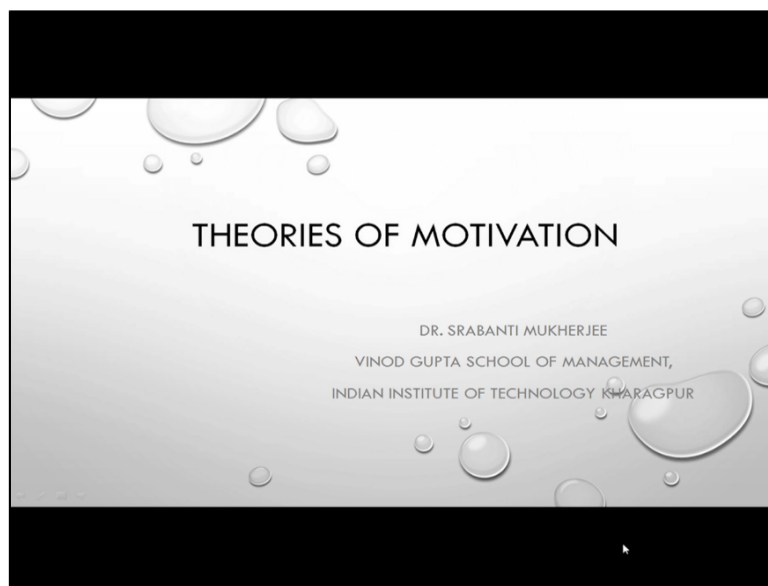


Consumer Behaviour
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Module No. #02
Lecture No. #06
Theories of Motivation

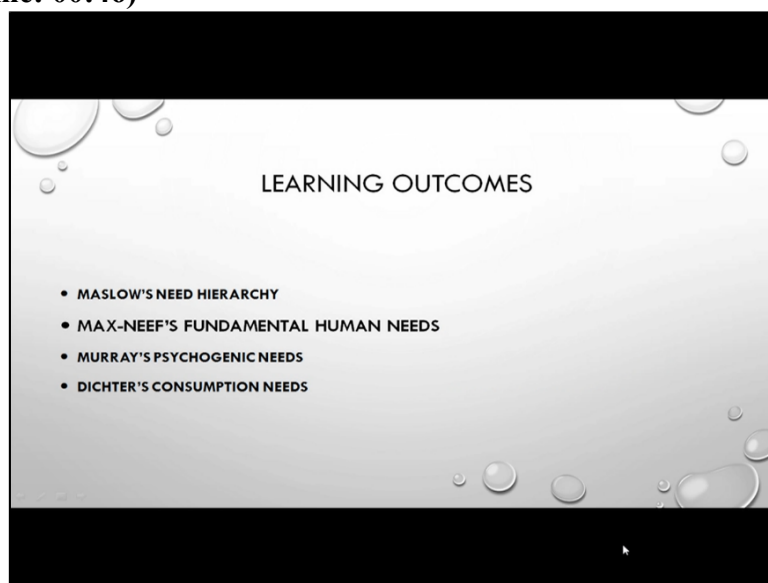
So, welcome back, in the Sixth Module. And, in the Last Module, we have talked about, Concepts of Motivation, and the Process of Motivation.

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And, in this Module, we are going to talk about the, Theories of Motivation.

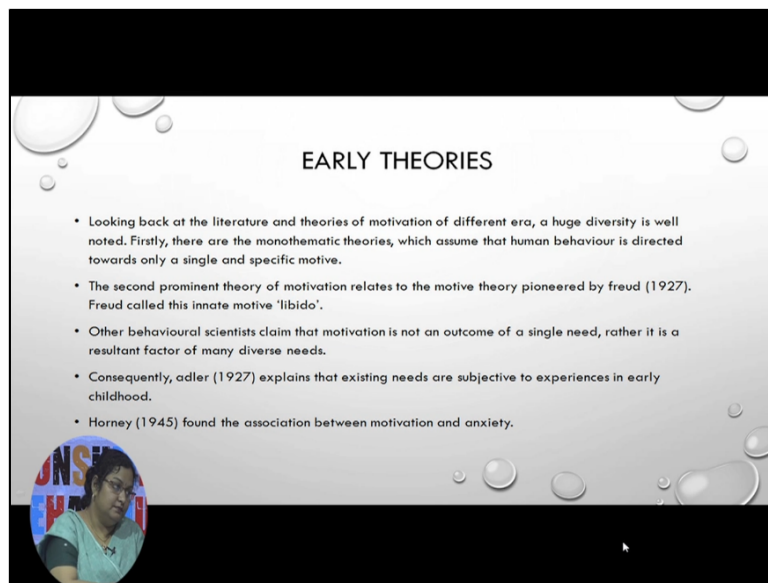
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The learning outcomes, which we will discuss here, are mainly, the Maslow's Need

Hierarchy, Maslow's Fundamental Human needs, Murray's Psychogenic needs, Dichter's Consumption needs.

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So, before going to this Contemporary needs, or Contemporary Theories of Motivation, we will look first in a Nutshell, or in a Bird's eye view, about the Early Theories of Motivation. In Early Theories, we see that, looking back at the Literature and Theories of Motivation of different era, are huge diversity, is well noted. Firstly, we find the Monothematic Theories, which assume that Human behaviour is directed, only towards a single motive.

Either, my motive of self-Esteem, or my motive of Hunger, or any particular motive. The second prominent Theory of Motivation, relates to the Motive Theory, pioneered by Sigmund Freud, in 1927. And, this Theory, is based on Innate Motive, Libido. And, the other Behavioural Scientist claimed that, Motivation is not an outcome of a Single need, it is rather a resultant factor of Diverse needs.

And consequently, Adler in 1927, explained that, the existing needs is subjective to experiences in early Childhood. And, Horney in 1945, found the association between, Motivation and Anxiety. But, these are all very early theories. So, let us not go, much deeper into this. Because, I would like to discuss, more about the Contemporary Theories.

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The first and foremost, talked about Contemporary Motivation Theory, is the Maslow's Need Hierarchy. Abraham Maslow, he has propounded that, Human Motivation can be divided, into five stages. Five different motives, a Human can have, to allows a drive, to get a goal object. The first one, is the Biological or Physiological need. This is like, my hunger, thirst, or need for shelter, or so on and so forth.

So, the Products, which can cater to this kind of needs like, bottle of Water. Particularly, when we see the advertisement of Sprite, they talk about, it is only for quenching the thirst. And say, some Marie Biscuits, they talk about, it is only for at all occasion, when you are having Tea, you can have with that, this particular Biscuit. They do not talk about, a specific attribute, or specific taste, of a particular Biscuit.

With the second aspect, is about the Safety need. In Safety need, after you know, usually after satisfying your Physiological need, then you can think of, your Safety need. And, in Safety need means, when the Customer is looking for safety, which they can get, from different Products. For example, they depend on the insurance companies, like ICICI Prudential Company, a life insurance company. They advertise, with a mark of Sindoor.

The reason of doing this is, Sindoor is supposed to be a mark of long-term relationship, and the dependence. That is, the dependence of marriage. So, that particular aspect has been taken, as a symbolic queue, in this case. And, they want to cater to the Safety need of the Customer. On the other hand, Bharti Axa Life Insurance in a very humorous way, they try to say that, they want to cover up, all the Critical Medical Treatments, which otherwise is not

covered, by other Health Insurance schemes.

So, the other one, after your Safety needs, Maslow has talked about another need, which is your Social need, or Belongingness need. We all are particularly, Man are Social Animals, we can say so, as Aristotle has said. So basically, this is the third layer, where we have a kind of Social need, Belongingness need, need for Love, Affection, and all this. So, to satisfy this kind of needs, Marketers can plan for, this kind of Products also. Or, they can promote their Products, in this aspect.

For example, the recent promotion of Snapdeal is based on, this kind of Social need. They are saying that, the Gifts are like, Gifts for a Mother's birthday, or Gift for somebody, could be sent through, bought from Snapdeal, and could be sent. Similarly, Google long back, they have launched this kind of emotional campaign, where a person, who has left Pakistan, long back. And now, he has been settled in India. And, he misses his Friend. He misses a particular kind of Sweet, which he used to get, from his Friend shop, in Pakistan.

Now, their Grandchildren actually unite them, once again. And, in one Friend's birthday, the Friend from Pakistan, comes and visits him. So, this is exactly based on, some Emotional need, a need for Love and Affection. So, the Products could be placed, on the platform of need and affection, also. Archie's has designed all their Cards, mostly based on Mother's day, Parent's day, Father's day, or Friendship day, or this kind of things.

Then, coming to the Esteem need, which we have already mentioned, in the previous Module. That is, when we are buying a very Expensive Car. So, that time, we are talking about, that will actually place ourselves in the society, as an Elegant person, or an Affluent person. So, that is my Esteem need, which I wanted to show.

And, after satisfaction of the Esteem need usually, people can also go for, the need for Self-Actualisation. This is the kind of Motivation, to comprehend once own highest potential, and possibilities. And, that is considered as the, Key and Genuine motive. For example, when Sachin is coming, for support my School campaign. And, that programme was organised by NDTV, and Coca-Cola, some days back.

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Need	Being (qualities)	Having (things)	Doing (actions)	Interacting (settings)	Types of Services
subsistence	physical and mental health	food, shelter, work	feed, clothe, rest, work	living environment, social setting	Feeding, Health care, Retail and Supply services
protection	care, adaptability, autonomy	social security, health systems, work	co-operate, plan, take care of, help	social environment, dwelling	Housing, Clothing, Security, Safety, Maintenance and Insurance services
affection	respect, sense of humour, generosity, sexuality	friendships, family, relationships with nature	share, take care of, make love, express emotions	privacy, intimate spaces of togetherness	Friendship, Dating, Marriage and Gifting services
Understanding	critical capacity, curiosity, intuition	literature, teachers, policies, educational	analyse, study, meditate, investigate	schools, families, universities, communities	Education, Investigation and Mediation services
participation	reciprocity, dedication, sense of humour	responsibilities, duties, work, rights	cooperate, dissent, express opinions	associations, parties, churches, neighbourhoods	Trade, Conferences, Communication and Travel services
leisure	imagination, tranquillity, spontaneity	games, parties, peace of mind	day dream, remember, relax, have fun	backdrops, intimate spaces, places to be alone	Entertainment services
creation	imagination, boldness, inventiveness, curiosity	abilities, skills, work, techniques	invent, build, design, work, compare, integrate	spaces for expression, workshops, audience	Self service
identity	sense of belonging, self-esteem, eccentricity	languages, religions, work, customs, roles, norms	get to know oneself, grow, commit oneself	places one belongs to, everyday settings	Club, Association, Prayer services
freedom	autonomy, passion, self-esteem, open-mindedness	equal rights	dissent, choose, run risks, develop an attitude	anywhere	Justice and Enforcement services

Then we move, to another theory, which has been propounded by Max-Neef. And, he has talked about, Fundamental Human needs. He has given, 9 different needs like, one is Subsistence, Protection, Affection, Understanding, Participation, Leisure, Creation, Identity, and Freedom. And, he has said that, individuals want to have, certain quality, for all this needs. They need to have certain things, for satisfying this needs. They do certain actions, to satisfy these needs.

And, they interact in the social setting, in a certain way, to satisfy these needs. And, there could be, some particular kind of services, which can satisfy their, this kind of needs. The first one, for example, we are talking about the Subsistence part. For Subsistence people, look for their Physical and Mental Well-being. For that, the things, they want to have is the, Food, Shelter, and Work. And, that action, they want to do is, to have Food, to wear Cloth, and to rest to Work.

Similarly, the Interaction setting, they want to have Food, to have Cloth, is the living environment of the surrounding, which determines the kind of Cloth, they will wear, the kind of Food, they will eat, and particularly, the social setting also. And, the type of services, and

mostly, the Eatery services, the Health Care services, the Retail and other supply services, which can cater to this kind of need. Then comes, the need for Protection, which is quite similar, to the Maslow's Safety need.

So, here we have, the need for Care, the need for Adaptability, the need for Autonomy. And, the things we want to have here, is the Social Security. Mainly, like Insurance schemes, Health schemes like, we should have a proper Healthcare facility, in our vicinity. Work, which means, which we may have a proper Employment. So, for that also, a lot of Employment sites have come up, which you know, through which, people can. Naukri.com, and this kind of portals have come. Online portals, which can actually assist the people, to get their job.

And doing, they want to co-operate, they want of plan, they wanted to be taken care of. And, they want to help, others also. And again, the Social Environment in which they belong to, that again determines the kind of Social Security, they will seek, the kind of Health System, they will seek, and the kind of employment, they will seek. And, the types of services, of course, is the Housing, the kind of Housing facility, Clothing, Security, Safety, Maintenance, Insurance schemes.

Similar to Maslow's Social need, or Belongingness need, here also, Max-Neef has stated about, the need for Affection. This is the need for Respect, need for Sense of Humour, need for Generosity, need for Sensuality, and all this. So, this is like, what you want to have is, Friendship with others, your good interaction with your Family, Relationship with Nature, all this.

So, here again, you are doing is like, you want to share something, you want to be taken care of, you want to make Love, express Emotions. So, of course, interacting things would be, Privacy, and Intimate Spaces, of being together. And, types of services like, Friendship. Lot of Friendship organisations are also there. Apart from that, we have Social Networks for Friendship. For Marriage, is again, for making of a Family, we have lot of Marriage portals like, we have Bharat Matrimony.com, we have Simplymarry.com, which actually serves, this kind of purpose.

Then, the need is, the need for understanding of Critical Capacity, Curiosity, and Intrusion of

the Customer. And here, they want to have the kind of Literature, good Teachers, good Policies, good Education facilities. And, doing wise, they will analyse, they will study, they will mediate, they will investigate. Similarly, interaction wise, Schools, Families, University and Communities, where they will interact, about this. So, of course, the Educational service, Investigation and Mediation services, can serve their purpose.

Participation, that is the Receptiveness, Dedication, Sense of Humour. Also, in similar way, you can see, for Having, they want Responsibilities, Duties, Works, and Rights. For Doing, they want, Co-operate, Dissent, Express Opinions, Interacting, Association, Parties, Churches, Neighbourhoods. This type of service, which can cater to this kind of need are, Trade, Conference, Communication, Travel services, Tourism services, so on and so forth

For Leisure, People should have Imagination, Tranquillity, Spontaneity. And, things they want to have, is the Game space, the party's peace of mind. So, you know, the services, which could be planned is like, Entertainment service. It could be planned like your, Leisurely Resorts like, Vedic Village, we have in Kolkata. We can have, the Radisson kind of Hotels, where people can sit back, and relax for some time.

Creation, again, when People want to, Innovate and create. It is again, the requirement from the individual is, Imagination, Boldness, Inventiveness, and Curiosity. Here again, Abilities, their Having's, they want is, Abilities, Skill, Work, Techniques, and of course, several self-service operations, are like this. Identity, people want a sense of belonging, they want a cultural match. In the previous Module, I have said that, Tanishq has bringing Jewellery, for different kind of subculture.



So, what is the advantage of this is, you can very closer, relate with that particular Product. So, Hotstar.com, they are portraying a different kind of programs, from Star India. There, you can view, all this programs. And, you can select, the particular regional channel. You can select the sports channel. You can select, with which, you can identify more. If you like sports, you can select a sports channel.

If you are want a regional source, then you can accordingly select, you know, Star Jalsha for Bengali, or similarly some other channels. So, this is how, it is going on. And, even the Clubs, the Associations, the Prayer services, are formed in this way. Freedom, is another need which,

Autonomy, Passion, Self-Esteem, and Open-Mindedness, are the requirements, on the Individual, as Qualities.

And Having's, they want Equal Rights. And, doing the actions, they want Descent, they want Choose, Run, Risk, Develop Awareness. And, Interaction can be anywhere. This is basically, like Consumer Protection Act. Any kind of Justice, or any kind of Forum, where you can seek redressal.

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MURRAY'S LIST OF PSYCHOGENIC NEEDS		
Broader needs	Specifications of needs	Examples
Ambition needs	Achievement: Success, accomplishment, and overcoming obstacles	 © Murray's List of Psychogenic Needs
	Exhibition: Shocking or thrilling other people	
	Recognition: Displaying achievements and gaining social status	
Materialistic needs	Acquisition: Obtaining things	 © Murray's List of Psychogenic Needs
	Construction: Creating things	
	Order: Making things neat and organized	
	Retention: Keeping things	

Then, we can talk about, the Murray's list of Psychogenic needs. Murray has defined, several Psychogenic needs. And, it was around 24 Psychogenic needs, which he has mentioned. But, for the time being, we are only covering up, some key aspects. The first one, the broader need is the Ambition need. And, the specification, is the need for Achievement, the need for Exhibition, and need for Recognition.



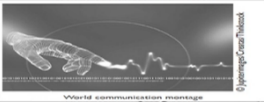
We can see, Fair & Lovely, Equal-Equal Ad, if one can remember. That shows, when the girl was asked to marry a person, who is very accomplished, very well established. So, the girl says, gets confident after using Fair & Lovely, and she says that, after three years, when I become equal in terms of employment, in terms of my accomplishment, with that guy, then and only then, I will think for marriage.

So, this is a kind of achievement, which the person wants. It could be exhibition also. Like, I have the best thing, to wear. I have the Best Watch, to wear. So, like this. And, Recognition also. When, others are recognising that, you are wearing a Best Dress. So, these kind of

Images, as very commonly used by Marketers, always in different forms of Advertisements.

Then, Materialistic needs, which shows Acquisition, which means, the obtaining things. Construction, that is creating things. Order, making things neat and organised. And, Retention, that is keeping things. So, these are all like, how the custom Marketers can promote, up different Latent needs, and make the Customers, a basket filled with different kind of Products. So, that is what.

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MURRAY'S LIST OF PSYCHOGENIC NEEDS		
Power needs	<ul style="list-style-type: none"> Abasement: Confessing and apologizing Autonomy: Independence and resistance Aggression: Attacking or ridiculing others Blame avoidance: Following the rules and avoiding blame Deference: Obeying and cooperating with others Dominance: Controlling others 	 <p>Dominance and move towards globalization</p>
Affection needs	<ul style="list-style-type: none"> Affiliation: Spending time with other people Nurturance: Taking care of another person Play: Having fun with others Rejection: Rejecting other people Successance: Being helped or protected by others Affiliation: Spending time with other people 	 <p>Looking for protection and affection</p>
Information needs	<ul style="list-style-type: none"> Cognitive: Seeking knowledge and asking questions Expulsion: Educating others 	 <p>World communication message</p>

Then comes, the power needs, which is Abasement, that is Confessing and Apologising. Sometimes, it is an Autonomy need. Sometimes, it is an Aggression need, attacking or ridiculing others. Blame or Avoidance, like following the Rules, and avoiding Blame. Deference, that is obeying and cooperating with others. That is the, when I am cooperating with my group norms, particularly, when I am conforming to a particular groups norm, so that, they need Dominance, of course, that is controlling others.

So, these kind of things, are also again, used by the Marketers, in their promotional strategy, more or less. Affection needs. Again, Affiliation to some particular society, or other people. Nurturance. Johnson & Johnson has very well use, this kind of nurturance. That is, they show, how the Mother's care for their children. Pampers also, have used this kind of image of, how the Mothers are very careful about their children.

They need, just play, that having fun with others. Rejection: Rejecting by other people. Many Deodorant brands, they show in this way, that you are rejected from your Society, because of

your body odour. People keep on talking about you, when you are not using Deodorant, and you have a bad body odour. So, that is the sense of Rejection, which has been portrayed, in different advertisement.

Though similarly, Affiliation, is their spending time, with other people. Then, the next broader category is of course, their Need of Information. Now Cognizance, how much you seek Information. And, Exposition, how much you want to educate the others. Here comes, the concept of Electronic word-of-mouth. For this, in the modern purview. Electronic word-of-mouth, particularly in the Shopping sites, when the people are writing a lot of things, about the reviews, positive or negative reviews.

In IMDV, when the people are writing reviews about the Movies, that make sense to the other Customers, who are actually reading the reviews, and planning, whether to go for that Movie or not. Or, particularly, if it is in the Retail site, whether to buy that Product or not. So, that is again, and then people, deliberately seek information, from their social networks. And, it is not only about social network, or online platform, it is also from the offline stages, where I mean, from the peer groups, from different advertisements, we seek information about the Product.

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DICHTER'S CONSUMPTION MOTIVES		
Needs	Definition	Examples
Autonomy	Independent and impulsive decisions. In many cases irrational, irresponsible, and unconventional. For example, buying a dress	 Impulse purchase
Dominance	Influencing other's purchase behaviour	 Influencing other's choice

Then comes, this was about the Murray's Psychogenic needs. The American Psychologist, Henry Murray, he has propounded. There are 24 such needs, which he has mentioned. And, we have covered in a nutshell, only few prominent needs. Again now, we go by another scientist, we can say rather, Psychologist, who is known as, Ernest Dichter. And, he is a VNS

Psychoanalyst. And, he has also come up, with several motives.

And, his motives, he has classified into 6 categories. A is the category of Autonomy. Then, Dominance, Nurturance, Exhibition, Cognizance, and Exposition. Now say, Maslow's Need Hierarchy, or if you talk about Murray's Psychogenic needs, or if you talk about Dichter's Consumption needs, there is always overlapping. There is always overlapping. And, some needs, are always common. Of course, it will be. Because, they have analysed on, different set of Consumers.

But, some common needs, all of them have already identified. So, you can see the overlapping of theory, anyway. So, here we come, with the Autonomy. Autonomy is, when you take an, independent impulsive decision. It may be rational. It may be irrational also. It may be responsible. It may unconventional. While, you are buying your dress. It may be like, in a particular movie, you like the particular dressing habit.

And, that is why, particular dressing style. And then, you have adopted it in the Diwali festival. You have bought, that kind of dress. And, this is very common, actually. Because, soon after the Movies get released, the similar kind of Fabric, the similar kind of Designs, which the Heroes and Heroines are wearing usually, those come to the Market, during the Festival time also, which people want to buy and wear.

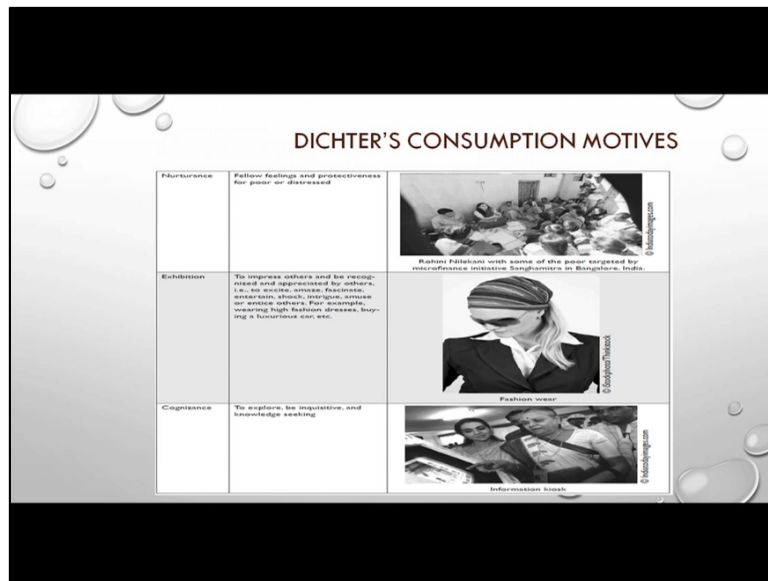
And, these are often purchased, as a fad. Second need is the Dominance, that is influencing, others Purchase Behaviour. It is, most of the time, the Marketers use, Celebrity endorsement, for this purpose. Or, they can also use Opinion Leaders, for this purpose. Whenever, say for example, when Sensodyne promotes, they show a Doctor, always. And, they show testimonial, that it is certified by the Dental Association, and all.

So, we show, that a Doctor is talking about a particular Medicine, or particular Tooth paste brand, which is good for Dental Health. Or, sometimes, it could be the celebrities like, when Amitabh Bachan is talking about, a particular brand called, Reid & Taylor. Or, Amitabh Bachan is talking about, a brand called, Navratna Cool Cool, or Boro-Plus, or something.

So, which means, the person is our, Aishwarya Rai is talking about, some Nakshatra brand. Or, Amitabh Bachan and Jaya Bachan, is actually promoting the brands of Tanishq, and also

for Kalyan Jewellers. So, this is a kind of, using the dominance of the celebrity, on the Customers.

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Then comes, the Nurturance, which we have found in, Maslow's Need Hierarchy also. As a Belongingness need, one was Nurturance also. And, which we have found in Murray's Psychogenic need as Nurturance. And, here also, in Dichter's Consumption Motive, we find it as a Nurturance need. And, there is a Fellow-feelings, Protectiveness, for the Children, for the Poor, for the Distressed, we can see. How, it could be the Rohini Nilekani, which is shown here, with some poor, targeted by Micro-Finance.

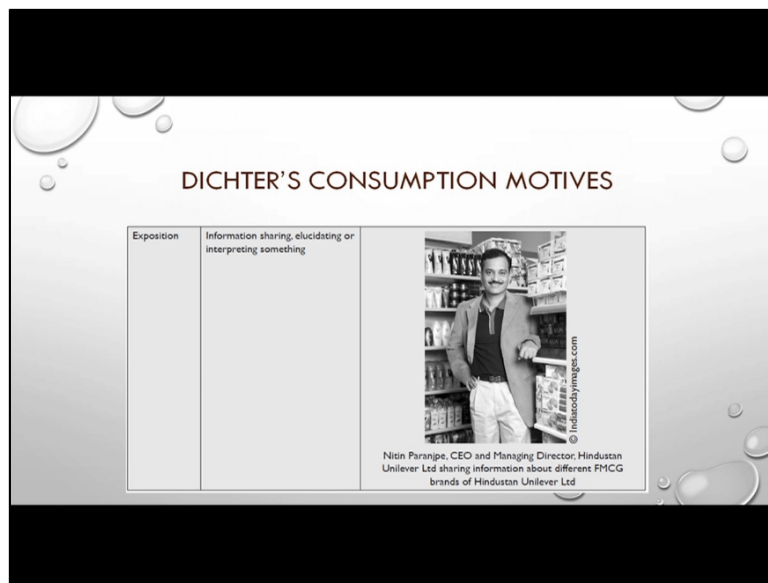
It could be like this also, in Sangamitra. Akshaypatra, is one kind of mission, for mid-day meal like this. And, of course, the Consumer Products for the Kids, like Johnson & Johnson, Pamper, and Archie's, which shows a kind of nurturance. Where, nurturance by the Grandchildren, to the Grandparents, where, they take care of them. They take of rather their emotions, which has been shown. I have told you about, in the Google Emotional Ad.

So, these are there. Then, we have Exhibition need, to impress others, and be recognised, and appreciated by others. That is, to Excite, Amaze, Fascinate, Entertain, Shock others, or Amuse others, by wearing certain Fashion Dress, by using certain Perfume, by using certain kind of Designer Jewellery, or using certain things.

So, that is a kind of Exhibition. Then, when we talk about Cognizance, it is to explore the Inquisitive, and Knowledge seeking. So again, when this particular aspect, we have seen in

Murray's Psychogenic need also, when you look for more information, when you seek for more information, deliberately about a Product.

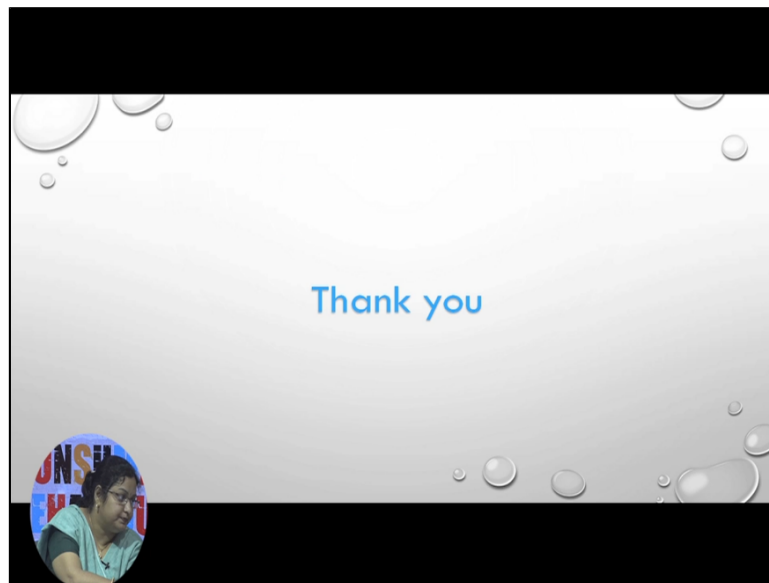
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And then, we have Exposition. That is, Information sharing, explaining or interpreting something, to others. Many times, we can see, lot of Telewise Shopping programs, or lot of programs, where even the Beauticians, they come and explain about their Products, to the Customers. Which they want to share, the attributes of the Product, to the Customer, which will suit to them, best. For, what kind of skin condition, it will be more suitable.

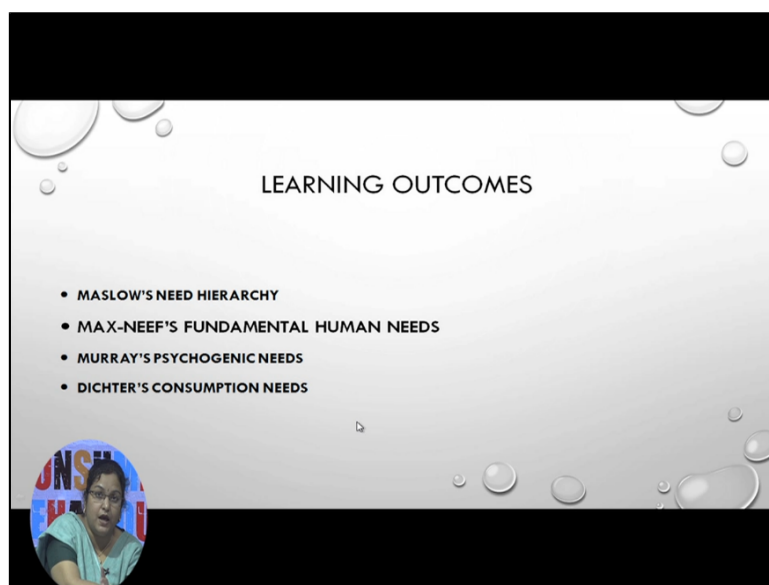
So, this kind of information sharing, they are doing. They are educating the Customer, about their Product. And, they are trying to interpret the attribute of the Product, to the Customers, in this way. So that, given, it is a new Product, or new Brand, which is being launched, or new variety of a Brand, which has been launched, the Customers could be helped out.

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So, this is in short, which, when we were talking about the Consumption Motives. So, I will just in a nutshell, talk about, what are the things, we have discussed.

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So first, we have discussed about, the Maslow's Need Hierarchy, where we have 5 different needs, which we have mentioned. One is the Physiological need. Second is the Safety need. Third is the need for Belongingness or Social need. And then, Fourth is the Esteem need. And then, we have the Self-Actualisation need. So similarly, quickly going by Max-Neef's need, we have found, 9 fundamental needs here.

Need for Subsistence, Protection, Affection, Understanding, Participation, Leisure, Creation, Identity, and Freedom. We have got, 24 such kind of Psychogenic needs, from Murray. Where, we have only discussed about a few like, Ambition need, Materialistic need, Power

need, Affection need, Information need, Autonomy, Dominance, Nurturance, Exhibition, Cognizance.

We have talked about, Dichter's Consumption Motives, where we have talked about, Autonomy, Dominance, Nurturance, Exhibition, Cognizance, and Exposition. So, these are in short, the theories, which we have discussed so far, as Motivational Theory. So, see you for now. And, in the next session, we will discuss about, the Process of Involvement. Thank you, so much.