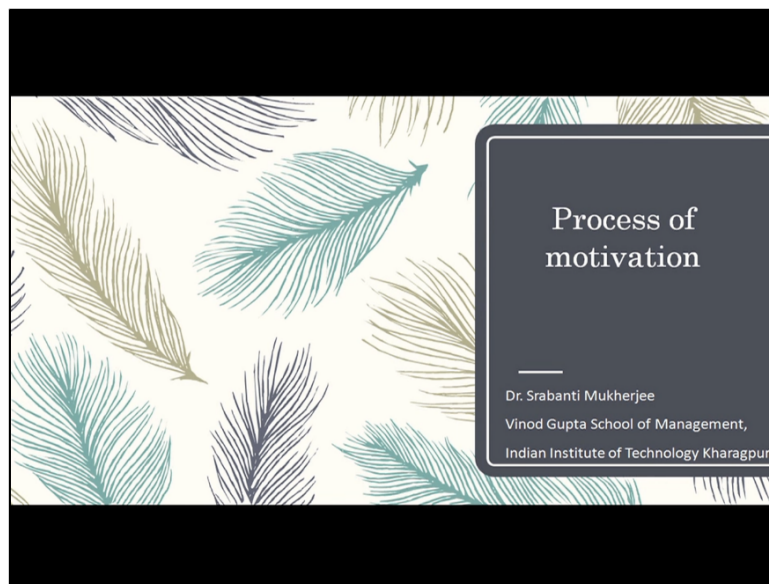


**Consumer Behaviour**  
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**Module No. #01**  
**Lecture No. #05**  
**Process of Motivation**

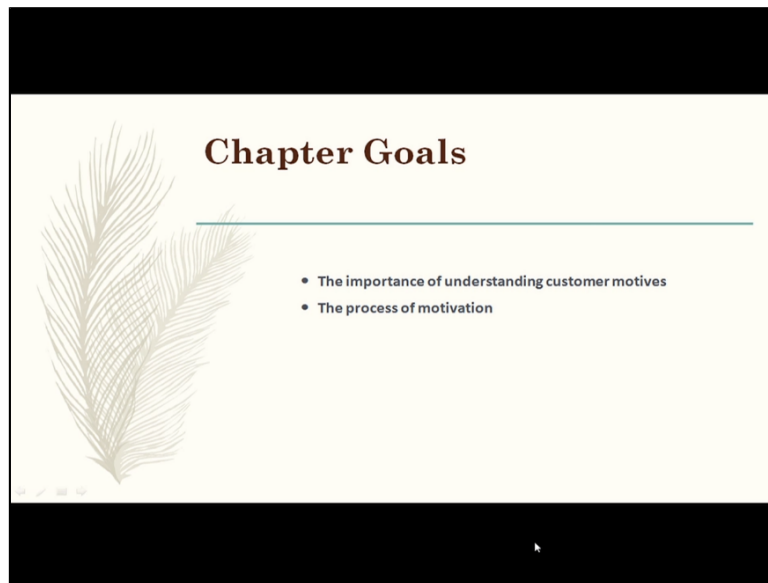
Welcome, to Module Number Five. And, in this Module, we are beginning with the individual determinants, of the Consumer Decision-Making. And, the first individual determinants of Consumer Decision-Making, is Motivation.

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So, we start with the Concept of Motivation. And, I, Dr Srabanti Mukherjee, from Vinod Gupta School of Management, will deliver this to you. In this Module, we are going to cover, two things.

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A, the importance of understanding, the Customer Motives. And, what is Motivation? And finally, the Process of Motivation.

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Here, I would just like to state a little bit like, this Motivation means, the motives of the Customers, are from the Marketers angle only, we are discussing. So therefore, we say that, the Marketers these days, are fascinated by the Motivation of the Customers, normally, when it is related to Purchase Behaviour. So, we are only concerned about Motivation of Purchase. So, this behaviour, recounts to the intention, for the aspiration to possess the particular goods or services. And, it can also be expressed as, Goal Directed Behaviour.

So, we will say, there are basic human needs also, and some Psychological needs also, of the Customers. The basic human needs, of the Innate needs like, thirst, hunger, and all this.

Whereas, we also have some kind of Psychological needs. Some advertisements, for example, Sprite may say, Sprite Bujhaye only Pyas, Baki sab Bakwas, which targets the Basic or Innate needs, that is the quench for thirst. How do we quench our thirst?

So, and when we talk about the Psychological aspect, I may have an Esteem need, that I may want to wear a very pricey apparel, in my sister's marriage, just to satisfy my Esteem need. And, this Esteem need is nothing, but a kind of Psychological motive, which I am having. So, both these are important, when I am talking about, Purchase Behaviour of the Customer. And particularly, Motivation is very important.

Because, with an increasing globalisation, we see that, particularly W1 countries, or the developed countries, they are exporting Products to the developing countries. And, these Products are of very good quality. And, this are giving tough competition, to the local produce of the developing countries. So, given this kind of situation, unless you really know the particular aspect, which is actually, the particular need of the Customer, or the very fine need of the Customer, Latent need of the Customer, you cannot come up with Innovations.

You cannot really customise your Products, based on the need of a particular target segment. So, that is how, when Horlicks designs, Horlicks Light for the, around 42 years old people, those who are prone to have Cholesterol, or some Heart related problem. Because, they are in the juncture of Youth, and Oldness. Similarly, Women's Horlicks are targeted towards, the Working Ladies. Mother's Horlicks targeted towards, the Lactating Mother.

So, this kind of Product differentiation, you can only make, if you can understand, what is the distinctive motive, or Latent need, the Customer have, for a particular Product. Those, that is what, some needs could be Innate, some needs could be Acquired. Innate needs, as I told you, are thirst, need for shelter, need for food, and all this. Whereas, some could be Acquired need, which are like, which may be developed, from the Culture, or Environment.

which means, my Friend has bought, a kind of Titan Raga Watch. So, I also need, a Titan Raga Watch. So, this is nothing but, an Acquired need. Because, I did not need immediately, a Watch. But, as because, that person is wearing it, it has motivated me, to buy the same thing. So, several you know, Psychologist, they have defined Motivation, in different ways.

And, in Consumer Decision-Making process, since 1966, in the Nicosia model, it has been identified that, Motives is one of the prior determinant, or, it is one of the beginning point of Consumer Decision-Making process. So, similarly, we find it, Concept of Motives in Nicosia model, in 1966. We find it in, Howard Sheth model, in 1969. We find it in, Howard Arslan model, in 1973. Engel Kollat Blackwell model, later on, Engel Kollat Miniard model, in 1978

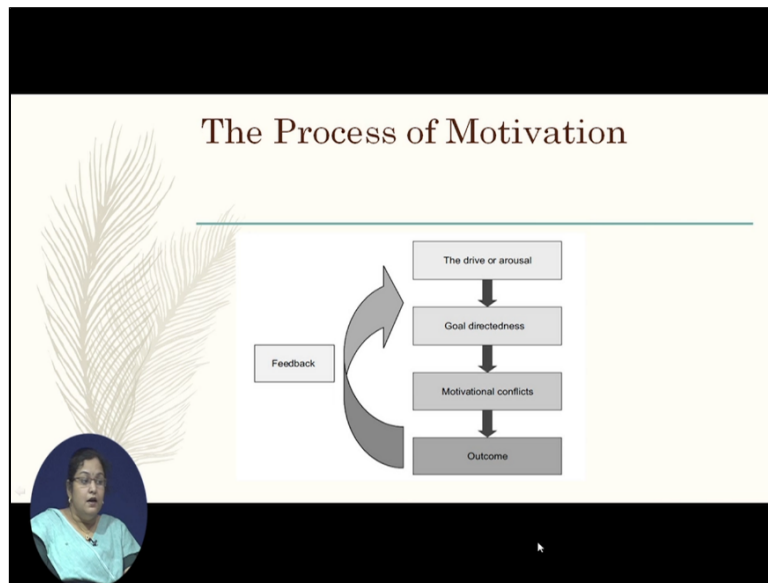
We find Dubey's model, in 2000. So, similar, different kind of Consumer behaviour models actually, has talked about this motive, as one of the individual determinants of Customer behaviour, like that. So, how do we define, Motivation? We are talking about Motivation. We are talking about motives. How do we define it? So, Motivation is a defined state, or Drive, or Arousal, that propels the behaviour, towards a goal object.

I am feeling thirsty, so I am buying the soft drinks. I may buy, a bottle of Mineral Water, as well. So, that is a goal. Mineral Water, or a bottle of Pepsi, both can quench my thirst. Motivation is actually comprised of two components. A is Drive or Arousal. Another is the Goal Object. Drive is the thirst, as I mentioned. And, the goal object is the Product, which can satisfy my Drive, okay. So, which means that, Coca Cola, or my bottle of Mineral Water, that is my goal object.

So, in other words, Motivation may be referred as the state of mind, that energises and directs, Goal oriented Behaviour. So, like Eminent Psychologists state, that Motivation might be entrenched from the Basic need, to quench thirst, or satisfy hunger, to less apparent reasons like, satisfying Hedonism, Altruism, Morality, or avoiding Mortality. Fonvielle advocated, that if a company's Marketing section is to figure out, how to stimulate a target through, to persuade in favour of their brands, they must first identify, what their target group, actually needs.

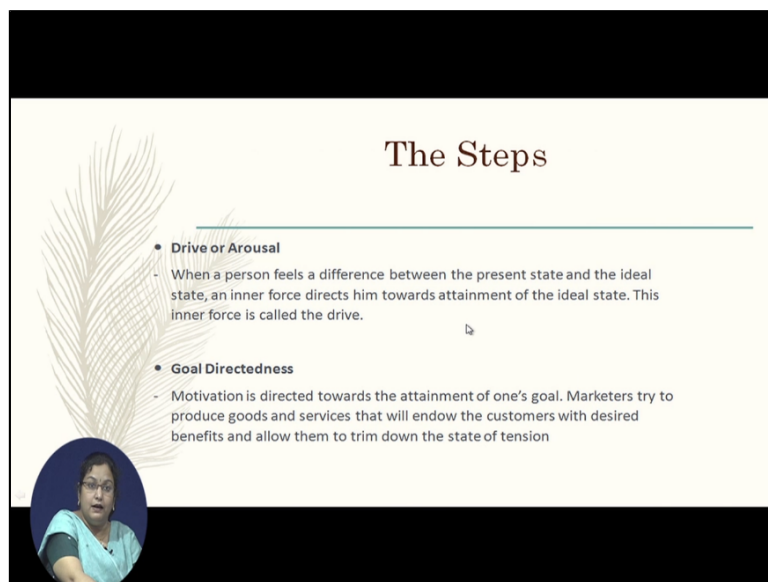
What motivates them, to buy the Product? Am I buying it for myself? Or, I am buying it for my Sister's Wedding? Or, I will use it for, some social purpose. So, for what purpose, I am buying a Product? That is extremely important. So, here the central question of Consumer Behaviour, is rooted. That is, what is the purpose of my Purchase? Or, what is the motive of my Purchase?

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Now, I talk about, the process of Motivation. How the process of Motivation is? How am I motivated, to buy a particular Product? So, the first step, of course in this case, is the Drive, or Arousal. Now, these are the four steps, which you can see, the Drive or the Arousal, which goes to goal directedness, which is mediated by Motivational conflict. And finally, the outcome is, you are motivated. And then, that again, registers the feedback, means that, registers in your mind, for your future Drive.

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So, I will go in details. So, the step one. First one is, Drive or Arousal. When a person feels the difference between, the Present state, and the Ideal state. Which means, I am seeing a Jewellery, a nice Jewellery, that my Friend is wearing, in my Sister's Wedding. So, I fell in the Present state, I do not have that. And, in the either state, I should have that, or I should have a similar Product.

So, there is the difference, which guides the Inner force or Drive in me, to search information, or to, you know, purchase this kind of Product. So, first time in 1932, Vrome, who was born in 1932, in Montreal Canada, who is, you know, the Consumer Scientist. And, he has developed a kind of Expectancy Theory of the Customer, in one of his phenomenal book: Work, and Motivation, Leadership, and Decision-Making, and the New Leadership.

In there, he in that particular book, he has mentioned about the Expectancy Theory, where he has said, that Drive may come from positive Incentives, it may come from Hedonism, as well. Positive Means, I am not at this moment, planning to buy a Product. But, I am suddenly seeing that, recently we have seen in the Newspaper, that some electronic shops like, Great Eastern, Ghosh Electronics, they are coming up with different offers for, Puja or Diwali.

So, that time, that may be a reward for me to buy, a think of buying that kind of Product, or feel the need, of that kind of Product. So, that is a Drive, which is actually propelling me, towards that Product. And, it may be the Hedonic needs also, which is like emotional Arousal, Pleasure, Aesthetic. I may like to watch Pink, this recent Movie of Amitabh Bachchan. Just because, it satisfies My Pleasure need, My Hedonic need, okay.

So, that you know, the Drive, and Marketer can actually create, this kind of Drive. Now, it is online Marketing is frequently used. For example, if you see Facebook, has been wavelmently used by, even Governments, to promote several schemes. Particularly, and of course, Movie promotions like, the Movies like Pink, or many other Movies, which are, you know, promoted in the Facebook medium too. You know, it is Soaps, and Serials, and different entertainment Products, are actually promoted, through Facebook.

Most of the Products, these days, they have their Facebook page. Or, some way or the other, they are trying to promote it, in that way. So therefore, you can use social media to actually promote, or to create the Drive, within the Customer. Of course, advertisement is one media. Tanishq has arranged for a Mia contest. That is also a way of, you know, creating an instinct, creating a Drive, within the Customer, towards feeling the need to buy a particular Product.

The second one, of course is the, Goal Directedness. That is, Motivation is directed towards attainment of one's goal, that is the particular Product. Marketers try to produce goods and

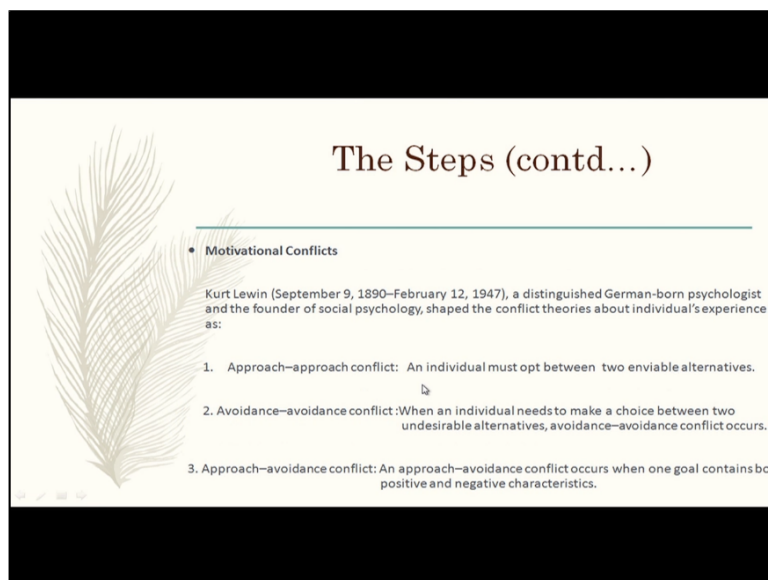
services, that will endow the Customers, with desired benefits, and allow them to trim down, the state of tension. Which means, to acquire the Product. So, in this case also, if I have a Latent need, towards a certain Product. But, I may not have the affordability, to buy it

The Marketer, can create an avenue, like they can have EMI schemes. They can have, other easy purchase schemes, by which, or they can bring it in a lower pack size, or they can design a little bit of inferior variety of the Product, in a little lower price. And, they can satisfy my need to have, the similar kind of brand, or a little bit of lower version, of that particular brand. Cars come with, LXI, VXI versions.

These are different, based on the different attributes of the car, LXI and VXI models, has been determined for a car. Of course, that differentiates, of course the price of the Product. And, based on the affordability, the Customers can select the Product. Even, for selling the Product also, the medium like, which medium, the Customer would like to buy the Product.

Whether, they like the Product from the doorstep. Or, they want to buy online. Or, they want to buy of, any other from the shopping malls. From where, they want to buy. That can also be treated, by the Marketer. They can give several offers, to bring the Customer, in the doorstep. I mean, their doorstep. Or, they can reach to the Customers doorstep also, if required.

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### The Steps (contd...)

- Motivational Conflicts

Kurt Lewin (September 9, 1890–February 12, 1947), a distinguished German-born psychologist and the founder of social psychology, shaped the conflict theories about individual's experience as:

1. Approach–approach conflict: An individual must opt between two enviable alternatives.
2. Avoidance–avoidance conflict: When an individual needs to make a choice between two undesirable alternatives, avoidance–avoidance conflict occurs.
3. Approach–avoidance conflict: An approach–avoidance conflict occurs when one goal contains both positive and negative characteristics.

Now, the process is not that smooth also. Because, a person may have, within their own mind space, different kind of Motivational conflict, okay. So, Motivational conflict has been actually being analysed by, Professor Kurt Lewin, who was a distinctive German born

Psychologist. And, he is the founder of Social Psychology. And, he has actually shaped the Conflict Theories, about individual's experience. And, three conflict theories, he has talked about. A is the Approach-Approach Conflict. B is the Avoidance-Avoidance Conflict. ((13.16)) And, Third one is the Approach-Avoidance Conflict. Okay.

So, now we talk about, what is the Approach-Approach Conflict. When, the Customer is actually had to decide between, two enviable alternatives. Two alternatives, both are good. Like, I am right now, I need, like the festival is coming, I need Jewellery. So now, Kalyan Jewellers is also offering, zero service charge scheme, at this moment. And also, we see that, several other like SENCO and all, they are also coming with several festive offers.

Now, all are sounding, very lucrative to me. Now, which one to choose. So, I may have a conflict between this. So here, the Marketer has actually, a very important task to play. They actually have to make the Customers feel, that which criteria is more important to them. Whether, the discount is important to them. Whether, discount on making charges important to them. Or, zero making charges important to them.

Or, the design, particularly, if the design is particularly meant for Durga Pooja, or design is particularly meant towards, some special designs for Diwali. So, some things, and some particular criteria, if their Marketer can actually promote, that this Product is much more effective for Durga Pooja festival. This, our designs, match more with the Durga Pooja, particularly the Bengali sentiments. Or, my Products, matches with the, South Indian sentiments.

They in probably, it will help the Customers, to come out of this Approach-Approach Conflict, and take a decision, in favour of a particular brand. Tanishq, if you see the advertisement of Tanishq, where they have again repositioned from Wedding Jeweller, to your Wedding Jeweller. In Wedding Jeweller, they have tried to position, as a Wedding Jewel. I mean, changed from their previous elite kind of, working class kind of things, to Wedding Jeweller.

And then, far though, they are talking about, when the Dathimaa is talking in the particular advertisement that, there could be, if the girl of the family, could have married to a South Indian person. Then probably, this Punjabi girl could have, two kinds of Jewelleries, to wear.



One is the Punjabi Jewellery, and other is the South Indian style Jewellery.

So, which clearly means that, Tanishq is providing multiple kind of. Because, this particular Ad shows, that when the family reaches to the shop, they are asked about the subculture like, which kind of Wedding Jewellery, you want. A Bengali Wedding Jewellery, or Gujarati Wedding Jewellery, or what kind of Wedding Jewellery, you want. So, which means, they clearly create a kind of criteria, which so far, no other Jeweller has talked about.

That is, they have special designs, for several subcultures. So, this may help, you know, this kind of strategies, will actually help the Marketers to, you know, drag the Customers, towards their brands. So, then the second one, is the Avoidance-Avoidance Conflict, where an individual need to make a choice, between two undesirable alternatives. Okay, which is Avoidance-Avoidance. Which means, both I do not want. Like I say, if for example, my car is damaged.

Now, I can either go for repairing the car, or I can for some time being, I can go hire a cab, and make my travel. Now, both these things are costly. Both these things, I have to pay for it. So, I am not ready to do that. And, both are very bad for me. So, in that case also, the Marketer can tell, that you know, our cab service could be. So, Ola Cab. Anywhere, anytime. You are standing, if you just have a mobile app, you can call an Ola Cab. Okay.


So, there also you can have, this kind of offers. Sometimes, it could be like, approach-avoidance conflict. Approach-Avoidance Conflict, is like a person, may want his child, to get admitted in a very good School, but it is little distant. So, you may have to pay the Travel expenditure. He is not ready to make the Travel. But, he is eager to send his Son, to the good School. On the contrary, there is a local School, which is not so reputed, but the Travel expenditure would be less.

So, in this case actually, the Person has to take a call. Approach-Avoidance Conflict like, if the approach is stronger, that is the school's reputation in the mind of the Customer, would be stronger, then probably, the avoidance part could be, the Person may overlook, or may not pay too much attention, to the avoidance part. So, that is the task of the Marketer, in this case, to strengthen the approach part.

And again, particularly recent, a particular mobile app, I like to talk. I want, it is not only a reason, a mobile app, but the networking Google Hello, which is going to come up. And, which may provide, it is assumed that, it will provide a tough competition to, WhatsApp also. Because, WhatsApp allows a very nice, it is a very nice chatting platform. And but, Google Hello is coming up with a facility, that you can chat.

And, we with along with chatting, you can share your pictures, you can share videos. So, you can do actually, multitasking operations by, Google Hello. So, it is assumed that, it may create a tough competition for, WhatsApp. So, this is where, I am saying, the differentiation, which you can create, where your approach could be very stronger.

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### The Steps (contd...)

- **Outcome**
  - Outcome relates to motivation generated out of this process. It can be of two types—intrinsic and extrinsic.
  - Intrinsic motivation comes from rewards inherent in a task or action itself, like the pleasure of solving a puzzle or the passion for playing chess.
  - Extrinsic motivation comes from external factors like money..
  - In fact, Lewin's social psychological research pointed that extrinsic satisfactions can well lead over to rationalization and a subsequent diminution in intrinsic motivation. Extrinsic incentives at times can wane the motivation as well.
  - D. Greene and M.R. Lepper, in 1974, had written a classic article titled 'How to turn play into Work' while focusing on the intrinsic behavioural pattern of the kids when they played with toys. In their study, it was observed that children who were sumptuously rewarded for sketching with felt-tip pens later showed little interest in playing with the pens again.

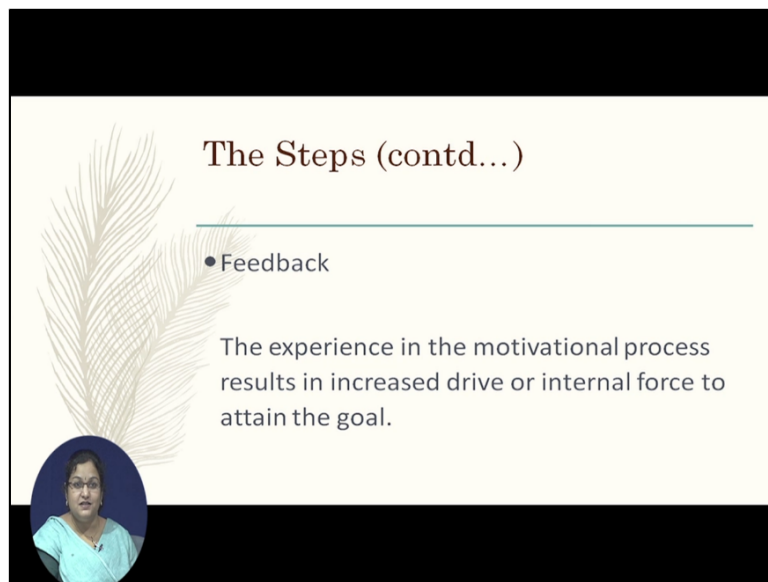
Finally, we talk about the outcome, that is the Motivation. So, the outcome relates to the Motivation, that is generated out of this process. It can be of two kinds. One is my Intrinsic Motivation. That is, when the rewards like, it is a pleasure for myself. I want to watch a Movie, because it is a pleasure for me. I want to use a Perfume, because I like that Aroma. So, that is the Intrinsic Motivation. The another one, is of course like, Extrinsic Motivation.

It may come from, Monetary, or Demonstration effect. Like, I may want to satisfy, my esteemed need from a Product. So, that may be, my Extrinsic Motivation. So, in fact, Kurt Levin, in Social Psychological research, has pointed out, that Extrinsic satisfaction can well lead over to rationalisation, and a subsequent diminishing in Intrinsic Motivation. Sometimes, I may like to have a bottle of Coca-Cola. But, and with my friends, all my friends like to have Pepsi.

So, I may give up to, you know, I may also think that, I conform to my group choice. So, this is my, you know, like Extrinsic Motivation, to conform to my group choice, in this case. So, sometimes, that over seeds the, or over rules the, Internal Motivation, that is the Intrinsic Motivation. D Greene, and M R Lepper, in 1974, had written a very classic article titled, How to turn Play into Work.

While, focusing on the Intrinsic Behavioural pattern of the Kids, when they played with Toys. In their study, they have observed that, the Children, who are sumptuously rewarded for sketching with Felt-Tip Pens, later showed a very little interest, in playing with the Pens again.

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And, the final step in the process of Motivation, is of course, the Feedback. This is the experience. Feedback, does not mean, anybody is collecting the Feedback. It means, how your experience is registered in your mind, and that creates your Future Drive. So, this is the experience in the Motivational Process, and that can create a Drive, to get the Product again. You like the taste of Coca-Cola.

So, in the next time, when you are passing through a Shop, which is selling Coca Cola, you may have an internal force, to have that Product. So, this was in short, the process of Motivation. So, in the Next Session, we will start with the, Theories of Motivation. So, till then, good bye. And, we will meet in the Next Session, very soon.