


Motivation

MEANING OF MOTIVATION

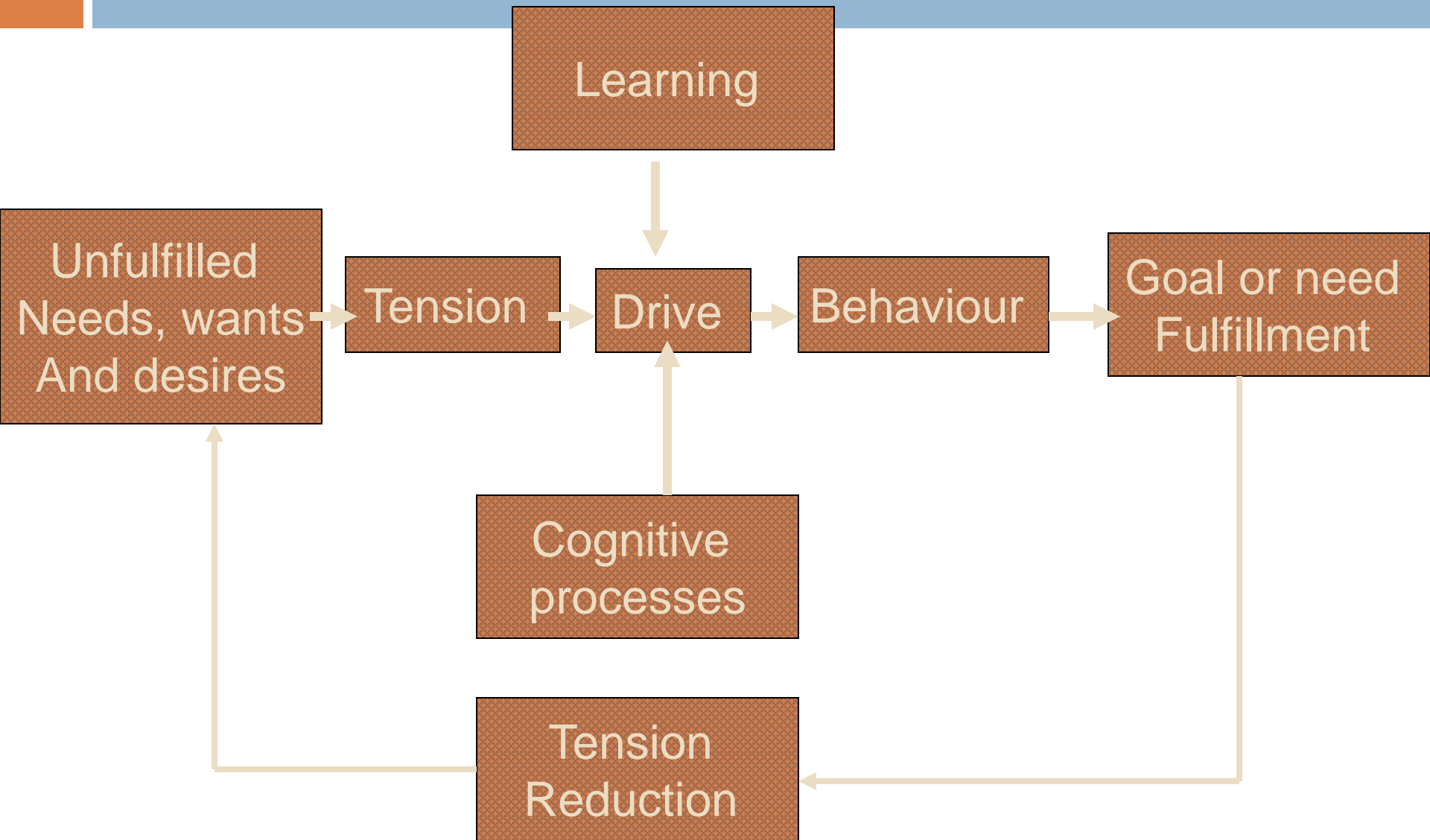
- FEELING HUNGRY? (unfulfilled need)
- Want to eat? (tension)
- Search for alternatives to reduce your hungry (drive)
- If at home ask mummy what is in the kitchen to eat. (learning)
- If mummy is not there you will remember that she prepared some cake yesterday (Cognitive Processes)

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- You eat the cake (goal or need is fulfilled) or it might not be sufficient (goal not fulfilled)

Needs & Motivation

- **Needs** are the essence of the marketing concept. Marketers do not create needs but can make consumers aware of needs.
- **Motivation** is the driving force within individuals that impels them to action.

Model of the Motivation Process




Motivation

- Motivation can be described as the driving force within individuals that impels them to action
- An activated state within a person that leads to goal-directed behavior. It is the reason for behavior.
- This driving force is produced by a state of tension, which exists as the result of an unfulfilled need

Motive: An unobservable inner force that stimulates and compels a behavioral response and provides specific direction to that response.

Types of Needs

- **Primary needs:** or innate needs or motives. (Need for food, for water, for air, for clothing, for shelter.....)
- **Secondary needs:** or acquired needs that we learn in response to our culture or environment. (these may include needs for self-esteem, for prestige, for affection, for power and for learning)

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- IS the Body spray an INNATE NEED or ACQUIRED NEED ??????????????

Goals

Sought after results of motivated behaviour

- **Generic goals:** Water to quench summer thirst
- **Product-specific goals:** Lipton's Iced tea to quench summer thirst

The Selection of Goals

- Personal experience
- Prevailing cultural norms and values
- Goal's accessibility in the physical and social environment
- Self Image (a product that is perceived as matching a consumer's self-image has greater chance of being selected)
- Interdependence of Needs and Goals

Discussion Question

- What are three generic goals you have set for yourself in the past year?
- What are three product-specific goals you have set in the past year?
- In what situations are these two related?
- How were these goals selected? Was it personal experiences, physical capacity, or prevailing cultural norms and values?

Positive and Negative Motivation

- **Positive drives are needs, wants and desires.**
 - Sunflower oil for healthy family
 - Toothpaste for fresh breath
- **Negative drives are fears and aversions**
 - Sunflower oil for reducing the chances of heart attack
 - Toothpaste to stop bad breath

Rational versus Emotional Motives

- **Rational Motives:** implies that consumers elect goals based on totally objective criteria, such as size, functions, price
- **Emotional motives :** imply the selection of goals according to personal or subjective criteria such for pride, fear affection and status

Rational Motives

- Erickson : Surprising small
- Lifebuoy: kills germs you cannot see
- Apex Exterior paints from Asian Paints: time proof beauty
- Dabur Chyavanprash: immunity against infections
- M-seal :seals all leaks

Emotional motives

The way how the brand makes you feel.

- Close-up: confident
- Franklin templeton : secure
- Axe: irresistible
- JK tyres : In control
- Liril: fresh
- NIIT: inspired ... life begins at NIIT

Discussion Question

- **What products might be purchased using rational and emotional motives?**
- **What marketing strategies are effective when there are combined motives?**

The Dynamic Nature of Motivation

- **Needs are never fully satisfied**
- **New needs emerge as old needs are Satisfied**
- **People who achieve their goals set new and higher goals for themselves**

Substitute Goals

- **Are used when a consumer cannot attain a specific goal he/she anticipates will satisfy a need**
- **The substitute goal will dispel tension**
- **Substitute goals may actually replace the primary goal over time**

Frustration

- Failure to achieve a goal may result in frustration.
- Some adapt; others adopt defense mechanisms to protect their ego.

Defense mechanisms :Methods by which people mentally redefine frustrating situations to protect their self-images and their selfesteem

Defence Mechanism

- **Aggression**
- **Rationalization**
- **Regression**
- **Withdrawal**
- **Projection**
- **Day dreaming**
- **Identification**
- **Repression**

Arousal Of Motives

- **Physiological arousal**
- **Emotional arousal**
- **Cognitive arousal**
- **Environmental arousal**

Philosophies Concerned with Arousal of Motives


□ Behaviorist School

- Behavior is response to stimulus
- Elements of conscious thoughts are to be ignored
- Consumer does not act, but reacts

□ Cognitive School

- Behavior is directed at goal achievement
- Needs and past experiences are reasoned, categorized, and transformed into attitudes and beliefs

Maslow's Motive Hierarchy

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5. ***Self-actualization:*** This involves the desire for self-fulfillment, to become all that one is capable of becoming.
 4. ***Esteem:*** Desires for status, superiority, self-respect, and prestige are examples of esteem needs. These needs relate to the individual's feelings of usefulness and accomplishment.
 3. ***Belongingness:*** Belongingness motives are reflected in a desire for love, friendship, affiliation, and group acceptance.
 2. ***Safety:*** Feeling physical safety and security, stability, familiar surroundings, and so forth are manifestations of safety needs. They are aroused after physiological motives are minimally satisfied, and before other motives.
 1. ***Physiological:*** Food, water, sleep, are physiological motives. Unless they are minimally satisfied, other motives are not activated.

Marketing Strategies and Maslow's Hierarchy

Physiological: Food, water, sleep to a limited extent.....,are physiological motives.

Products : Health foods, medicines, sports drinks, low cholesterol food, exercise equipment, bed, travel sleep bags.

Theme : Burnol Antiseptic cream

Marketing Strategies and Maslow's Hierarchy

Safety: Feeling physical safety and security, stability, familiar surroundings, and so forth are manifestations of safety needs.

Products: Preventive medicines, insurance, seat belts, retirement investments, sunscreen, data protection (new), vehicle safety (brand image)

Theme: Lakme sunscreen lotion, pension plans of icici pru, Hepatitis B injection

Marketing Strategies and Maslow's Hierarchy

Belongingness: Belongingness motives are reflected in a desire for love, friendship, affiliation, and group acceptance.

Product: personal grooming, food, entertainment, clothing, greeting cards, jewelry and diamonds

Theme: Country club (Bring your Friend)
Russels spoken English

Marketing Strategies and Maslow's Hierarchy

- ***Esteem:*** Desires for status, superiority, self-respect, and prestige are examples of esteem needs.
- **Product:** Clothing, liquor, furniture, hobbies, stores, cars
- **Theme :**Raymond A complete man

Marketing Strategies and Maslow's Hierarchy

- **Self-actualization:** This involves the desire for self-fulfillment, to become all that one is capable of becoming.
- **Product:** education, hobbies, sports, some vacation, charity

Discussion Question

- What are three types of products related to more than one level of Maslow's Hierarchy of Needs.
- For each type of product – consider two brands. How do marketers attempt to differentiate their product from the competition?

Murray's List of Psychogenic Needs

Needs Associated with Inanimate Objects

Acquisition

Conservancy

Order

Retention

Construction

Needs Reflecting Ambition, Power, Accomplishment, and Prestige

Superiority

Achievement

Recognition

Exhibition

Infavoidance

Needs Connected with Human Power

Dominance

Deference

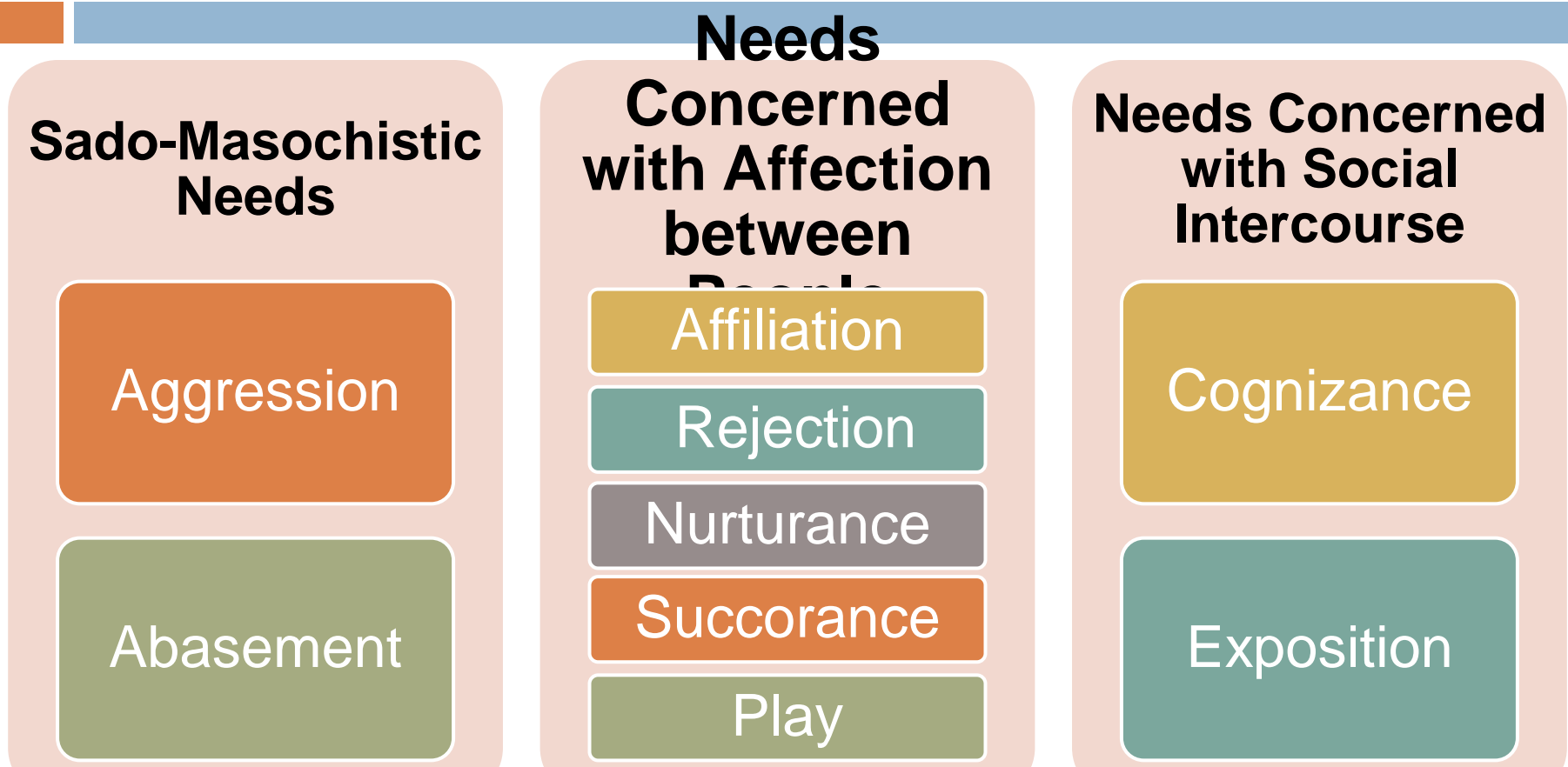
Similance

Autonomy

Contrariance

Murray's List of Psychogenic Needs

... Contd...



Murray believed that everyone has the same basic set of needs but that individuals differ in their priority of those needs. His needs include many that are important when studying consumer behavior, including acquisition, achievement, recognition, and exhibition.

A Trio of Needs

- **Power**
 - individual's desire to control environment
- **Affiliation**
 - need for friendship, acceptance, and belonging
- **Achievement**
 - need for personal accomplishment
 - closely related to egoistic and self actualization needs

Measurement of Motives

- Researchers rely on a combination of techniques
- Combination of behavioral, subjective, and qualitative data
- Construction of a measurement scale can be complex

Motivational Research

- **Qualitative research designed to uncover consumers' subconscious or hidden motivations**
- **Attempts to discover underlying feelings, attitudes, and emotions**

Qualitative Motivational Research

- **Metaphor analysis**
- **Storytelling**
- **Word association and sentence Completion**
- **Thematic apperception test**
- **Drawing pictures and photo-sorts**