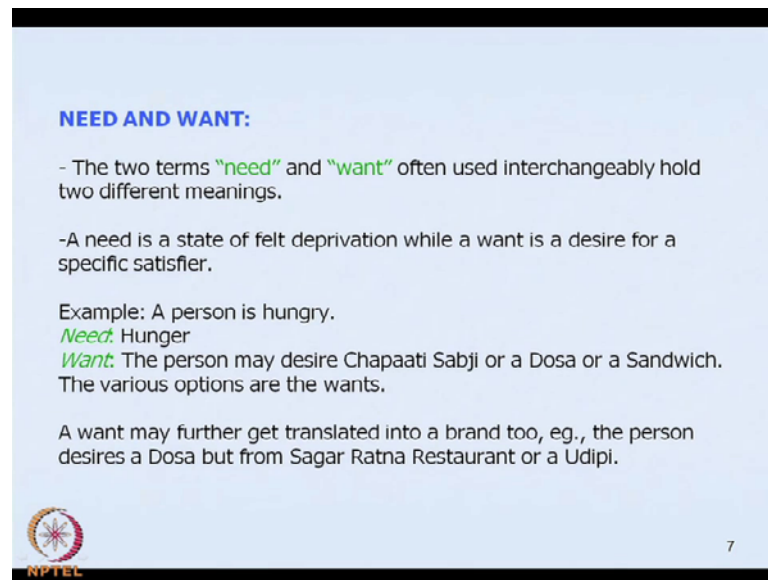
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Now, with consumer a being a very unique to each other, being very different from each other, it is very important that the marketer understand the various needs, understand the various the needs manifest into the various wants, and he has to provides a desired product or service offering, and blended with the consumer segment and their wants. So, it is very important that the first identify the need, the segment of the people of the, either of the segment has a whole, or of individual per say as, when we talk of individualization or costumerization, so he needs to identify the needs and wants of the segments, or of the people and he has to look up to the wants, and provide the desire satisfaction in the form of product or service offering, which will be of value to the customers.

So, identify the need and want and provides the desire satisfaction in the form of the product or service offering, which is the value to the customer. So, the job is to provide the relevant product and service offering, and blended with the customer segment, and costumer needs, and the customers want. So, the understanding of consumers need and motive will basically help a marketer understand, and predict consumer behavior.

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**NEED AND WANT:**

- The two terms "need" and "want" often used interchangeably hold two different meanings.
- A need is a state of felt deprivation while a want is a desire for a specific satisfier.

Example: A person is hungry.  
*Need:* Hunger  
*Want:* The person may desire Chapaati Sabji or a Dosa or a Sandwich. The various options are the wants.

A want may further get translated into a brand too, eg., the person desires a Dosa but from Sagar Ratna Restaurant or a Udupi.

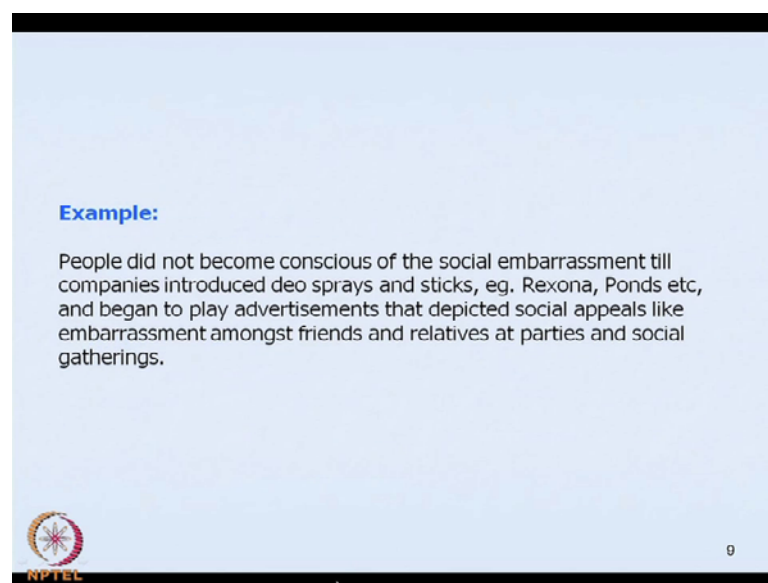
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Now, let us come to the meaning of a need and want. The two terms need and want have often been used in synonymous, and they have often been used interchangeably, but the fact is that, they hold two different meaning, when we talk of a need; we say a need is a state of felt deprivation, while a want is a desire for a specific satisfier. So, for example, a person is hungry, so the need here is hunger, but this could get manifest in the form of specific satisfier, which could be either you know in the form of aloo paratha, or dosa, or chapaati sabji, or a sandwich, or a burger. So, the various options here become wants. The consumer may not fulfill his hunger need, he may actually desire, any he desire you know as he said it could be dosa or sandwich, and the various options whatever is available for him, actually translate into what we call as wants. Now, a want may further get translated into brand also; for example, a person may desire a dosa, but from Sagar Ratna Restaurant or from a Udupi.

So, what we talk of what we need and want is, that two terms are definitely not to be used interchangeably, they have the meaning and a very from one and another, while the need is a state of felt deprivation, he want is a desire for a specific satisfier. Now, we will just elaborate on certain characteristics of these needs and want, which we will be very relevant for a marketer, and for our study of consumer behavior. Now while need lies at the core of the marketing.

Marketer can never create need, you have to understand that marketer can never be able to create need, what he does is, he identify these needs, because need preexist of marketer, the need preexist the marketer they are already known, they are already experience by the consumer, so the marketer job is basically to identify these needs. Sometime the consumer fails to identify these needs, as they lie in the very subconscious of their mind, and they remain unfelt. In such cases, the marketer can help the consumer identify needs, but in no sense will he crates need, he can only help consumer identify needs, or though identify those needs which are there in his subconscious level.

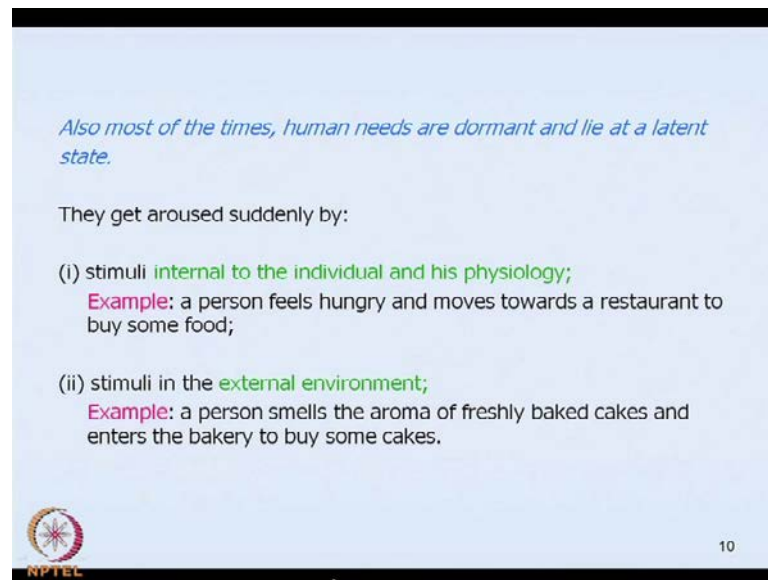
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Let's see look at the example; for example, people did not become conscious of the social embarrassment, till companies introduced the deo sprays and deo sticks. For example, Rexona, ponds etceteras, they all came up with their products in the form of deo sticks, and deo drants, and through marketing communication companies through advertisement, through publicity. They try to make people aware, about you know how embarrassing, it can be there is body odor and you are amongst friends. So, people were not conscious of social embarrassment, till the companies introduced the sprays, and begin to play advertisement that depicted social appeals, which could be leading to. You know which support embarrassment amongst friends, and relative at parties, or at social gathering, because of bad body odor.




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*Also most of the times, human needs are dormant and lie at a latent state.*

They get aroused suddenly by:

- (i) stimuli **internal to the individual and his physiology;**  
**Example:** a person feels hungry and moves towards a restaurant to buy some food;
- (ii) stimuli in the **external environment;**  
**Example:** a person smells the aroma of freshly baked cakes and enters the bakery to buy some cakes.

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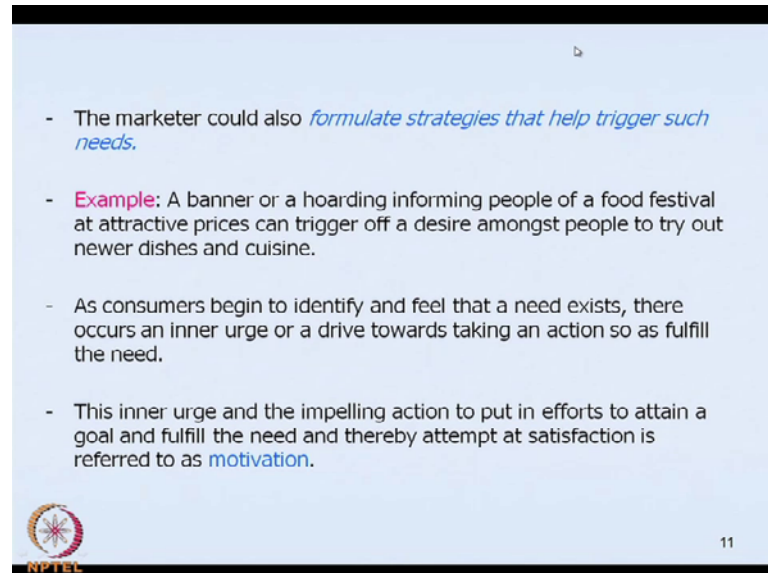
Now also we will see that in most times human needs are dormant, and they lie at a latent state. Well these needs exist, the main at time at subconscious level never realized, many at time they are realized, but they are left to dormant and they lie at a latent state, and this suddenly aroused, either because of internal stimuli, or because of external stimuli. These stimuli could be internal and related to the individual as physiology, or they could be presented in external environment. Both internal and external stimuli can help to trigger off a need. So, if you have for example, stimuli internal to the individuals and his physiology. So, a person feels hungry and moves towards the restaurant to buy some food for himself.

This is the need been triggered off, due to his physiology, or due to his body, and something which is very internal to the individual and his body, but there are other needs which there are other stimuli which could trigger off needs, and this stimuli important to the external environment. For example, a person smells the you know some coffee in a café, or he smells the aroma of freshly bakes cakes and pastry, and he enter the bakery to buy some you know something to eat, so these are needs get trigger off. He suddenly begins to feel hungry, because of this smell of, or the aroma of the food he has been exposed through. So, stimuli in external environment, and stimuli in the internal environment, both of these could trigger off a need want chain. Now, because we look at this as a, because we understand how this stimuli internal and external lead to the need



want chain. The marketer must formulate such strategy, which help trigger off these need.

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- The marketer could also *formulate strategies that help trigger such needs.*

- **Example:** A banner or a hoarding informing people of a food festival at attractive prices can trigger off a desire amongst people to try out newer dishes and cuisine.

- As consumers begin to identify and feel that a need exists, there occurs an inner urge or a drive towards taking an action so as fulfill the need.

- This inner urge and the impelling action to put in efforts to attain a goal and fulfill the need and thereby attempt at satisfaction is referred to as *motivation.*

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So, you know for example, a banner or hording informing people of food festival, at an attractive price, can trigger of the desire among people to try out newer dishes, newer cuisine, and you know. So, this is something which marketer could actually do. He makes tries to present stimuli, which could be in the form of, you know product or for leistering a product on a banner, or in a hording, or on a pamphlet or it could be in the form of point of purchase stimuli, or it could be in the form of some sells promotion scheme, or banners, or pamphlet or brochures, pushing sales or rebates or you know say 50 percent off, or 20 percent off, or it could be even in the way a store is designed, and people in the store behave, or it could be way a particular advertisement is designed. Any of all of these 4 p s could be used by the marketer, to basically trigger off the need want pattern. As consumer begins to identify that there is a need; that is not inner urge or drive toward a particular goal, there is an urge, there is an urge to take action, so as to move towards the goal which is the end state, which is actually fulfillment of the need.

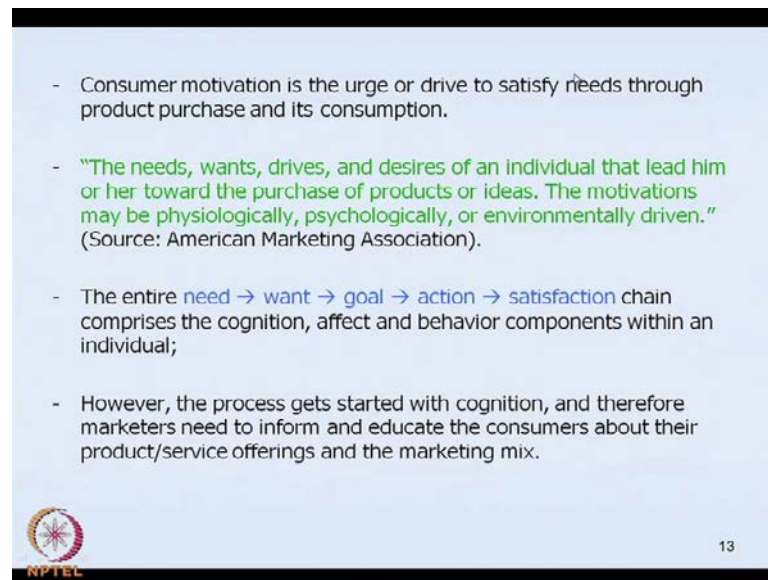
So, this inner urge put in effort to attain a goal, and fulfill a need, and there by live to satisfaction as something what we refer to as motivation. So, we start with a need, which could be trigger off within the internal stimuli, or with an external stimuli. External stimuli as we said could be presented by a marketer in any or all of his through any and

all of his 4 p s, and as consumer begin to realize there is a need, either physiological or psychological. We will come to the physiological or psychological need in a few moments. So, as a consumer begins to identify these needs, whether trigger off internally by a physiology, or externally by the marketer, and there is an inner urge to move toward particular goals state, so he puts an all his efforts to attain a goal, and fulfill the need, and tries to bring in satisfaction of his need, which is the entire process is referred to as a motivation.

So, in the context of consumer behavior, when a consumer realizes that there is a state of felt efficiency, or a need. It gets translated into variety of alternatives, variety of options, and this variety of alternatives and options are referred to as wants. So, when a consumer realizes that is a state of felt deficiency, it gets translated into variety of wants from which a consumer may choose from. The need or the want leads towards state of tension, in the minds of the consumer, and an urge to basically move or to drive himself towards a particular you know goal, what is this goal. This goal is basically the purchase of the product or service offering. So, the need want basically leads to a state of tension in the minds of the consumer, and then an urge or drive to act. Act here meaning; buying, purchasing and consuming, so as to fulfill the need or want. This manifest itself into a goal, which is actually the behavior itself, the purchase action or the consumption process, which puts an end to the drive, and puts to end the urge to act.

The entire action may leads to the feeling of satisfaction, neutrality, or dissatisfaction, and thus the study of consumption behavior begins, when a person identifies the need, you know and begins to take action to satisfy it. What he ultimately seeks, or what he ultimately wants as a goal, is satisfaction of the need or want. So, we start with a need, which manifest into a want, there in inner urge to act; act here meaning to purchase and to consume. Finally, there is this action, action of purchase, action of consumption, which finally, leads to feeling of satisfaction, neutrality, and dissatisfaction, and finally, leads and brings about end to the purchase and consumption process. So, this is how a consumer, through his motivate state of mind, moves from identification of need, to the final purchase and consumption of a product. So, what the consumer ultimately seeks and desire, is satisfaction of his need.

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- Consumer motivation is the urge or drive to satisfy needs through product purchase and its consumption.

- "The needs, wants, drives, and 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." (Source: American Marketing Association).

- The entire need → want → goal → action → satisfaction chain comprises the cognition, affect and behavior components within an individual;

- However, the process gets started with cognition, and therefore marketers need to inform and educate the consumers about their product/service offerings and the marketing mix.

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So, if you look at consumer motivation, it is an urge to satisfy need and wants through products purchase and its consumptions. The American marketing association says; the needs want drives and desires of an individual, that lead him or her toward a purchase of products or ideas. The motivations may be physiological, psychological, or environmentally driven. So, here what is motivation, it is the need want drives and desire of and individuals, that lead him or her toward the purchase of product or an idea. This particular motivation may be physiological, psychological or environmentally driven. So, physiological here pertains to our physiology. Psychological pertains to the psychographic components, which we will discuss shortly. And the environmentally driven are very often maneuvered or manipulated by the marketer himself. Now this entire need want goal, action, satisfaction chain, basically comprises a cognition effect, and behavior components with an individual. And if you recall the study of consumer behavior, is an inter play between the cognition effects and behavioral components, within an individual which have the environment.

So, this particular, the need want and the goal, and this entire process of consumer motivation, lies into the very heart of this study of consumer behavior. So, you have a need leads to want, want leads to goal, goal leads to an action, and action should or must or could lead to a satisfaction. And all of this involves knowledge and information in the form of cognition, feeling and like and dislike in the form of effect, and behavior which is the actual purchase, act of purchase, or no act of purchase, forms the behavioral

components of the particular process. So, the process starts with cognition, and therefore marketer must inform the consumer, provide them with a lot of information, provide them with a lot of knowledge, so that they are educated, and they know about the product and service offering, and about marketing mix, and thereby they are in a better position to evaluate the various products and service offerings, and or the various brands offering. So, if you look at the process here, the entire process starts with the need, and ends with the consumption of a product or service offering.

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**6.1. 2 NATURE AND DIVERSITY OF CONSUMER NEEDS, GOALS AND MOTIVATION:**

**Needs** are primarily of two types, viz., physiological needs and psychological needs.

-People possess and experience a variety of such needs simultaneously.

- a) *Physiological needs*
- b) *Psychological needs*

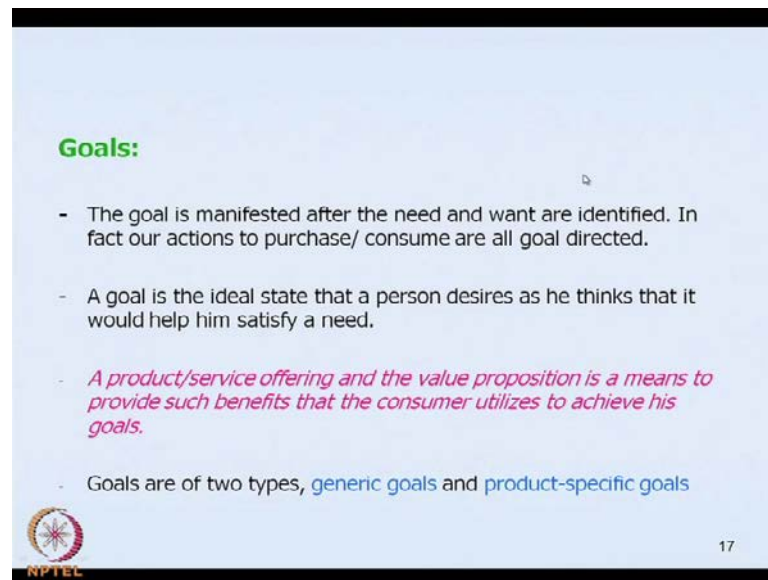
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Now, let us discuss now, the nature and diversity of consumer's needs, goals, and motivations. So, we will talk about different kinds of needs, different kinds of goals, and about the diversity in nature of motivation. So, let us speak about the needs first. When you talk of needs are primarily of two kinds. We classified them into physiological needs, and psychological needs. Now people will basically experience these needs simultaneously. Both physiological and psychological needs are experienced by consumer and the possession experience of variety of such needs simultaneously. Let us first start with physiological needs. Now physiological needs are those needs which arise out of her physiology, and they are also called primary needs, and biogenic needs, or biological needs. So, physiological needs basically are, they arise or they arise out of our physiology, they arise out of our bodily needs, and they are called, they are also called primary needs, or biological needs, or biogenic needs.

So, need for food, water, sleep, air, shelter these are all needs which are actually they arise out of physiology, so they are called primary needs or physiological needs. We are born with these needs; they are in it in our nature. And in order for us to survive these needs must be met. So, it is essential that these needs are actually satisfied, for our basic existing. As human being we are all similar, and so as far as these physiological needs are concerned also, we are all similar; all of us feel thirsty, all of us feel hungry, all of us feel sleepy, all of us need air to breathe. So, we are absolutely, because the human bodies are similar. Similarly as all human beings are similar, thus we are very similar to each other, as far as these physiological or primary needs are concerned. Then we have the other needs which are the psychological needs.


These are those needs which arise either out of a sociology, or psychological influences, and as such they are also called the secondary needs, or psychogenic needs; need for status, power, affiliation, affection, curiosity, power, reorganization, anxiety all of these basically come out from our psychological influences. So, we have need for affiliation, powers, status achievement, esteem, they are all psychological needs. During our period of socialization, we acquire such needs, and human being differs from each other, as far as these needs are concerned. So, while as far as psychological needs are concerned, we are all very similar, but as far as the psychological needs are concerned, we are different from each other, much of our psychological needs are based on how we have been groomed, how we have gone through process of socialization. The socialization, the grooming phase of our life, and we shall be talking about socialization again in subsequent session.

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**Goals:**

- The goal is manifested after the need and want are identified. In fact our actions to purchase/ consume are all goal directed.
- A goal is the ideal state that a person desires as he thinks that it would help him satisfy a need.
- *A product/service offering and the value proposition is a means to provide such benefits that the consumer utilizes to achieve his goals.*
- Goals are of two types, generic goals and product-specific goals

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Let us now come to goals, so now the goal is basically manifested after the need and want are identified. In fact our action to purchase or consume or all of these are goal directed. So, after a particular need has been identified, and it has been manifested into want, our action to purchase the product and service offering, and to consume it, are all goal directed. What is a goal, goal is an ideal state, that a person feel he, or that a person thinks, if we know the purchase and consumption would, of the product or service offering will lead him, into that ideal state. In this ideal that a person thinks, a person desires as he thinks that it would help him satisfy a need or a want.

Now, we have a need, it manifest into want, this needs to a goal directed activity. This goal is actually the ideal state which a person desires to reach. Any feels that purchase and consumption of a particular product or service offering, which actually help him, reach this ideal state or this goal. Now a product or service offering, and the value proposition, is actually means to basically fulfill consumer need, and it basically you know meet, help him meet the desire goal or the end goal state.

So, product or service offering, and value proposition is the means, to provide such benefits, as the consumer utilizes to achieve his goals. Now when we talk of goals, goals are of two types. We classified goal into generic goal, and product specific goals. Now, talking of generic goals; the generic goals basically include goals, a category of goals that consumer see as a means to satisfy their need or their want. So, there are the general


categories of goals that a consumer sees, as a means to satisfy his need or want. For example, a person may want to buy a cell phone, or a person may want to buy you know some real estate from a reputed builder. So, the general category of goals that a person intends to basically, see as a means to satisfy his end, is called a generic goal. On the other hand, we also have product specific goals. These are specifically branded products, or a particular products or service that a consumer feels will help him satisfy a generic goal.

So, product specific goals are referred to specifically branded goals, specifically branded product or service offering, which he feels will help him achieve generic goals. So, if a person wants to buy a cell phone, it is a generic goal, but when he speaks of buying Samsung or Nokia cell phone, it becomes a product specific goal. Similarly if he thinks of buying a house, or a flat from a builder, it generic goal, but when he speaks about buying it from Unitech, or from Emami Sachi group, in that case it becomes a product specific want, product specific goal. So, generic goals are the general product classes, which will help him meet a particular need, or a want and help him satisfy a reach a goal, and satisfy a need. On the other hand product specific goals are more to do with specific, and the branded product and service offering, which a consumer feels help him satisfy a generic goal.

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The **nature of goals** can be explained as follows:

- a) **Multiplicity and Selection of Goals:**
  - A need/want may be fulfilled through attainment of various goals.
  - A consumer is thus exposed to a multiplicity of goals that could all be equally appropriate and attractive.
  - However, the awareness about such multiple goals would vary from person to person based on learning and experience.
- b) **Conflicting needs and goals:**
  - A consumer may often find himself amidst conflicting needs and goals at the same time or at various times, and this leads to what is referred to as an intra individual conflict, something that the person feels within himself.



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Now, we will talk of the nature of goals, now when we talk, when we speak of nature of goals we say, that first and for most goals are multiple, and we need to go in through a process of selection of these goals. The need or want may be fulfilled, through attemptment of various goals, through attemptments of various ends states. And consumer in this way, is actually exposed to multiplicity of goals; that equally appropriate, that could be equally you know attractive. However, the awareness such multiplicity of goals, will vary from person to person, based on their learning, based on their experience. So, a particular need or want may be fulfilled through attemptment of various goals. A consumer is exposed to such goals, which could be equally attractive, and equally appropriate. And the awareness about such goals varies from person to person, based on his learning, and on his experiences. Second things, is we see, these needs and goals may often conflict to each other. Consumer may often find himself, surrounded by a situation, where there is a conflict between needs and goals at the same time, or at various time, and this leads to something which is referred to intra individual conflict, something that the person feels within himself.

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I am talking about conflicting needs and wants, conflicting needs and goals; we say that these goals could be to three types of intra individual conflict. We have the approach approach conflict, the approach avoidance conflicts, and avoidance avoidance conflicts. In the approach approach conflict; the consumer find himself in a situation, where he is exposed to two desirable alternatives, each of which is equally attractive. So, he has to

make a choice between two desirable alternatives, each of which is equally attractive. Now it is something like, because this is become serious, because you know the means arise with a means resources, financial resources available with a consumer are scares they are limited.

So, with this assumption in mind, he often gets into a dilemma or faces a problem, as to which of the two equally attractive, and equally satisfying alternatives he must choose from. Because these two alternatives are equally attractive, and he has to make a choice between one of them, we called this conflict as an approach approach conflict. So, a example could be, a person wants to buy a car, and he could either buy a BMW, or he could buy a muck, but he cannot afford to buy both of them. So, he gets stuck in a situation, where he wants both, he finds both the alternatives equally attractive, he find the both the brand equally attractive, but he must make a choice between the two of them. He must be able to choose one out of two of them; this is what we refer to as the approach approach conflict. The second a conflict is called approach avoidance conflict.

Now in the approach avoidance conflict, the consumer is faced with an option, where a particular alternative have both positive and negative features. So, the positive features, or the positive attributes, or the benefit from the product are act as approach objects. On the other hand, the negative features or the dysfunctional part of the product, basically act as an evidence subject. So, he is in a dilemma, whether to choose the particular product or service, or and brand itself. He does not know, because the brand presents both positive and negative of you know elements, and he has to actually make a choice keeping in mind, the approach and avoidance element. So, he has faced with an option; that is both positive and negative, and while the goal is attractive, there is something there, which he would also want to avoid.

So, he is attracted toward particular goals, as well as repealed by it. So, if a person wants to buy a new TV set, with the best of features, with the best of quality sound, and he is presented with the variety of alternatives. He wants to buy a Sony Bravia, he attracted towards buying Sony Bravia, but he knows that something which is very expensive, and there other brand something, which is cost a premium and would be more expensive than others brands. So, while Sony as a brand it depicts high quality, and as an approach element, the price associated with act as the avoidance element. So, while Sony as a brand depicts high quality, it also means a higher price to be paid for it. So, the consumer

faces an approach avoidance conflict. Then we have something which is avoidance avoidance conflict.

Here the consumer has to choose between two alternatives, which are equally unattractive and undesirable. So, he has to make a choice between two alternatives, which are equally undesirable, equally unattractive, but he definitely has to choose one out of the two. So, it is the situation like choosing the devil or deep sea. He wants to, he is exposed to, and he actually faced with two options, each of which are equally unattractive and he would like to discard. For an example a doctor prescribes patients a long term drawn treatment based on medicine, with a lower rate of success, as against another option of surgical procedure, with high post operative risk complication. So, we have a situation, where say, the consumer is faced with a situation, where that he has to take medicines for a long period of time, with chances that he may not be able to you know get cured successfully.

On the other hand, he has another alternative to go for surgery, which may be proved to be very complicate in the long run, as far as the post operative procedures are concerned. So, in both the cases, he is exposed toward alternative, one medicine on the long term basis, with or without result, and two a or surgery with some result, positive result, but leading to some kind of complication later on. So, either he has to choose between one or two of these, it is like choosing the devil and the deep sea, and so we said this is avoidance avoidance conflict. So, the because of the nature of goal, because of the contradiction between the need and goal, we have such kinds of intra individual conflicts, which you can classified as approach approach avoidance avoidance, and approach avoidance conflicts.

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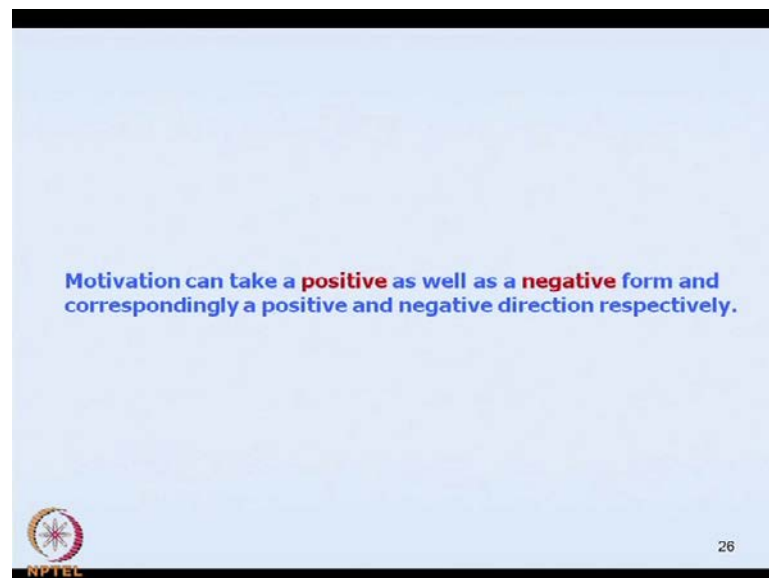


Let us now come to motives and motivation, when we talk of motives and motivation, they can be rational as well as emotional. So, we speak about rational, and as well as emotional motive now. What are rational motives. Rationality relates to cognition, rationality relates to a being logical, rationality relates to sharing, gathering information, comprehending it, sharing it, and processing it, comprehending it, retaining it in your memory, this is this is what we would right to relate with rationality. On the other hand we have emotionality, where we have emotions, where we talk about feeling, we talk about affect. Now just as we discuss the meanings here, we see motive themselves could also be rational, as well as emotional. When consumer motives are objective, and when goally selected on the basis of objective criteria, we say that these are rational motive.

Now objective criteria means, related to information, related to information search about decision criteria, about evaluative criteria, about the product or service offering, about the various brands. So, when decision made, based on such kinds of rationality, we called them rational motives. Now decision here will be based with respect to the product, will be based on information with respect to the product or service; the features, attributes, benefits, price. The size of the product, or the weight of the product, the features of the products, or any of these; so the decision making is basically based on logic, it is based on rationality, and it is based on objective criteria, so we called them as rational motives.

On the other hand, we have emotional motives when the consumer motives are basically subjective, and decisions are made on personal criteria, or subjective criteria, they are referred to as emotional motives; like looks, aesthetics, feel, fun, fantasy, mood, emotions, all of these basically means these motives are emotional. So, motives can be rational as well as emotional, when decisions making is done on the basis of rationality, and decision are taken on the base of objective criteria, related to the product or service offering and the 4 p s, we called it rational motive. On the other hand when decisions are made on the base of subjective criteria, and personal and subjective elements, we called them emotional motives. So, motives can be both rational and emotional. Talking about motivation; motivation also can take the form of positive as well as negative. They can be positive as well as negative in form, and correspondingly they have a positive and negative direction respectively.

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So, let us speak about positive and negative form, and the correspondingly positive and negative direction respectively. What is positive motivation, when we person is driven toward an object, toward the condition, or toward the situation, we called it positive motivation. So, here the person is driven towards a product, or a brand, we will call it positive motivation. And correspondingly it will have positive direction to it; for example, a person goes to a gym three times a week, to build up his body and his muscles, so that he can look good. Now the object and question is the gym, the workout, the good body. All of this is the approach object, his behavior is directed basically to

achievement of a positive goal, which is body building, fitness, and good looks. So, this is personal, this is a positive motivation.

The person is driven toward the object. The person is driven toward the situation, or the person is driven towards a particular condition, because he feels that he is going to have, the end state is going to be an ideal one. So, because he wants to have a good body, he wants to have good physique, he want to build up muscle, he want to look fine great, and he wants to look good and handsome, he goes to the gym, which and the gym, the workout fitness regime, all of this act as an approach object, so he goes to the gym three times a week to build a good body, and good muscles. So, this is what we meant by positive motivation, he is approaching the gym, because he wants to have a good state which is very positive, and he is looking for. The approach itself is something which is very positive.

On the other hand we also speak about negative motivation, and the negative (( )) motivation, it is opposite of positive motivation, that the person is driven away from an object, from a situation, or from condition. And subsequently because he is driven away from these, he is driven away from a product, or brand. It means non usages and disposal. He will not like to use such a products or service. So, a person basically decides to buy or toothpaste for his child, and he preferred to buy a Pepsodent tooth decay, because he feels that Pepsodent toothpaste will help him fight germs, and prevent tooth decay for his child. So, his behavior is directed towards an object, to avoid the negative goal. So, it is basically the negative motivation, avoiding negative consequences. So, if you see, when we talk about positive and negative form.

In positive motivation, he is driven toward the gym, because the gym acts as a positive goal, and the positive goal is fitness, body building, physique, good look. On the other hand, in the case of negative motivation, he is driven toward particular toothpaste, and driven against another brand, he is driven he is against brand X to brand, and he is moves towards brand Pepsodent, because he wants to you know help his child fight tooth decay, and cavities, so he wants his child basically be using Pepsodent, so he buys it. So, he is buying to avoid a negative consequences, he is buying the toothpaste to avoid the negative goal, which is tooth decay. Now, let us a basically speak of certain implication, which we could draw out from a study of needs, wants, and motives, and goals. First a

needs and wants, they basically illustrate a multiplicity; there are various kinds of needs a physiological and psychological.

They have been proposed, they have been listed by different kinds of researcher, while majority the physiological needs are generalized, and we have few, and our universal, this psychological needs are varied many and many, very many diverse. Second person may experience a need and a want simultaneously, and a particular need or want may be sacrificed for another. So, he may experiences need and wants, different kinds of need and wants, simultaneously at the same time, and a particular need or want may be sacrifice for another. For example, a person may be wanting to, you know person will be hungry, but he scarifies his hunger need, for you know. He is scarifies his lunch break, because he have to please his boss by completing the task on time. So, he is aiming at self actualization, or he is aiming as some kind of an appreciation for the boss. So, that is the reason he could sacrifices the hunger need, and he does not go for his lunch breaks.

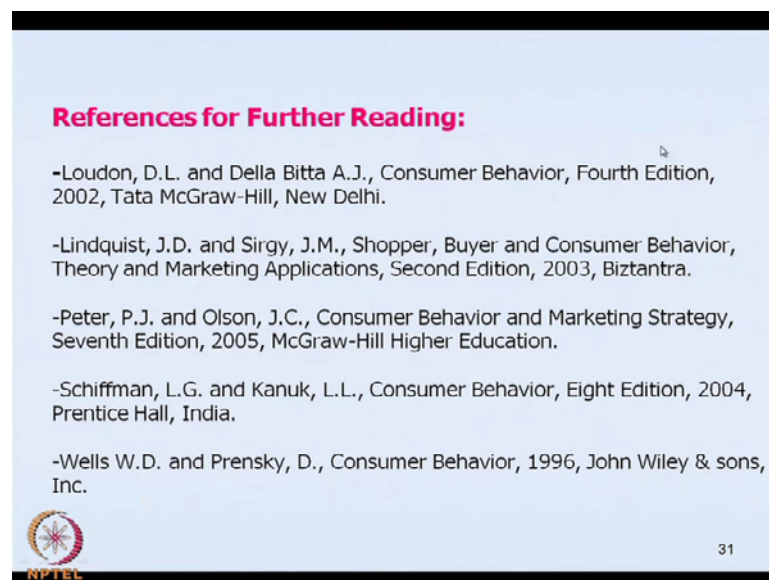
So, need and want, people may experience needs and want simultaneously, and we sacrifice one need or want for another. Needs, wants, goals, and motives vary from person to person. Our needs patterns are wants. The way these needs are manifest into wants, and into goals, and into motive will vary from person to person. They will also vary within a person from situation to situation, so for while a particular, due to situational circumstances or due to certain reason, often certain needs again certain needs and wants again priority over others, and people may exhibits different need patterns. Next needs and wants are never fully satisfied, wants are satisfied only temporarily, but needs are never satisfied, they keep happening, they keep coming up they keep triggering off again and again.

So, wants certain satisfy temporarily, but needs are never satisfied they will keep on emerging, as one need is satisfied another one immerges, and another immerges and so forth and the cycles keep on going and moving. Now, needs wants goal motives they all grow, they develop and could change in context of the environment, or as a response of the individual towards a particular environment. So, changes could be brought about, in our needs, wants, goals, and motive patterns. Needs and wants may also lied dormant or, in fact, major many a times our needs and want lied dormant, and they have to be brought about in active state, something which is in the hand of the marketer and he can do so very successfully.



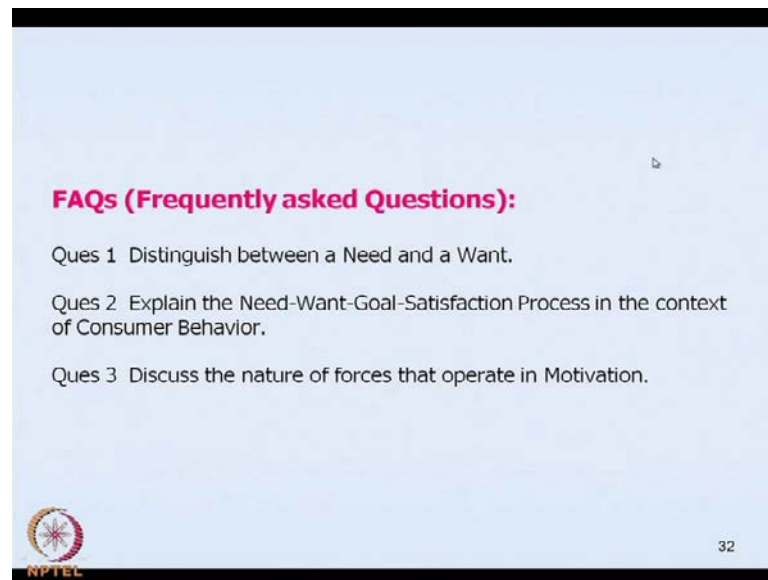
While physiological needs are triggered off, their other needs can be trigger of socially or psychologically, but marketer can also play a very important role, by bringing these needs to the surface, or by remaking the consumer realize about certain needs and wants. Also success and failure to fulfill needs and wants, will have an impact on future choice of goals. So, because if incase you are unsuccessful certain, or not being able to fulfill certain needs and wants, they will have an impact on your future choice of goals. And in that case you may even want to avoid certain goals, because you feel that you are not being able to satisfy these needs and wants. So, now this brings us to the conclusion of session one, for module 6.1 which is motivation. Let us look at the references.

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So, we have Loudon and Della Bitta consumer behavior 2002, fourth edition Tata McGraw hill. Lindquist and Sirgy shopper buyer and consumer behavior second edition, Biztantra 2003. We have peter and Olson consumer behavior and marketing strategy 2000 McGraw hill Seventh edition. Schiffman and Kanuk consumer behavior 2004 prentice hall eighth edition, and Wells and Prensky consumer behavior John Wiley 1996.

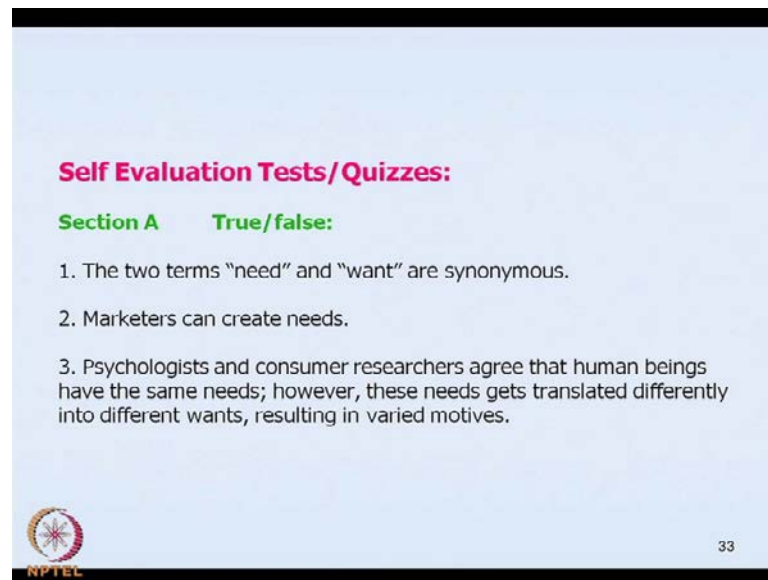
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The frequently asked questions; distinguish between a need and a want. So, a need is a state of felt deprivation, and the want is the desire for a specific satisfier. So, you put basically distinguish them with the help of an example. Like need is hunger, but the want could be a dosa or sandwich, or a need could be thirst, and the want could, manifest itself into one for a mineral water, for a lassi, or for a fruit juice, or for a cola beverage. Explain the need want goal satisfaction process in the context of buyer behavior. So, you will start with how a need is triggered off, either internally or externally by the stimuli. It manifests itself into a want; that is multiplicity of these wants, so consumer select.

Then we move towards a goal, where again we have multiplicity of goals, and could lead to the conflict in the form of approach approach approach, avoidance avoidance avoidance. And finally, the goal state could lead to a satisfaction, the goal leads to ultimate purchase, and usage. This purchase and usage needs to feeling of satisfaction, neutrality or dissatisfaction, and this is how the process starts with a need identification, and ends up with satisfaction of the need or want. Now, discuss the nature of forces that operator motivation, so you will talk about the need, the want, the goal. You will also speak about the nature and characteristic of needs, wants, and goals, and satisfaction.


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**Self Evaluation Tests/Quizzes:**

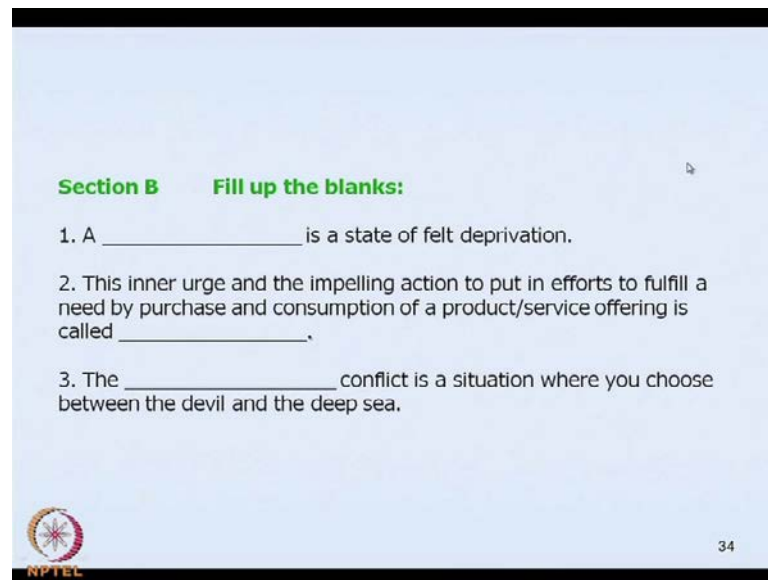
**Section A True/false:**

1. The two terms "need" and "want" are synonymous.
2. Marketers can create needs.
3. Psychologists and consumer researchers agree that human beings have the same needs; however, these needs get translated differently into different wants, resulting in varied motives.

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Let us go for a quiz: section A, true false. The first true false, the two terms need and wants are synonymous. So, is this a true or a false statement. The answer is absolutely false, need and want used interchangeably, often used interchangeably, but they are not to be done, so they are they are not synonymous, and they absolutely two different terms with different meaning, so they should not be used interchangeably, and they should not be used synonymous to each other, so it is a false statement. Second; marketer can creates need. Well marketer cannot crate needs; this is again a false statement. So, needs pre exist a marketer, marketer only identify these needs. Question number three; psychologist and researcher agree that human being have the same needs. However, these needs get translated differently in different wants, resulting in different motives. So, is it a true or false statement, this is definitely a true statement, all of us have the same needs. However, they get translated into different wants in a different manner, they did it translate into different wants variedly.

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**Section B      Fill up the blanks:**

1. A \_\_\_\_\_ is a state of felt deprivation.
2. This inner urge and the impelling action to put in efforts to fulfill a need by purchase and consumption of a product/service offering is called \_\_\_\_\_.
3. The \_\_\_\_\_ conflict is a situation where you choose between the devil and the deep sea.


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Section b fills in the blanks; a dash is the state of felt deprivation. So, a need is a state of felt deprivation, answer to this fill in the blank is need. Second; the inner urge and this impelling action to put in efforts to fulfill a need by purchase and consumption of product and service offering, is called dash, is called consumer motivation. It's an inner urge and impelling action to fulfill a need by purchase and consumption of product; this is called as consumer motivation. Question number three; the dash conflict is the situation where you choose between devil and the deep sea. So, that is means, so we called this kind of a conflict as the avoidance avoidance conflict. So, the avoidance avoidance conflicts is a situation, where you choose between the devil and deep sea.

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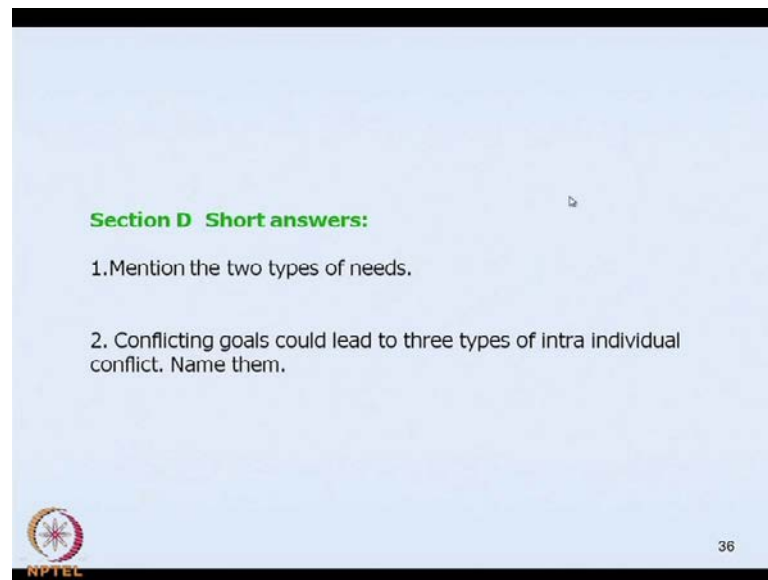
**Section C Multiple choice questions:**

1. The entire need → want → goal → action → satisfaction chain comprises which of the following components:  
a) cognition  
b) affect  
c) behavior  
d) all of the above.
2. Which of the following is a correct statement?  
a) Motivation can take a positive as well as a negative form  
b) Psychological needs are few and universal  
c) Needs and wants never lie dormant.  
d) All of the above

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Section C multiple choice question; the entire need want goal action satisfaction chain, comprises which of the following component. So, the enter need want goal action satisfaction chain comprises which of the following components, cognition effect behavior or all of the above. So, the answer to this is d, which is all of the above, entire chain comprises all of the components cognition effect and behavior. Question number two which of the following is a correct statement. Motivation can take a positive as well as a negative form. Psychological needs are few and universals. Needs and wants never lie dormant. All of the above, so which of the following is the true statement. True statement is a, which is motivation can take a positive as well as negative form. This is the only true statement, the other statements are false statements.

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Short answers; mentions the two types of needs. The two types of need are primary or cytological or biogenic needs, and secondary or psychological, and psychogenic needs. So, you can either say primary and secondary needs, or physiological and psychological needs, or psychogenic and biogenic needs, so you can use any of these answers. Conflicting goals could lead to three types of individual conflicts, name them. The three types of conflicts are; approach approach conflicts, approach avoidance conflict, and avoidance avoidance conflict. This brings us to the conclusion of session one, on motives and needs and motivation. We will continue with the next session of this particular module 6.1 in the next session.

Thank you.