

Consumer Behaviour
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Lecture – 14
Consumer Needs and Motivation Emotions and Mood Consumer Involvement
(Contd...)

(Refer Slide Time: 00:27)



MODULE 6:
PSYCHOLOGICAL INFLUENCES ON CONSUMER
DECISION MAKING (19 hours)

- 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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2

Today, we will be continuing with a module six, of this particular course on consumer behavior. We have started with this module yesterday, and the first topic which we have been doing, is consumer needs and motivation, where we will also be studying the emotions and moods, and consumer involvement.

(Refer Slide Time: 00:44)

MODULE 6.1:	
CONSUMERS NEEDS & MOTIVATION, EMOTIONS AND MOOD, CONSUMER INVOLVEMENT (5hours)	
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




3

In the first session yesterday, we have basically concentrated on discussion, the definition and meaning of consumer needs and motivation. We have also discussed the nature and diversity of consumer needs, goals and motivation.

(Refer Slide Time: 00:59)

HOOR 2	
6.1.3	Motivational Theories and their Implication for Marketers
6.1.4	Motivational Research and its Applicability: Implication for Marketers




4

Today we shall be doing the second session or second hour in this particular module on motivation; and we shall be discussing various motivation theories, and the implication for the marketer. As well as we will be discussing motivational research, and its

applicability with implication for marketer. So, this is what we shall be covering in today's session.

(Refer Slide Time: 01:25)



6.1.3 Motivational Theories and their implication for marketers:

Maslow's Hierarchy of Needs Theory:

- Proposed by Abraham Maslow, a clinical psychologist in 1943.
- The theory is regarded as one of the most important contributions to the field of motivational research.
- Maslow proposed that human needs could be classified into **five basic levels**, viz.,
 - a) basic /primary needs
 - b) safety/security needs
 - c) social/affiliation needs
 - d) ego/esteem needs and
 - e) self actualization needs.

 5

To start with, we will talk about the motivational theories, and their implication for the marketer. We will be talking about three theories. We will speak on Maslow's hierarchy of needs theory. We will speak on McClelland theory, and we will also discuss Sheth's theory or his on consumption motives. To begin with we will start with Maslow's hierarchy of needs theory, we shall discuss the theory first, and then we shall move on to the, you know application of this theory in terms of marketing, and in terms of consumer behavior. The Maslow's hierarchy of needs theory, was proposed by Abraham Maslow, who was clinic psychologist. It was proposed in the year 1943, and this particular theory was regarded as one of the most important theories in motivational researches, it is regarded as the one of the most important contributions to the entire field of motivational research.

Maslow proposed that human needs are could be classified into five categories, and these five categories he illustrated in the form of a pyramid, and he said we can actually classify these into five basic level, starting from the lower level moving upwards to the upper most level. These five needs according to Maslow word, the basic or the primary needs, the safety or the security needs, the social and affiliation needs, the ego and self esteem needs, and the self actualization needs. So, he said that the human needs could be

arranged in the form of a pyramid, and they could be starting from the lower order needs, in the form of the basic and safety needs, and moving on to the higher order needs, in terms of the ego, and self actualization needs. Now he said that each of these could be ranked in order of importance, from the lowest level to the highest, through upper making structure, starting from the basic primary to the safety security, to the social and affiliation, and to the esteem and ego, to finally this self actualization needs.

The first two needs that is basic and safety needs, were regarded as lower order need, and they were essentially biogenic in nature, something which were going to arises from our physiology. So, these were needs, which were biogenic, they were physiological needs, and they were regarded as a lower order needs. The rest of the three needs in terms of the social or affiliation needs, the safety and security needs, sorry, the social and affiliation need, the ego and esteem need, and self actualization needs, were regarded as upper order the higher order needs, and they were psychogenic in nature, which would arise basically from the our psychology. So, according to Maslow, these five needs were, could be arranged in a hierarchical manner. A person started from the lower order needs, he would moves from the basic or primary need. Once that is fulfilled, he would move to the safety and the security need.

Once that was done he would move to the social and affiliation need, and then to the ego or esteem need, and gradually finally, move towards the fulfillment of the self actualization needs. So, the person would start with the fulfillment of lower order needs, or the biogenic needs, and move up to fulfillment of the you know higher order or the psychogenic needs. Maslow also said that the person could not move to another level, till the first model was satisfied. In other word, until and unless the basic need was satisfied, person would not move to the safety need, and until and unless the safety need was satisfied, would not move to the social need and so forth. So, once a particular level of needs was satisfied, it sees to be a motivator, and person move to the next, and this is how he explains the theory.

It was indeed the pioneering move on the work of Maslow, and it is the theory, which was which been regarded as a very versatile, which can be applied, or which has been applied to large, across social science disciplines. In fact, social facts are consumer behaviorist have found, the versatility of the theory to be extremely useful, and while it testing consumer motivation, and the five needs, and the terminology have been

universally used and tested across disciplines. In fact, the need classification is generic enough to include the various needs that an individual possesses, or that a consumer possesses. However, critics have said the premedical structure of the theory, is something which fails to test the real life situation and practical testing, what they meant was that, these needs are not necessarily fulfilled in an order, and very often two or more needs, can be fulfilled at the same time. Also it could be seen that a particular need could be sacrificed for another. So, while

Even consumer behaviors have pointed out limitation, especially in the sense, when a consumer moves hierarchically across needs from lower order needs to higher order needs. In fact, consumers experience multiplicity of needs and wants, and often satisfy these needs simultaneously, rather than you know looking at them in isolation, or in at their relativity, also a consumer could sacrifice one need or want for another. So, this is the reason, why this particular theory has been criticized. Nevertheless the work is regarded as extreme, is a pioneering work, the classification of the need and the terminology used is universally accepted, and has been tested across a variety of disciplines, particularly in social science.

(Refer Slide Time: 07:28)



Implication for Marketers:

a) The five-need classification clearly spells out the various reasons for which people get motivated towards product/service offerings:

- food, water, houses: basic /primary/ physiological needs
- life insurance policies, savings and current accounts in banks: safety/security needs
- membership to clubs, buying houses in residential societies: social/affiliation needs
- cars, pent houses, jewellery, membership to premium clubs and societies: ego/esteem needs
- admission to professional courses: self actualization needs.

The theory could help marketers understand consumer behavior and needs.

 10

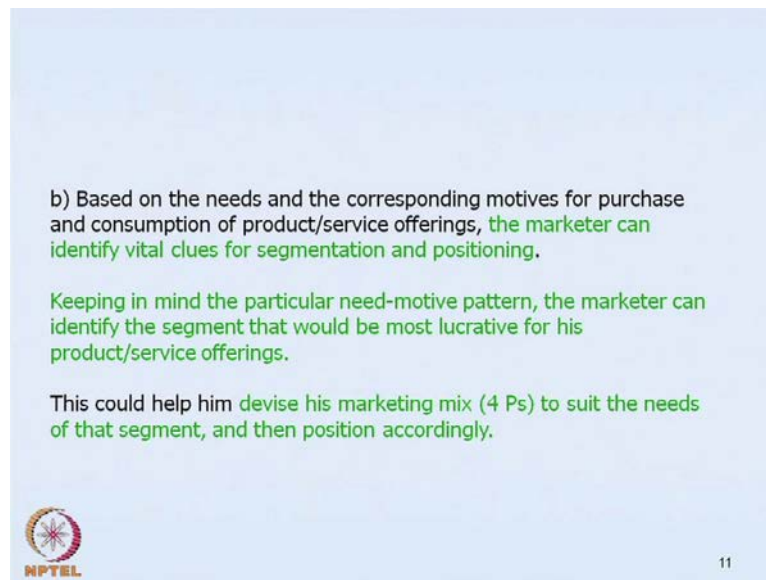
Let us now come to discussing the implications of the particular theory. Now the five need classification clearly spells out various reasons, for which people get motivated toward product or service offering. If we see, all the five needs, we will see that the five

needs, or the five generic needs as proposed by Maslow, clearly tell us why people buy certain kinds of products and services, and why they get motivated to buy certain products and services. For example, when it is a you know food, or when it is water, or when it is a house. It is basically people buy food, or water, or house to fulfill their basic primary and, or physiological needs.

When it is buying of life insurance policies, or when it is opening savings and current account in banks. People are generally you know people are fulfilling their safety or their security needs, I mean looking at their social security in the long run. When it is you know member ship to clubs, or when it is buying very expensive houses in the residential societies, it is basically trying to show, how social and affiliations needs are being met. So, memberships to clubs, buying houses, in cooperative societies or residential societies, basically help meet to consumer social needs. Buying car, pent houses, jewelry, a very expensive farm houses, real estate property, membership to premium club, societies.

These are basically put their portray, consumers need for ego, need for esteem, and by buying expensive car, or real estate, or investing in lot of property etceteras, and basically buying property in very expensive areas, or expensive localities, could basically show how people want to exhibit their social and esteem needs. And then finally membership fondly admission to prestige colleges, or admission to professional courses, whether it is MBA, or whether it is architecture, or whether it is going, you know going for trying to take admission to tutorial classes, or coaching classes for competitive exam, like the IAS, or the banks etceteras, they basically fulfill they basically show how consumer want to fulfill their self actualization needs. So, the five needs basically, clearly tell us how the, why and how people buy different kinds of product and service offering, and why they get motivated towards buying such offerings. So, it could help marketer clearly understand, consumer behavior and their needs.


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b) Based on the needs and the corresponding motives for purchase and consumption of product/service offerings, the marketer can identify vital clues for segmentation and positioning.

Keeping in mind the particular need-motive pattern, the marketer can identify the segment that would be most lucrative for his product/service offerings.

This could help him devise his marketing mix (4 Ps) to suit the needs of that segment, and then position accordingly.



11

Now, based on the need pattern, and based of the motive for purchase, the marketer can identify vital clues for segmentation and positioning. So, you know keeping in mind the need motive pattern, or the need motive drive, he can identify the segment that could be most lucrative to a product or service offering, and then he can devise his marketing mix or his marketing program in a manner that best suits the segment, and position himself accordingly. So, based on the need of the people, and based on the motive, which drive them, in the need want satisfaction the chain. The marketer can basically identify the most variable segment, and this will give him clue for segmentation, and targeting, and then being able to position his offering accordingly.

Let us take an example; for example, you have Maggi 2 minute noodles. Well the need here is hunger, the motive is a quick snack, a very easy to cook. The market segment will be children, will be teenagers, and the 4 Ps, or the mix is in terms of small packs, very attractive you know color and packaging, fun and social appeal in the advertisement. Similarly you have the another example which we could discuss, which is the close up gel tooth paste, where the motive is that, it prevents bath breath. The major segment is the teenager and the youth, and the mix is in form of three different varieties are; red regular, blue crystal, and green natural and menthol. Again, very attractively packed, very attractive color, packaging in various sizes, and the social appeal being used in the advertisement.

Similarly you have the Maruti car, take the example of Versa, where the motive is traveling together, and the major segment is large families, upper middle class segment, and the mix is in the form of large vehicle with double AC's, five doors, price at somewhere around six lacs. So, based on the various needs of the peoples, and based on the motives which drives them toward the particular product or service offering, can help indicate to the marketer very vital clues, with respect to how he should be segmenting his market, and how he should be identifying segments, targeting them, and positioning his product accordingly. It also gives him an inside how he should devise his 4 Ps, to be able to provide to the customer segment, the best possible mix.


(Refer Slide Time: 12:54)

c) The marketer could also benefit from the versatility of the theory where varied appeals for a product/service offering can be developed through the five levels of needs.

-Marketing promotion can be designed to appeal to one or more of the needs.

Example: The lady of the house turns professional. She picks up a part-time job, and works during such timings when her children are aw to school. Out of her first salary, she buys a Samsung Microwave, 32 litres capacity for Rs. 16000.

d) The flexibility of the theory makes it adaptable across study of various market research problems.



13

Then, we could come to the next application, or the next implication for a marketer. The marketer could also benefit from the versatility of the theory, where varied appeals for a product or service offering, can be developed through the five levels of needs. So, because people have different needs, and these get translated into different motives. We see how a particular appeal, or how various appeals for a product or service offering can be developed though five needs. Accordingly marketing promotion can be design to appeal to one or more these needs. So, we have an example here that you know there is a lady, who turns of the house; she is home maker, who is suddenly turns professional. She picks off a part time job and works during such timing, when her children are about to go to school.

So, out of first salary, she buys a Samsung microwave, a 32 litter capacity for rupees 16000. So, this basically shows, that how you know she will be able to meet her needs, and how the. Here it shows that, while she, because she is turning professional, because she needs, time is a problem for her now, and she basically picks up a job, she is busy, but out of a first salary, she buys microwave oven, which actually shows that, it actually helps her meet all of the five needs, which will just see. So, of a marketer could benefit from the versatility of the theory, where different appeals for a product or service can be offered for different levels of needs. So, let us see at this example, where she is turning professional, picks up a job, and buys micro wave oven, for 32 litter capacity for rupees 16000.

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Example: A Microwave Owen: Need versus Appeal	
Needs	Appeal
- basic /primary/ physiological needs	The appeal would show: - microwave oven can help cook food quickly and easily. - how safe the product is for use of self, children. -how safe it is for the food that is cooked and consumed and for the environment (non-radiation) -how the lady of the house can sit with the family/friends/guest while the food is being cooked. She does not have to keep standing in the kitchen while the food is cooked. She can auto-time it. - she can afford it. - she is a proud owner. - she bought it out of her first salary.
- safety/security needs:	
-social/affiliation needs	
-ego/esteem needs	
-self actualization	

So, let us look at this, where we will see the versatility of the needs. Now the appeals will show when we speak about the basic or the primary or the physiological need, what we are trying to show is that, micro wave oven can help her cook food very quickly, very easily. So, it shows ease on her part, so she does not have to struggle very hard to use it, and she can basically cook food, or heat food very quickly and very easily. The safety and security needs, because it is safe product for self use or for used by children. How safe it is for food that is cooked and consumed, and for the environment, or in terms of radiation.

So, basically the marketer could use this as an appeal and say, that the product is extremely safe. It does not emit any radiations, and it is safe for to be used by children, or to be used by own self. So, the social and affiliation need, if you look at the appeal where we can use this, is that how the lady of the house can basically sit to the friends, with the family members, or with the guests while food is being cooked, she does not actually have to go into the kitchen, and she does not have to keep standing there while the food is being, so she can auto time it.


So, this will basically show how this particular need is being met, and the appeal that the marketer can use, to basically portray this fulfillment of this need. Then we have the ego or esteem need. It is she was for the product form her own salary, and she is a proud owner and she can afford it. So, basically this shows, that there is some level of ego associated or some esteem, because it is her money, it is her purchase, and she is the proud owner. And then again this could also relate to a feeling of self actualization, where very fact that she buys it out her own salary, also give some level of feeling of, also fulfills the need for self actualization.

So, this particular lady, who terms professional picks up a part time job, and works such timing, when her children are away to school, and this basically she buys a Samsung micro wave. So, these are. The product has been brought by her, this particular product is going to meet five different needs, and the marketer could actually use any or all of these appeals to portray any or all of these needs. So, this particular theory, marketers could benefit from the versatility, where varied appeals for the product or service offering, can be developed through the levels of needs. So, this theory is extremely versatile, and the flexibility of the theory also makes it adoptable across different market situations, and across different market research problems. Now, let us move to the next theory, which is McClelland theory of motivation. McClelland said that, he said that human have three basic needs, and he said, because of these three needs, we can classify or term this theory as the trio of needs theory also.

(Refer Slide Time: 18:04)

Mc Clelland's Trio of Needs Theory:

- Another psychologist, **Mc Clelland** proposed a theory of Motivation that has come to be known as the Three Need Theory or the Trio of Needs Theory.
- According to him, an individual's needs are acquired over time and are learned and accordingly shaped by ones' life experiences.
- These needs can be classified into **three categories**, and thus constitute the Trio, viz., **Needs for power (nPow), affiliation (nAff) and achievement (NAch).**



15

According to McClelland, who proposed this theory, and which came to be known as the three need theory, or trio of needs theory. He said that over a period of time, individual basically acquire needs, and these needs are often shaped by one's life experiences. He said these needs can be classified into three categories; the need for power, the need for affiliation, and the need for achievement. When we talk of need for power, it basically refers to a desire of a person to have control over other things, these other things could be objects, they could be persons, they could be situations, and in the marketing concepts this could be product or brands. So, this refers to the desire of a person to be able to control, other objects person or situation. Talking of need for affiliation, this is refers to desire for friendship, the desire for a belongingness, and social acceptance, and the need for achievement refers to the desire and pride for accomplishment and success.

Now, this particular need theory also overlaps with Maslow's theory, and for example, McClelland need for car, can be closely related to the safety need, and the esteem need as proposed by Maslow. So, you know his, need of power has close semblance, with a need for safety, and need for esteem as proposed by Maslow. Similarly the need for affiliation relates to the social need, or the belongingness need, or the affiliation need. The need for achievement relates to the need for esteem, and need for self actualization. So, if you see, we can closely relates McClelland trio of needs theory, with the five need theory proposed by Maslow, where we see need for power can be related to safety, and a esteem. The need for affiliation is related to the social need, or the belongingness need,

and the need for achievement is related to, the need for esteem, and the need for self actualization. So, in a way both the theories are. There is an overlap, and they help collaborate research, and they used together, basically lead us to, provide us with very reliable and valid generalization.

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Implication for Marketers:

a) The trio of needs theory could explain why people get motivated towards purchase and consumption patterns of certain product/service offerings:

i) **Need for Power (nPow):**

Examples:

- People get attracted towards fast cars, motorcycles with greater horsepower. Such automobiles depict masculinity.
- They also desire for positions in the government and its machinery etc so as to be able to make policy decisions and control others.

 18

Now, what are the implications for a marketer. So, if we look at the implications for a marketer, the trio of needs theory will be explained why people get motivated, though the. Why they get motivated towards purchase of certain kinds of product or service offering. For example, when we talk of need for car, people often get attracted to very fast cars or motorcycle, with a greater horse power, and these vehicles, or these automobile, basically depicts some levels of masculinity. Also people desire for position in government, and in machinery etceteras, so as to be able to make policy decision, and control others. Thus they desire for getting into jobs, which are in a Beaucracy, or in the government, so as to be able to, have control over others.

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ii) Need for Affiliation (nAff):

Examples:

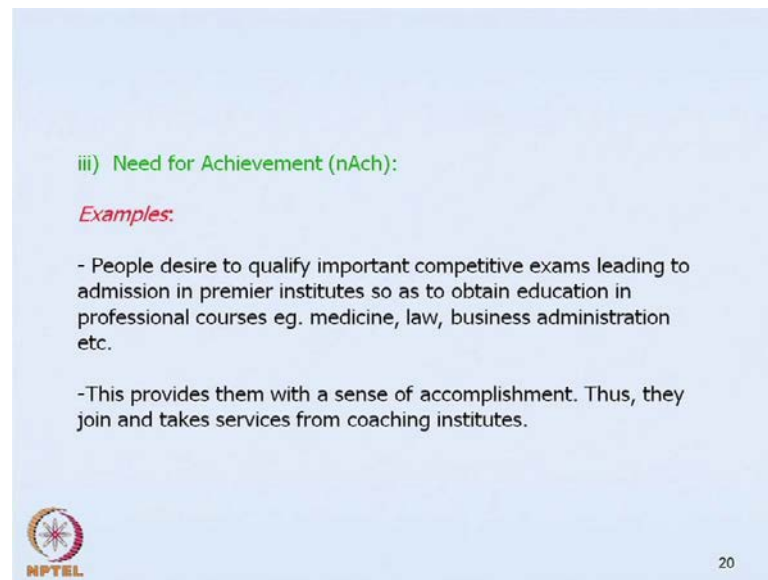
- People like to buy products and services that relate to their culture, social class and lifestyle. They prefer a social approval from people from their social class. Food items, clothing and apparel and even hobbies and interest relate to one's social class.
- People desire partying and celebrating together, and on such occasions, snacks and beverages are common products.
- People like holidaying together as family or friends etc. Holiday packages are prepared by the tours and travel companies.



19

Similarly, we have need for affiliation, where people like to buy products and services, that relates to their culture, or their sub culture, or their social class, why, because one they feel, they want to belong to a particular social class and community, and they seek social approval from such class or community. So, products related to food item, apparel ware, clothing, also different kinds of hobbies and interests, are often related to the social class. People desire going on holidays together, or they desire parting and celebrating together, and they often, lot of products are portrayed as per as a usage of occasions; like chocolates. A lot of products are portrait, where they show parting and celebrating together, like cola beverages, or cold drinks, or ice creams, or a lot of other snacks, and beverages which are shown. They all basically show how people are using them together, and so they basically depict. They can be related to need for affiliation. People like to holiday together, holiday packages as prepared by tourist and travel companies, again actually depict the need for affiliation.


(Refer Slide Time: 22:58)



iii) Need for Achievement (nAch):

Examples:

- People desire to qualify important competitive exams leading to admission in premier institutes so as to obtain education in professional courses eg. medicine, law, business administration etc.
- This provides them with a sense of accomplishment. Thus, they join and takes services from coaching institutes.

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20

Also need for achievement, people wants to qualify certain important exams, leading to admission to premier colleges, or to get admission to very good professional courses, like law, medicines, business administration, etceteras. So, they join a lot of coaching institute, or tutorial classes, and this basically depicts how and how people get motivated toward purchase of certain product and service offering, which actually relates to fulfillment of their needs.

(Refer Slide Time: 23:29)



b) Drawing upon such needs and their relevance, the marketer can take a lead towards developing effective segmentation and positioning strategies.

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21

Drawing upon the needs and the relevance, drawing upon motives, the marketer can again develop effective segmentations and positioning strategies. Like for example, we have the need for power.

(Refer Slide Time: 23:43)

Examples: Trio of Needs versus Examples for Segmentation & Positioning

Needs	Examples: Segmentation & Positioning Strategies
- Need for power	<p>- Need to exert control over other persons, objects, situations.</p> <p>Example 1: Control over headache, pain and agony</p> <p>- Segment: The youth, middle aged and old</p> <p>- Product: Saridon</p> <p>- Positioning Appeal: Agony</p> <p>Example 2: Control over speed, power and travel</p> <p>- Segment: The youth</p> <p>- Product: Hero Honda Bikes 100 cc and 150 cc</p> <p>- Positioning Appeal: Fill it, Shut it, Forget it.</p>

 22

So, if you see, the trio of the needs theory, where we are going to speak of examples, for segmentations and positioning. So, we have the need for power, and the segmentation and positioning strategy, will here mean that, basically need for power means need to control other object, other person, other situations. So, here you have an example, where a particular product like Crosin is shown, or a product like Saridon is shown, which is going to control a headache, or is going to control some pain or agony. So, you have the example over here, control over headache, pain and agony. Segment is the youth, middle age, or the old.


The product could be Saridon or Crosin, and the positioning strategy is in terms of agony appeal. Similarly, you have, people who want to control the speed, or power, or travel. So, the segment is the youth, and the product could be Hero Honda 100 or 150 CC bike, and the positioning is fill it, shut it and forget it; that is means once you basically fill it with gas, you just have to forget about anything else and keep on driving, and you can drive with speed, and have control over the other traffic, you can get ahead, or you can leap ahead, or race ahead of others, and be in the front. So, in this way, we see how the

need for power, basically it can actually be used, and effective segmentation and positioning strategy can be formulated.

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Examples: Trio of Needs versus Examples for Segmentation & Positioning

Needs	Examples: Segmentation & Positioning Strategies
- Need for affiliation	-Need for social belongingness and acceptance Example 1: People sitting together and enjoying coffee - Segment: The youth - Product: Nescafe Coffee - Positioning Appeal: Togetherness, Social appeal Example 2: Being together whole day long at work, inspite of body odour and perspiration - Segment: The youth - Product: Rexona Deospray - Positioning Appeal: <i>24 hour</i> intensive Anti-perspirant




23

Similarly, we speak of the need for affiliation, which is again we have need for affiliation which means, need for belongingness, need for acceptance. So, you again you have two example here. Let us say people sitting together enjoying coffee, the segment could be the youth, the product and the Nescafe. So, the positioning appeals, is in terms of being together, and sharing experiences, or a social appeal, or sharing time with each other. Again you have another example, being together whole day long in spite of body odor, and you know being together whole day long at work in spite of body order and perspiration. So, segment is the youth, a product could be a Rexona Deo drant, and the 24 hour intensive antiperspirant is the appeals which they use. So, if you see, when we talk of need for affiliation, we have an effective segmenting and positioning strategy along with it.

(Refer Slide Time: 26:21)

Examples: Trio of Needs versus Examples for Segmentation & Positioning

Needs	Examples: Segmentation & Positioning Strategies
- Need for achievement	-Need for accomplishment and excellence <u>Example 1: Coaching Institutes</u> - Segment: The teenagers - Product: Bansal classes and test series -Positioning Appeal: Interviews/Statements with toppers and high success rate <u>Example 2: Suiting and shirting</u> - Segment: The youth, middle aged - Product: Grasim - Positioning Appeal: Successful executives: conduct of business and meeting



24

So, third we come to need for achievement, where we talk of accomplishment and excellence. So, we have these coaching institutes, where the segment is the teenager, or the youth, and the product is, could be Banal classes and tutorials, and test series, and positioning appeal is, the interviews or statement with toppers, and high success rate; that is how they try have interviews, or the take statement of people who have succeeded in these exam, so as to be able to reassure others that, positioning themselves and reassure others that they are good about it. Or you have another example in the form of suiting and shirting, where the segment is the youth, or the middle age, and product could be Grasim, positioning appeal is people who are very successful executives, and on conduct of business and meeting. So, what we are trying to say here is that, based on the need, based on any of these needs, whether it is a need for power, achievement, or affiliation.

The marketer is going to draw upon in terms of the segmentation and positioning strategies that he should formulated. Once a person or segment is strong on a particular need, and a product or service offering is going to appeal to him. You need to devise strong segmentation and targeting in positioning strategies, so as to be able to target the segment, and blend with, or be in sync with his need, and his want, and his motive. So, in this way if you see, both the McClelland both Maslow's theory and McClelland theory have level of versatility, and because of this they can be used to portray different needs, and we can relate segmentation targeting and positioning strategies accordingly. We can

have or we can design our marketing mix. We can have formulated our marketing communication programs, and use positioning strategies and appeals accordingly.

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Sheth's Consumer Motives:

Professor Jagdish N. Sheth, proposed a classification of needs more pertinent to marketing management.

While he primarily researched in the area of travel industry, the findings are equally applicable across most products and services.

Sheth classified motives into five dimensions, viz., **functional motives, aesthetic/emotional motives, social motives, situational motives and curiosity motives.**

 25

Now, let us come to the third theory, which is the Sheth's consumer motive. Professor Jagdish Sheth proposes a classification of needs which is more pertinent to the field of marketing, and while he was researching on the travel agency, basically he was researching in travel industry. His findings are applicable across a wide range of product and service offerings, and he said that, basically all consumption motives can be divided into, classified into five dimensions; the functional motives, the aesthetic motives, the social motives, the situational motives, and the curiosity motives. Now each of these is oriented to achievement of certain goals. So, professor Sheth's said that each of these five dimensions are basically related or oriented to achievement of certain specific goals; for example, a functional motive. These efforts to the utility of a product or service, the utility and the functionality, or the utility and the function that the particular product performs.

So, the functional motives are more related to the utility, the performance, and functionality of product. Aesthetic and emotional motives refer to attractiveness, in terms of looks, attractiveness in terms of appearance of goods and services. The social motives basically here refer to, the esteem value related to the product or services, mind you, these are its social motives in terms of esteem, and he said the social motives

basically depicts, the esteem associated with the product or service. the situational motive basically referred to things which are unexpected, unanticipated, and these are unexpected and unanticipated benefit, attached to a particular product or service, actually help meet situational motive this could be in the form of rebates, this could be in the form of discounts, this could be in the form of other allowances. And curiosity motive, is the interest aroused by a particular product or service.

So, I repeat, we speak about functional motives, which actually pertain to the functionality and performance, functionality performance and utility of a product. The aesthetic or emotional motives, which relate to the appeal; the attractiveness, the esthetics of in terms of appearance, which will lead to positive emotions. The social motives pertain to the esteem related, to the product or service. The situational motives refer to unanticipated and unexpected benefits that come along with the product or service offering, which could be in the form of the rebate or discount or allowance. And finally, we have the curiosity motives, which basically means, something which is aroused or created by the product or services itself. So, these are the five different motives.

(Refer Slide Time: 31:32)



Implication for Marketers:

The marketer could benefit from the versatility of the theory where these varied motives, each oriented to the achievement specific goals can be better explained.

Example: A person, in sub-urban Mumbai, turns successful as a businessman. He now desires to migrate to the posh Juhu area of Mumbai and purchases a bungalow in the posh locality, next to seaside.

 NPTEL

27

Now, what are the implications for marketer. Now marketer could basically benefit, from the versatility of the theory again, where each of these varied motives, each oriented, where these varied motives, each oriented to achievement specific goal can be better

explained. So, let us have an example, where we see a person in a sub urban Mumbai. He turns successful as a businessman. He now desire to migrate to the posh Juhu area of Mumbai, and purchase a bungalow in posh locality, next to the beach, or next to the seaside. So, you have, we will discuss an example here, a person who earlier resided in sub urban Mumbai becomes very successful as a business man, and now desire to migrate to a posh Juhu area in Mumbai, and he purchase a bungalow on the sea side in Juhu. Now what are the different kinds of motives, which will be basically fulfilled. Let us look at the functional motives, now the functional motive will be, it related to the functionality, or the utility, or the performance of the product.

Here it means he has place to stay, so the functional motives is that he is now going to have a place to stay; that is where a functional motive is being met. Then aesthetic and emotional motives, where it is a good looking bungalow, next to the sea side, it is got very appealing indoors and outdoors, interior and exterior. It is a beautiful location next to the sea side, and there a lot of you, you can see the beach from there, it overlooks the beach, and a lot of palm trees on the beach. So, here you have the aesthetics or the emotional motive, where he is now in a place which is very beautiful house, with interior, with exteriors, and the lot of good view around his house, where he has the beach around his house, and there he sees his palm trees on the beach. So, it is very good looking aesthetically appealing, so we are going to meet the aesthetics motive. The social motives, now social I have been said earlier going to relate to the esteem.

So, here what we meant is, it is reflects his upper class status, it reflects his life style, it effects his values. So, this house in Juhu on the sea side is basically going to be reflective of his status, of his class, of his lifestyle, and of his values. When we talk about the situational motives, it can say that it was a bought at a good bargain, it was bought unexpected leads, the person own that earlier was desperate to sell it, so he sold it off to his person at very good price. This person was able to get good price for written bonds, he was able to going for a lot of bargain, and he was able to buy at a lower price than what was actually demanded by the previous owner. So, in this way, because this previous owner had to sell it on the desperation, and agreed to a huge bargain, and this new person, new resident was able to get at a lower price.

So, we say that it is a situational motive which has been met. And finally, we have the curiosity motive, where it actually relates to the interest aroused by the product or

service. Our businessman actually wanted, always wanted to experience a house on the beach, or a palm trees all round, with sea beach, and with rich people in his locality. So, this is new experience for him, this is going to arouse a lot of interest in him. So, we see that different motives are being met, and this particular house in Juhu is. Through this particular example, all we can depict or we can illustrate all the five needs, as being met by the. All the five motives have been illustrated through this purchase of his house in the posh area of Juhu. So, if you see all these theories, whether it is Maslow theory, or it is McClelland theory, or it is Jagdish Sheth's theory.

One the proposed set of need they give us a classification of needs. Two they show how these needs are very versatile, they are generic in nature and basically identify, or reflective of all the needs which individuals can posses. And three; all of these needs are versatile, they show how the motives or the needs, and identifications of these needs and motive, can help a marketer design, suitable segmentation targeting and positioning strategies, and relevant appeals long sides. So, that we say, that these theories are very relevant for motivational research, and help in the study of consumer behavior. Marketer can draw upon these theories; one by understanding, what is the need with dominates a market segment. Two, design the product or service offering accordingly, and positioning his product or service offering, as per the need and want of the segment.

(Refer Slide Time: 36:48)

6.1.4 Motivational Research And Its Applicability: Implications for Marketers:

Human motives are hypothetical in nature;

- they are varied across people and also across situations;
- they are abstract and sometimes cannot be exactly identified by people themselves.

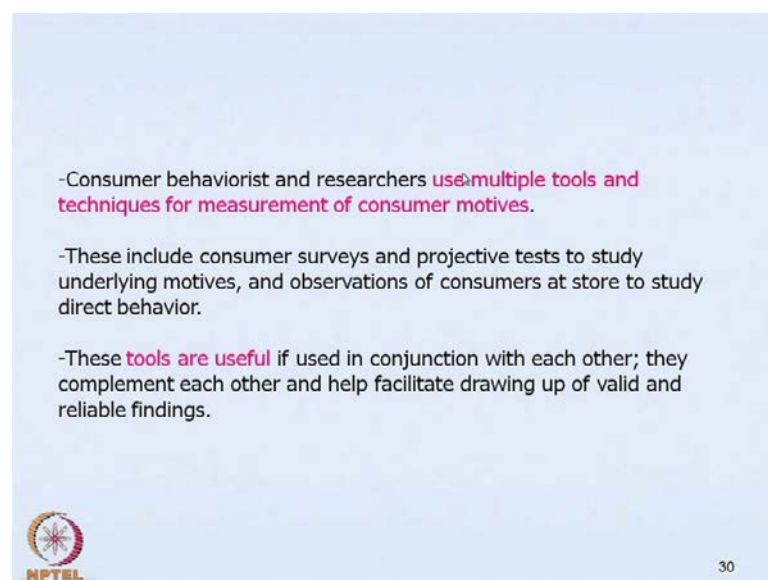
They could also remain outside the preview of exact identification and measurement by researchers.

Thus, the measurement of consumption motives and the processes that underlie consumption processes and patterns of behavior have been a subject of question and debate.



Now, let us come to the next topic, which is motivational research and its applicability, what are the implications for marketer. A first thing which we will speak of, is that his motives are very hypothetical in nature. They vary across people, they vary across situations. They are abstracts, sometime they cannot be clearly identified by people themselves, and they could also remain outside the preview of exact definition and measurement by researcher. The measurement of these motives and the various processes which, underlying the consumption processes have been subject of debate, have been a subject of discussion. Consumer behavior scientist, and consumer behavioral researcher have used a large numbers of tools, to basically to measure these motives, these could include surveys, they could include projective tests, and observations to basically study the consumer behavior.


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-Consumer behaviorist and researchers **use multiple tools and techniques for measurement of consumer motives.**

-These include consumer surveys and projective tests to study underlying motives, and observations of consumers at store to study direct behavior.

-These **tools are useful** if used in conjunction with each other; they complement each other and help facilitate drawing up of valid and reliable findings.




30

And these tools are extremely useful, but if you use in conjunction with each other, because when they complement each other, drawing up of valid generalizations and reliable finding is easier. The motivational researchers basically attempt to identify these underlying motives, or desire and feelings, and then they try to understand corresponding consumption patterns. The understanding has relevant, and applicability for marketing manager, who could benefit from such research, for reasons that are many. One; let us speaks of what could be the benefits of understanding motivational research, and how could these basically act as. How could they help a marketer. So, let us speak about these.

(Refer Slide Time: 38:38)

1. Motivational research helps discover and identify the forces/needs/desires, urges/drives and resultant behavior in the marketplace.

- In other words, it helps explain the actual reasons underlying consumer behavior.
- A product and service offering helps meet a multitude of needs; as has been explained in the examples above, the purchase of a microwave helps meet various needs; the purchase of a bungalow in Juhu meets several motives; a product/service offering could meet one or few or all of these needs.
- Thus, a product/service offering meets many needs and motives across people and situations.
- Each one of us attaches a level of priority to these needs/motives.



NPTEL

32

Motivational research basically helps discover and identify the various forces, the needs, desire, urges, drives, and resultant behavior in the market place. So, basically when we are going for motivational research, either through the surveys, or through observation, or through projective techniques. They will help us explain actual reason underlying consumer behavior. We can see, for example a microwave help meet several needs of house in Juhu also met several motives. A product or service offering can meet one of few of all these needs. So, what we see is, a product or service offering, does not help meet one need, but helps need a need a numbers of needs, it helps need a multitude of needs. So, motivational research basically helps us discover, and identify the various needs, and the resultant behavior in the market place; that is which of these needs, is met. One, which of these needs is met. Two, which of these needs is holds priority, and is most successful in meeting of particular need or want. This is one.

(Refer Slide Time: 39:43)

2. The marketer could use findings from motivational research to influence consumer decision making to his favor.

-With a particular product/service offering meeting many needs and motives, the consumer is pulled and influenced towards varied brand offerings, each of which is positioned on different needs/motives.

-For example, a couple wants to buy a refrigerator.

-The joint decision making gets complicated when the husband looks at the cooling function and the compressor (functional motive), while the wife gives priority to the good looks and color (aesthetic motive).

-Such a conflict could also occur at an intra individual level in case of a single person making a decision, in the form of approach-approach, approach-avoidance and avoidance-avoidance conflict.



34

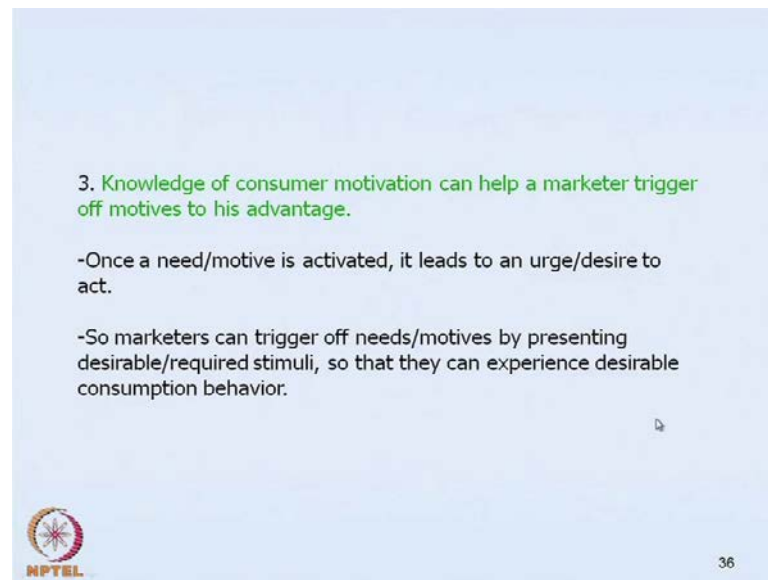
The second thing, which we talk of, is the marketer could use finding from motivational research, to influence consumer decision making, to his favor. Marketers can take decision related to segmentation, and positioning. They could also use these finding to influence consumer decision making in their favor. They do this by positioning the product or service on different needs and motives. For example, a couple wants to buy a refrigerators, so the joint decision making gets complicated, when the husband looks for functionality, he looks for the cooling function, the power consumption of a compressor, and while wife give priority to aesthetics motive, where she talks of the aesthetics and appeals.

So, there we will see a conflict could occur, and this conflict would basically be you know occur at an intra individual level, in case a single person is making a decision, and we have conflict in the form of approach approach approach avoidance, and avoidance avoidance. Nevertheless the marketer, basically could first identify a need or want, second position his product or service; such that it meets these needs or wants. Third also see, that how a particular need is, how a particular product or service offering will help meet a numbers of needs. And then also help influence consumer decision making to their favor, by saying yes; this particular product or service offering, meets the particular need or motive, and is could be position in this form. Consumers often face a dilemma, due to the strength and weakness of different motives; such that happens in the case of approach approach approach avoidance, and avoidance avoidance conflict.

So, the marketer could basically use this opportunity to his favor, when he is able to understand the underlying motives which dominates, or which overpowers the others motives. So, the marketer wants to identify this motive, he can use this motive as a decision rule, and he can use this motive as a part of his decision rule, and evaluate the and help the consumer evaluate the brand favorably. So, we can relate this to the non compensatory rules and decision making, which we have discussed earlier, in the form of the lexicographic rule, if you remember. So, the market can relate his brand to a particular benefit, that the consumer segment feels. So, if he feels that the decision for a refrigerator would end up with male dominated decision, he would stress on the functional benefits.


On the other hand, if he feels that the decision will be female dominated decision; in that case he would give priority to the esthetic and the emotional part. So, the marketer basically could use the findings to influence consumer decision making; one by positioning, two by showing how the particular product meets a different need, three by understanding what or who will dominate in the decision, and position him and his product accordingly. And four by also showing how different needs can be met, and again as I said use certain attributes, which she feels are more important as a part of the lexicographic rule, consumer will prefer buying a particular product, which has certain features, which the consumer feels are most important. Again, we could also see, that the knowledge of consumer motives can help a marketer, trigger off certain motives to his advantage.

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3. Knowledge of consumer motivation can help a marketer trigger off motives to his advantage.

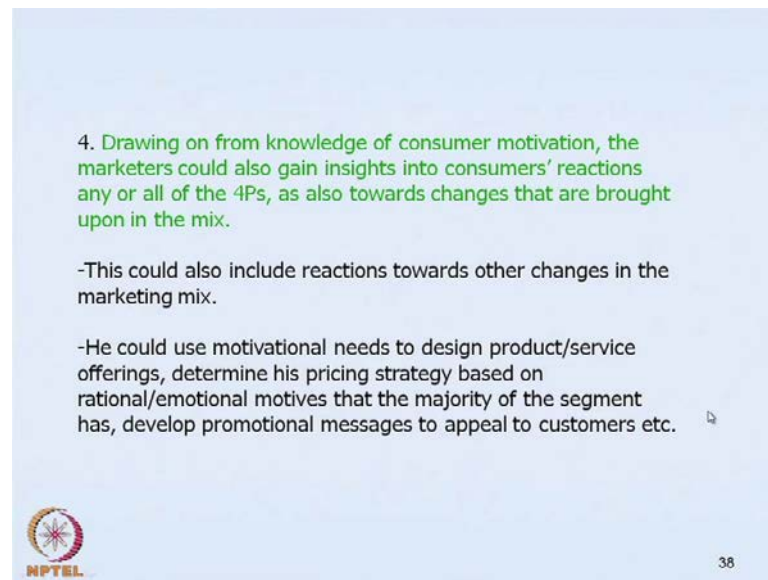
- Once a need/motive is activated, it leads to an urge/desire to act.
- So marketers can trigger off needs/motives by presenting desirable/required stimuli, so that they can experience desirable consumption behavior.



36


So, once a need is identified or activated, it leads to an urge, so the marketer could trigger off needs, by presenting desire stimuli, and accordingly he could experience a desirable consumption behavior. Now, how does marketer trigger off needs. Marketer could triggers off need and wants that exist in our subconscious. Once he brings these needs and wants to the surface, he can translate the need or want, and take advantage; for example, a need to smell good leading to huge market for Deo drants. He can also induce the processes though need benefit segmentation, and show how a particular product meets certain needs. So, he can segment the market on motivational needs, and he can also lead the consumer from an actual state to desire state, by luring him towards improvised versions, for a particular product. Like what is happen in mobile phones, where people tries to move you from marketer tries to move you from an actual state to a desired state.

(Refer Slide Time: 44:41)



4. Drawing on from knowledge of consumer motivation, the marketers could also gain insights into consumers' reactions any or all of the 4Ps, as also towards changes that are brought upon in the mix.

- This could also include reactions towards other changes in the marketing mix.
- He could use motivational needs to design product/service offerings, determine his pricing strategy based on rational/emotional motives that the majority of the segment has, develop promotional messages to appeal to customers etc.



38

Finally, drawing from knowledge of consumer behavior, consumer motivation marketer could basically gain inside into consumer reactions, on any or all of the 4 Ps, and that is why he could bring about changes in the mix. He could basically asses reactions, and then formulate changes in his marketing strategy, on the besides including his 4 Ps product, price, place and promotion. So, he could basically price, you know going for pricing decision or distribution strategies, or promotion bases strategies, based on the motives of the majority of the segment. So, he could use the motivational needs to design product offerings, determining his price based on his rational and emotional motives, at the majority of segment has, and develop his product, or developed his appeal to customers accordingly. So, if we see basically what we are talking of, is how motivational research is applicable. First and foremost, it helps us identify what is the need with dominates a segment. Two it helps us position our self segments the market, and position our self accordingly. Three it also helps us understand, that you know because of the versatility different needs, may be met at different points of time. Four; it helps triggers off, it helps to give marketer inside into how to trigger off needs, how to basically help identify consumers needs at the subconscious level.

Trigger off the need want pattern, and thereby you know move him towards a product or service offering, which will actually help him lead to a purchase state. So, that is how motivational research is helpful for a marketer, and marketer should be drawing upon this knowledge, from motivational research, by understanding consumer needs, by

identifying segments, targeting and positioning, by formulating the correct strategies with respect to the 4 P's, by moving peoples or triggering off needs, either at the subconscious level or from the actual to the desired state. And finally, encourage consumer to buy particular product or services, by relating the product with the need benefits. So, in all of these ways, marketer could basically benefit from a study of motivational research. Now, let us come to. This brings us to the conclusion of this particular session, on motivational theories and motivational research. Let us come to the references.

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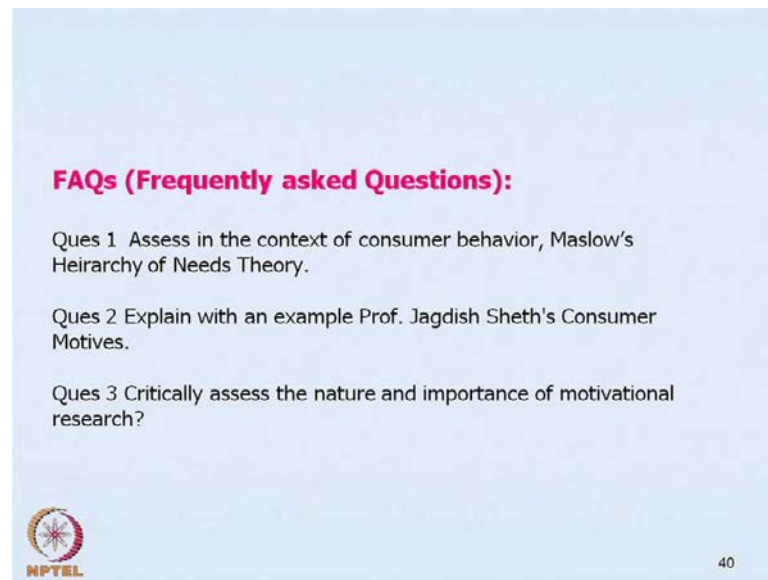
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FAQs (Frequently asked Questions):

Ques 1 Assess in the context of consumer behavior, Maslow's Hierarchy of Needs Theory.

Ques 2 Explain with an example Prof. Jagdish Sheth's Consumer Motives.

Ques 3 Critically assess the nature and importance of motivational research?

 40


Frequently asked questions; assess the context of consumer behavior, Maslow's hierarchy of needs theory. So, we will explain the theory, give the five needs, show how they are relevant, and then first talk about the assessment of the theory, the limitations of the theory. And then show how they are relevant in terms of consumer behavior, how they can be applied, or how the theory can be applied in the field of marketing, and in consumer behavior. Question two; explain with an example, professor Jagdish Sheth's consumer motives, so you will show, or explain what the five motives are, and there after you will take an example and show, how you can basically illustrate the five motives through an example. Third question critically assesses the nature and importance of motivational research. So, you will say, how the study of motivation helps you identify needs, helps you a segmentation, targeting and positioning, helps you frame your marketing program or your 4 Ps, how it helps you manipulate, or how it helps you maneuver the decision making process of the consumer, by triggering off needs, by showing how your product or service or your brand, helps meet those needs and wants, and how you are better than the others, and so have an impact on product evaluation, and though the lexicographic rule and so forth.

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Self Evaluation Tests/Quizzes:

Section A True/false:

1. Maslow proposed that human needs could be classified into four basic levels.
2. A product and service offering helps meet a multitude of needs.




41

Now, coming to quiz; section A true and false. Maslow proposed that human needs could be classified into four basics levels, well is it true or false statement. It is a false statement, there are not four levels, but five levels. So, Maslow proposed that human needs can be classified into five levels. Second question, a product and service offering helps meet a multitude of needs. Absolutely true, product or service does not help you meet one need, but it helps you meet multitude of needs.

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Section B Fill up the blanks:

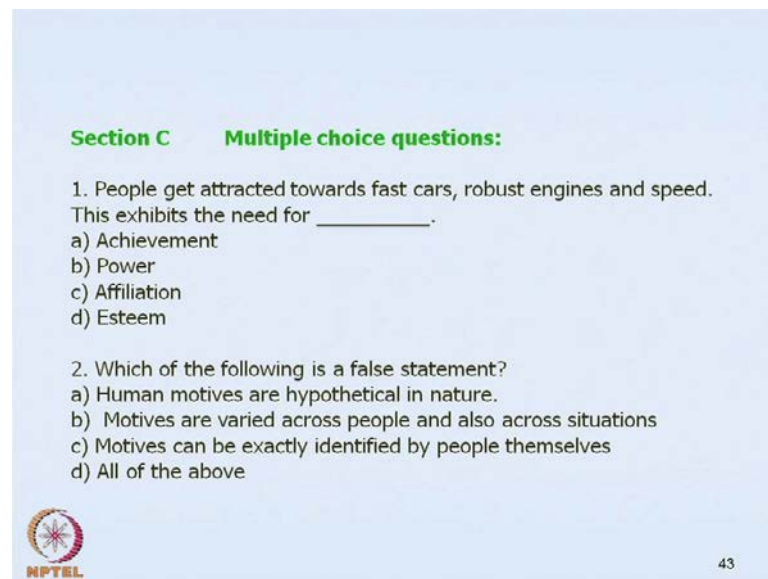
1. Sheth classified motives into five dimensions, viz., functional motives, aesthetic/emotional motives, _____ motives, _____ motives and curiosity motives.
2. _____ proposed the Trio of Needs Theory.



42

Section B; fill in the blanks, Sheth's classified motives into five dimensional, functional aesthetics dash dash and curiosity. So, the answer is functional motives, aesthetic or emotional motives, social motives, situational motives, and curiosity motives. Question number 2; dash proposed the trio of needs theory. So, it is McClelland, McClelland proposed the trio of need theory.

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Section C Multiple choice questions:

1. People get attracted towards fast cars, robust engines and speed. This exhibits the need for _____.

- a) Achievement
- b) Power
- c) Affiliation
- d) Esteem

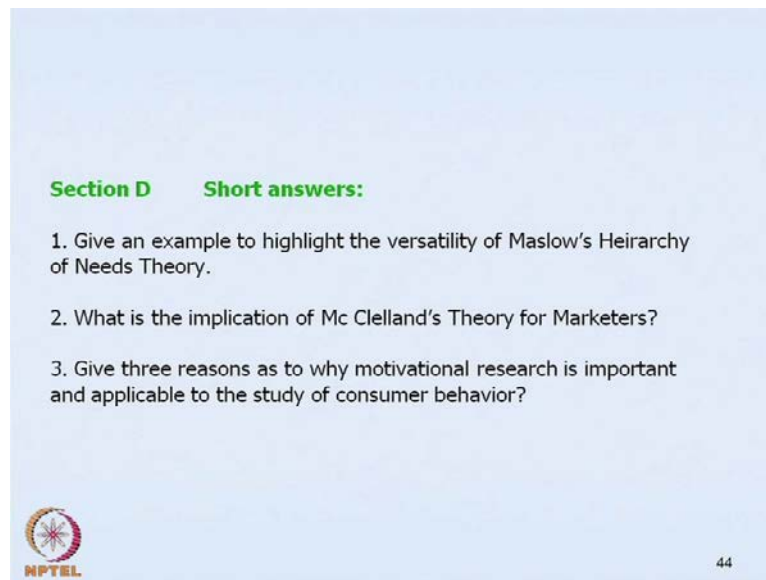
2. Which of the following is a false statement?

- a) Human motives are hypothetical in nature.
- b) Motives are varied across people and also across situations
- c) Motives can be exactly identified by people themselves
- d) All of the above

 43


Coming to multiple choice questions; section C, question number 1. People get attractive toward fast cars, robust engines, and speed; this exhibits the need for achievement, power, affiliation, or esteem. So, the answer to this is b, which is power. So, people get attracted toward fast cars, robust, engines, and speed, because of need for power. Which of the following is a false statement, question number, statement number a; human motives are hypothetical in nature; b, motive are varied across people and also across situations. Three motives can be exactly identified by people themselves, and d all of the above. So, the false statement is c, which says motives can be exactly identified by people themselves, motives may not be exactly identified by people themselves, so this is a wrong statement.

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Section D Short answers:

1. Give an example to highlight the versatility of Maslow's Hierarchy of Needs Theory.
2. What is the implication of McClelland's Theory for Marketers?
3. Give three reasons as to why motivational research is important and applicable to the study of consumer behavior?


 44

Coming finally, to some short answers; so, give an example to highlight the versatility of Maslow hierarchy for need theory. So, you will speak about the five motives, five needs, and then explain, you have already discussed the example of the lady, who buys a microwave, oven. Question number 2; what is the implication of McClelland theory of marketer. So, it shows how the trio of needs theory can explain, people getting motivated towards the purchase need consumption patterns of certain kinds of product and services, where we see fast car, and motorcycles was need for power, membership to club was need for affiliation, and administration to professional courses for need for achievement. So, developing drawing upon these needs, the marketer could develop effective segmentation and positioning strategy. And question number 3; give three reasons as to why a motivational research is important, and applicable to the study of consumer behavior. So, you can give these three reasons, why it is it helps you discover needs, identify needs, it could also help make a marketer, you know make decision making him his favor. It could trigger off needs, it could trigger off motives, and you know. So, different ways by which motivational research is important, and applicable to the study of consumer behavior.

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2. According to Mc Clelland Theory, needs can be classified into three categories, and thus constitute the Trio, viz., Needs for power (nPow), affiliation (nAff) and achievement (NAch).
-The theory has implications for marketers.
-The trio of needs theory could explain why people get motivated towards purchase and consumption patterns of certain product/service offerings; Needs for power (nPow): fast cars, motorcycles; Need for affiliation (nAff): membership to clubs; Need for achievement (nAch): admission to professional courses.
-Drawing upon such needs and their relevance, the marketer can take a lead towards developing effective segmentation and positioning strategies.

3. Motivational research is important and applicable to the study of consumer behavior because of the following reasons:
-Motivational research helps discover and identify the forces/needs/desires, urges/drives and resultant behavior in the marketplace. In other words, it helps explain the actual reasons underlying consumer behavior.
-The marketer could use findings from motivational research to influence consumer decision making to his favor.
-Knowledge of consumer motivation can help a marketer trigger off motives to his advantage.
-Once a need/motive is activated, it leads to an urge/desire to act.
-So marketers can trigger off needs/motives by presenting desirable/required stimuli, so that they can experience desirable consumption behavior.



46

So, this brings us to a conclusion of this particular session, on motivational theories and motivational research. So, we will continue with the next part of this, of our topic on motivation in the next session.

Thank you.