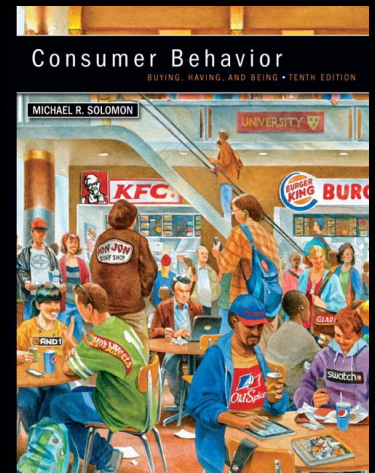


# CONSUMER BEHAVIOR, 10e

Michael R. Solomon

## CHAPTER 4 MOTIVATION AND GLOBAL VALUES



## LEARNING OBJECTIVES

When you finish this chapter, you should understand why:

1. It's important for marketers to recognize that products can satisfy a range of consumer needs.
2. The way we evaluate and choose a product depends upon our degree of **involvement** with the product, the marketing message, and/or the purchase situation.
3. Our deeply held cultural values dictate the types of products and services we seek out or avoid.
4. Consumers vary in the importance they attach to worldly possessions, and this orientation in turn has an impact on their priorities and behaviors.
5. Products that succeed in one culture may fail in another if marketers fail to understand the differences among consumers in each place.
6. Western cultures have a huge impact around the world, although people in other countries don't necessarily ascribe the same meanings to products we do.

## OBJECTIVE 1: PRODUCTS ARE DEVELOPED TO SATISFY A RANGE OF CONSUMER NEEDS

- Marketers try to satisfy consumer needs.
  - Reasons vary widely
- Identifying **motives** is an important step to ensure that products will satisfy appropriate needs.
  - something that causes a person to act in a certain way, do a certain thing



# MOTIVATION – WHY CUSTOMERS DO WHAT THEY DO?

**Motivation** - processes that lead people to behave as they do.

Occurs when a **need** is aroused that the consumer wishes to **satisfy**.

Motivation can be described in terms of:

Its **strength** (the pull it exerts on the consumer)

Its **direction** (the way particular a consumer attempts to reduce it/tension)



stop  
wishing.  
start  
doing.

[eatthewords.com](http://eatthewords.com)

# WHAT IS A NEED?



Once a need arises, it creates a **state of tension** driving the consumer to eliminate or **reduce** it

Hungry  
Thirsty  
Eat healthy  
Exercise  
Look pretty  
Feel secure



**Utilitarian**—rational - a desire to achieve some functional or practical benefit. (loading up on veggies to stay healthy, buying an electric car because of a long commute)

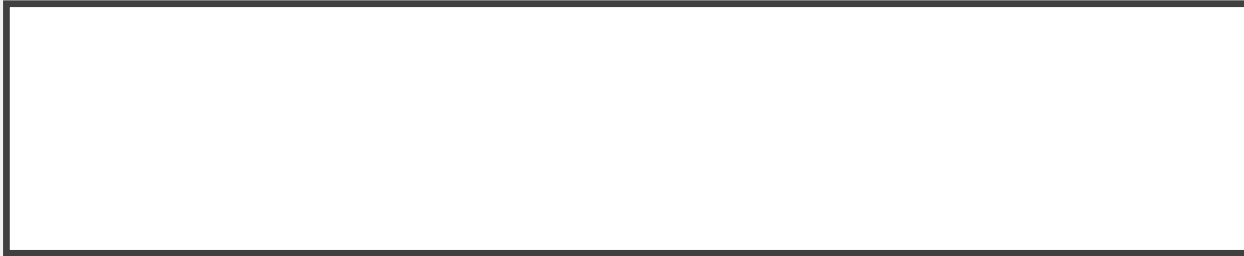


**Hedonic**—an experiential need, involving emotional responses or fantasies. (desire to skydive, change hair color, eat a juicy steak)

## JOB OF THE MARKETER TO...

- Try to create products and services to provide the desired benefits and help the consumer to reduce this tension between a desired state and an actual state.
- Whether the need is utilitarian or hedonic, the **magnitude of the tension** it creates determines the **urgency** the consumer feels to reduce it.
  - We call this **degree of arousal a drive**.
  - We can satisfy a basic need in any number of ways, and the specific path a person chooses is influenced both by her unique set of experiences and by the values his or her culture instills.





- Tension – difference between desired state and actual state.
- Drive - The magnitude of tension a need creates, which determines the urgency the consumer feels to reduce it.



TENSION – UNPLEASANT STATE OF  
A HEADACHE

DRIVE – URGENCY THE CUSTOMER  
FEELS TO REDUCE THE TENSION



**‘I had a headache this big  
But I took Excedrin<sup>®</sup>  
and it’s gone.’**

only as directed.  
©1984 Bristol-Myers Co.



**EXCEDRIN HAS  
MORE MEDICINE**

When you get a headache this big and it's got Excedrin written all over it you want the big headache medicine, Extra-Strength Excedrin. Excedrin has more medicine than any regular strength pain reliever. In fact, Excedrin is at the limit, the most medicine

you can get without a prescription. Nothing you can buy is stronger or works better on a big headache than Extra-Strength Excedrin.

**Extra-Strength Excedrin.  
The Headache Medicine.<sup>™</sup>**

you can get without a prescription. Nothing you can buy is stronger or works better on a big headache than Extra-Strength Excedrin.

**Click America**  
BRISTOL-MYERS

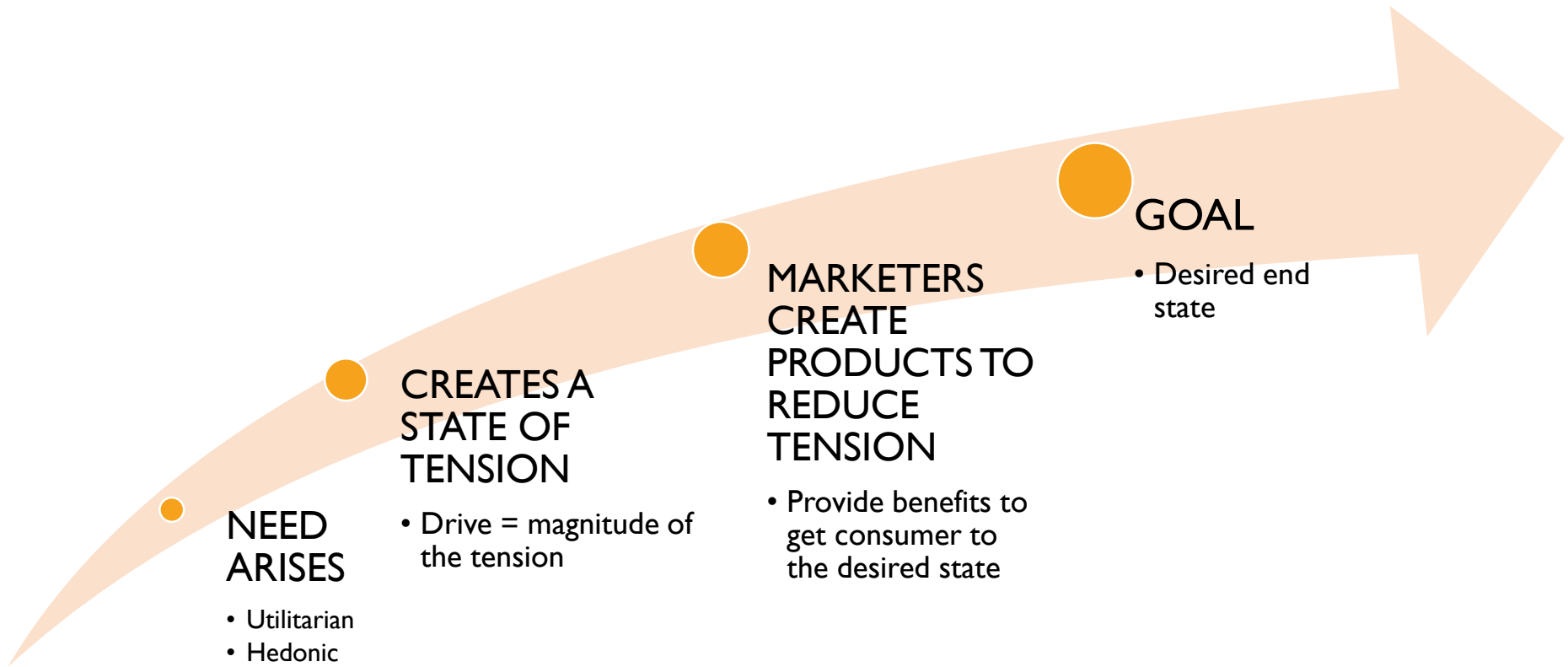


# CASPER MATTRESS



Casper

THE PERFECT MATTRESS  
FOR NEW PARENTS



Motivation – process customer takes to satisfy the need

**Strength** – Pull exerts on customer

**Direction** – way customer reduces tension

# WHAT DO WE NEED VS. WANT?

**The specific way we choose to satisfy a need depends on our unique history, learning experiences, and cultural environment.**

## Biogenic Needs

(need for certain elements to maintain life: food, air, water, shelter)

## Psychogenic Needs

(status, power, affiliation, cultural acceptance)

## Utilitarian Needs

(objective, tangible attributes of a product: – fat, calories, miles per gallon, % salt, buying more when we run out)

## Hedonic Needs

(subjective, experiential: excitement, self confidence, fantasy)

### Biogenic Needs

(need for certain elements to maintain life: food, air, water, shelter)

### Psychogenic Needs

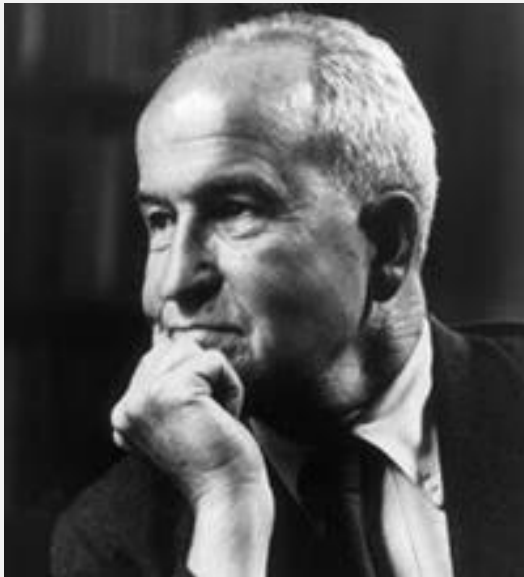
(status, power, affiliation, cultural acceptance)

### Utilitarian Needs

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## HOW DO WE CLASSIFY CONSUMER NEEDS

Psychologist Henry Murray suggests a large % purchases are made to satisfy psychogenic needs.

He developed a classification of twenty psychogenic needs:

***Psychogenic needs*** include needs for status, power, and affiliation, and reflect the priorities of a culture

Function mostly on the unconscious level but play a major role in our personality.

# MURRAY LIST OF PSYCHOGENIC NEEDS

According to Murray, all people have these needs, but each individual tends to have a certain level of each need.

Each person's unique levels of needs plays a role in shaping his or her individual personality.

## 1. Ambition Needs

- Need for achievement - expressed by succeeding, achieving goals and overcoming obstacles
- Need for recognition - gaining social status and displaying achievements

## 2. Materialistic Needs

- Center on acquisition, construction, order and retention.
- These needs often involve obtaining items, such as buying material objects that we desire. In other instances, these needs compel us to create new things.

## 3. Power Needs

- Center on our own independence as well as our need to control others.
- Other key power needs include aggression (attacking or ridiculing others), blame avoidance (following the rules and avoiding blame), deference (obeying and cooperating with others) and dominance (controlling others).

## 4. Affection Needs

- Centered on our desire to love and be loved.
- Need for affiliation and seek out the company of other people.
- Nurturing and taking care of others but at the same time be protected by others.
- Center on building relationships, playing and having fun and connections,

## 5. Information Needs

- Center around both gaining knowledge and sharing it with others.
- According to Murray, people have an innate need to learn more about the world around them.
- Exposition, or the desire to share what they have learned with other people.

# THEMATIC APPERCEPTION TEST (TAT)

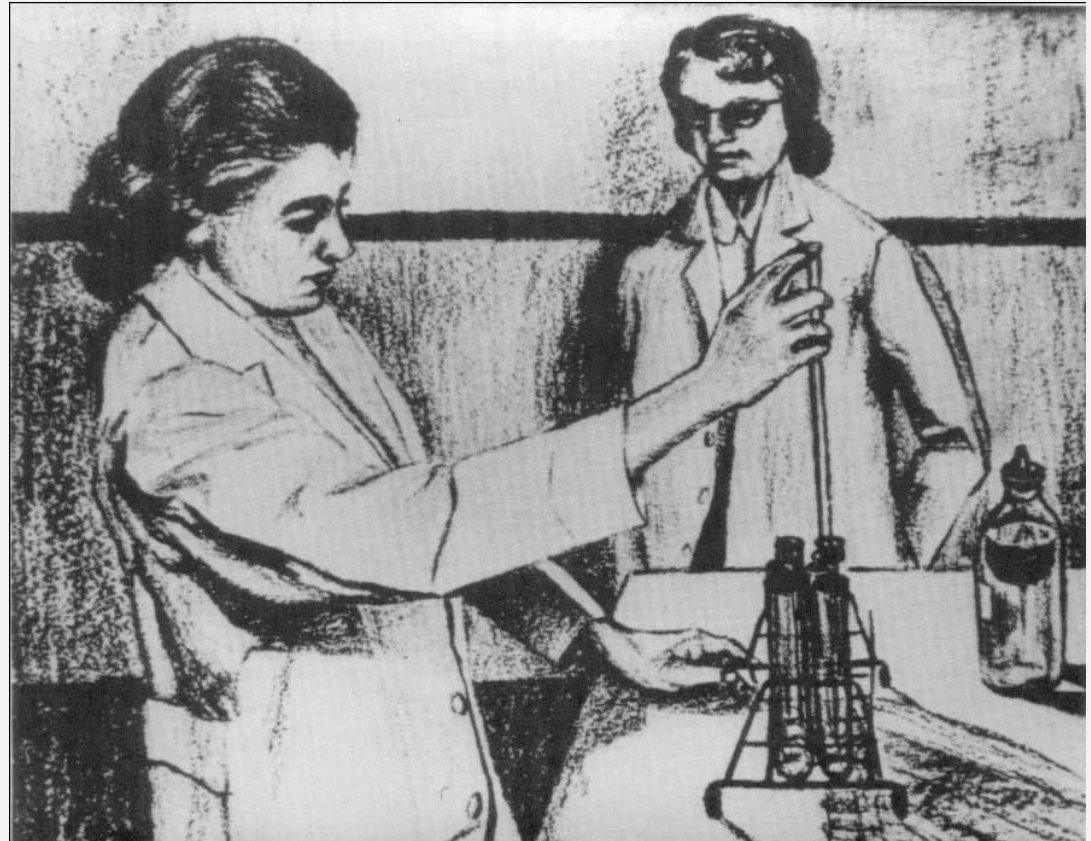
- 1930 - The Thematic Apperception Test, or TAT, is a projective psychological test. Historically, it has been among the most widely researched, taught, and used of such tests.
- It asserts that the TAT taps a subject's unconscious to reveal repressed aspects of personality, motives and needs for achievement, power and intimacy, and problem-solving abilities.
- The TAT is popularly known as the **picture interpretation technique** because it uses a standard series of provocative yet ambiguous pictures about which the subject is asked to tell a story. The subject is asked to tell as dramatic a story as they can for each picture presented, including:
  - what has led up to the event shown
  - what is happening at the moment
  - what the characters are feeling and thinking
  - what the outcome of the story was






THEMATIC  
APPERCEPTION TEST  
(TAT) –  
PROJECTIVE  
PSYCHOLOGICAL  
TEST.

1. what has led up to the event shown
2. what is happening at the moment
3. what the characters are feeling and thinking
4. what the outcome of the story was




BASED ON THE  
ANSWERS, HE  
COULD TELL IF AN  
INDIVIDUAL  
VALUES:


Need for achievement - value personal accomplishment (she is leading the experiment and coming up with the lab results)



Need for affiliation – want to be in the company of other people. (she is collaborating with her partner)



Need for power – control their environment (she is showing the other how to do the experiment and to just watch)



Need for uniqueness – assert individual identities (she want to do it on her own, her own way)

1. What is happening
2. What led up to this situation
3. What is being taught
4. What will happen?





Murray found that subjects clearly projected their own personal, emotional, and psychological existence into their stories

# MOST OF PURCHASES ARE TO SATISFY PSYCHOGENIC NEEDS

Marketers must understand what need their product fulfills.

## NEED FOR ACHIEVEMENT

Value personal accomplishment

Products that show success

Place a premium on products that signify success (luxury brands, technology products, expensive cars, boats, jewelry)

## NEED FOR AFFILIATION

Want to be with other people

Focus on products that are used in groups (alcoholic beverages, bars, clubs, sporting events, concerts)

## NEED FOR POWER

Control one's environment

Focus on products that allow them to have mastery over surroundings (alarms, lessons, storage backup, generators)

## NEED FOR UNIQUENESS

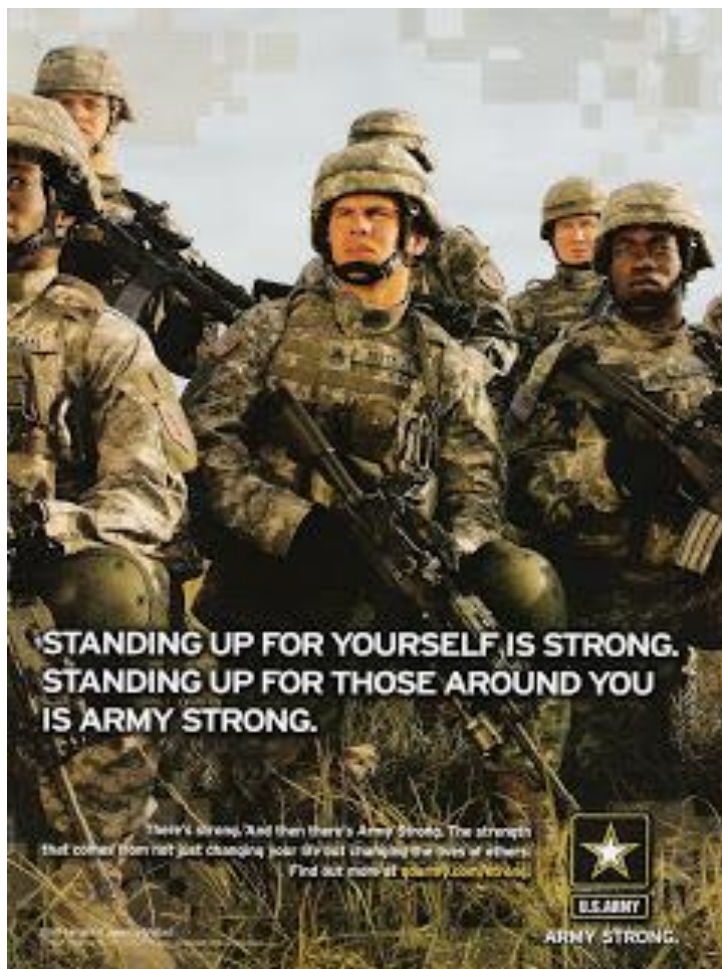
Assert one's individual identity

Enjoy products that focus on their unique character & seek products that bring out distinctive qualities (perfumes, clothing, jewelry, piercings)











## HOME SECURITY BLOG

Smart home automation and security trends, products and insights.



### THE TOP 3 REASONS TO MAINTAIN YOUR HOME SECURITY SYSTEM

Tuesday, February 12, 2019 by Anita Ostrowski under Cyber Security/Hacking, Lifestyle, Security, Smart Home, Top Tips

Learn about the importance of maintaining your home security system and tips on how to properly care for your solution.

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### WHAT SHOULD I DO WITH DOORBELL IMAGES AND VIDEOS?

Tuesday, February 5, 2019 by Art Miller under Cameras, Cyber Security/Hacking, Security, Smart Home

Discover what to do with doorbell images and videos after a crime or suspicious activity has occurred.

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### COMMON HOMEOWNER CONCERNS AND HOW TO PROTECT AGAINST THEM

#### CATEGORIES

- Cameras (45)
- Cyber Security/Hacking (22)
- DIY (9)
- IoT (Internet of Things) (59)
- Life Safety (23)
- Lifestyle (49)
- Monitoring (54)
- Personal Safety (51)
- Pets (3)
- Security (110)
- Smart Home (79)
- Top Tips (44)

#### ARCHIVE

##### 2019

February 2019 [-]

- The Top 3 Reasons to Maintain Your Home Security System
- What Should I Do with



## NEED FOR INDIVIDUALISM

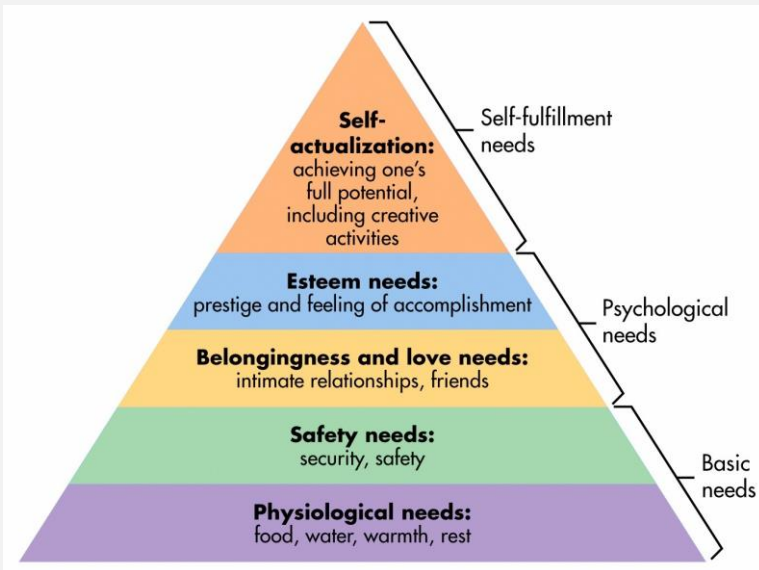


## Biogenic Needs

(need for certain elements to maintain life: food, air, water, shelter)

## Psychogenic Needs

(status, power, affiliation, cultural acceptance)



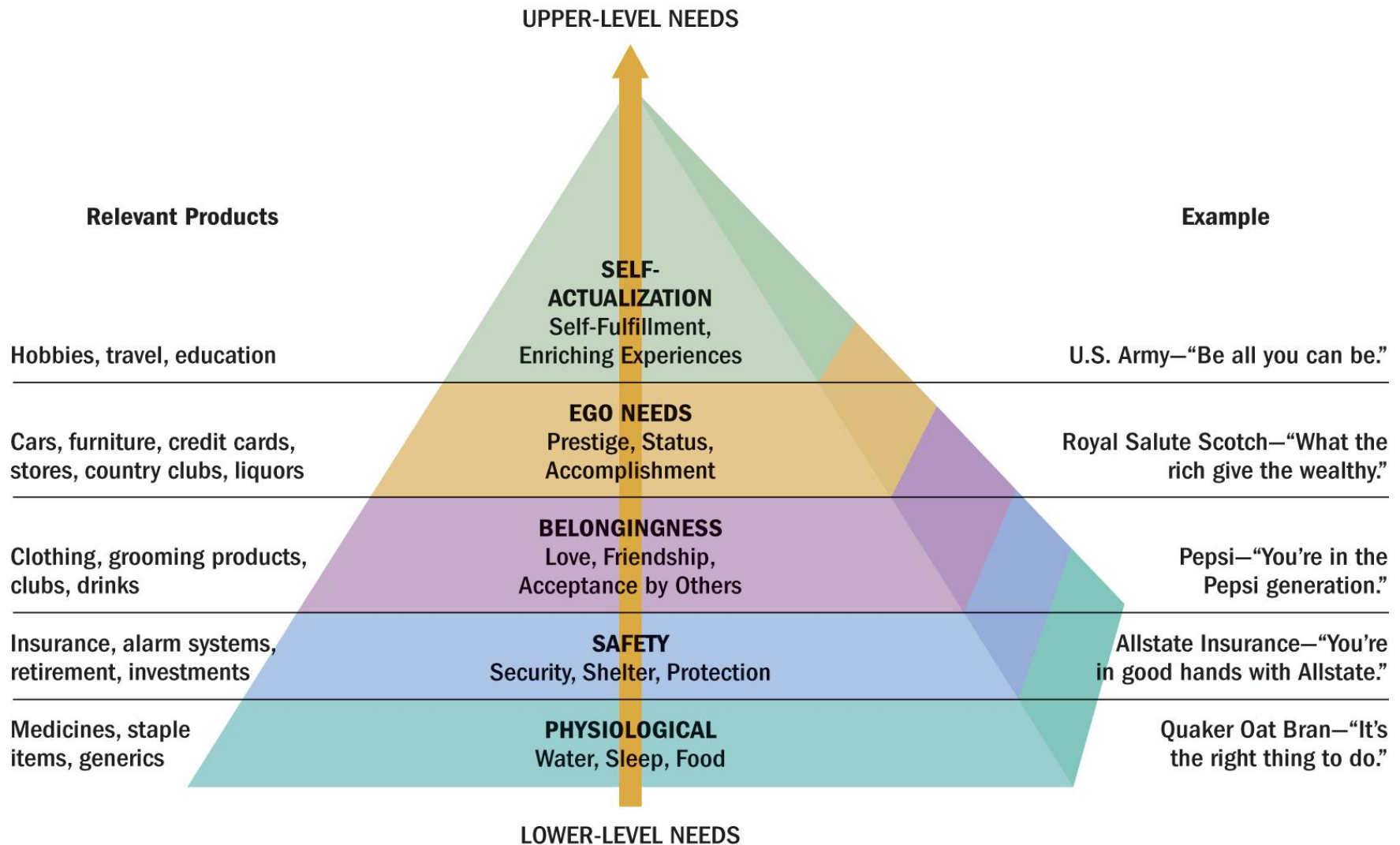
# ABRAHAM MASLOW

Abraham Maslow's Hierarchy of Needs suggests the order of development in a hierarchy of biogenic and psychogenic needs is fixed – we need to attain a level before we activate the need for the next level.

**At each level, the person seeks different product benefits.**



# LEVELS OF NEEDS EXIST: MASLOW HIERARCHY





## OBJECTIVE 2: CUSTOMER INVOLVEMENT

The way we evaluate and choose a product depends upon our degree of involvement with the product, the marketing message, and/or the purchase situation.





## PRODUCT INVOLVEMENT

Involvement  
can range:

- **Low** – purchase decisions made out of habit (inertia)
- **High** – Consumers form very strong bonds with what they buy (decisions made passionately)

## HIGH INVOLVEMENT PURCHASES

- High-involvement decisions carry a higher risk to buyers if they fail, are complex, and/or have high price tags.
  - Can cause buyers a great deal of postpurchase dissonance (anxiety)
  - When consumers are unsure about their purchases or if they had a difficult time deciding between two alternatives.
- Marketers will offer consumers a lot of information about their products, including why they are superior to competing brands and how they won't let the consumer down.
  - Salespeople may be utilized to answer questions and do a lot of customer "hand-holding."



# HIGH INVOLVEMENT SITUATIONS

- **Consumers enter a Flow state**
  - Occurs when consumers are truly involved (website, ad, product)
  - Mental state of flow as "being completely involved in an activity for its own sake. The ego falls away. Time flies. Every action, movement, and thought follows inevitably from the previous one. Your whole being is involved, and you're using your skills to the utmost."

## HOW DOES IT FEEL TO EXPERIENCE A FLOW STATE?

- Clear goals that, while challenging, are still attainable
- Strong concentration and focused attention
- The activity is intrinsically rewarding
- Feelings of serenity; a loss of feelings of self-consciousness
- Timelessness; a distorted sense of time; feeling so focused on the present that you lose track of time passing
- Immediate feedback
- Knowing that the task is doable; a balance between skill level and the challenge presented
- Feelings of personal control over the situation and the outcome
- Lack of awareness of physical needs
- Complete focus on the activity itself



# CULT PRODUCTS

- **Cult products** command fierce consumer loyalty, devotion, even worship.
- A Cult brand is a product or service with a committed customer base. The attainment of such true believers or 'near fanatical' customers is made possible because cult brands sell more than a product, they sell a lifestyle.



CULT  
PRODUCTS  
SO  
POPULAR  
THEY  
DON'T  
NEED TO  
ADVERTISE

1. **Sriracha**
2. **Costco**
3. **Krispy Kreme**
4. **Keihles**
5. **Spanx**
6. **Lululemon**
7. **Rolls Royce**
8. **Zara**
9. **La Croix**
10. **Vans**
11. **Ikea**
12. **Oprah**

<https://blog.hubspot.com/marketing/brands-with-cult-following>

## MARKETERS USE DIFFERENT TECHNIQUES TO INCREASE MOTIVATION TO PROCESS INFORMATION:

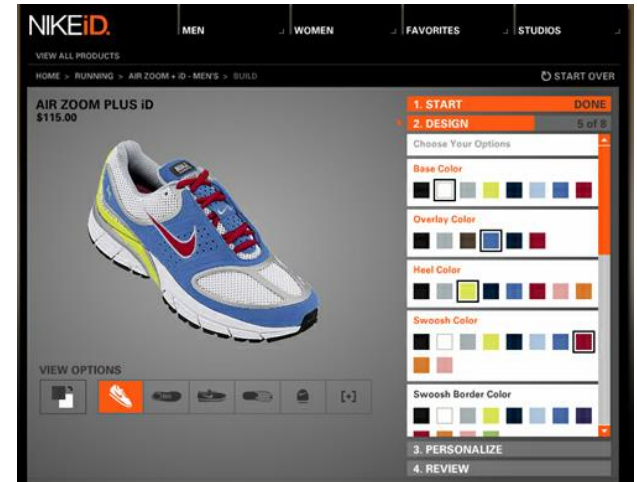
- Appeal to hedonic needs (sensory appeals)
- Use novel stimuli (unusual cinematography, sudden silences, unexpected movements)
- Use prominent stimuli (loud music, fast action)
- Include celebrity endorsers
- Provide value customers appreciate
- Let customers make the messages (consumer-generated content can improve message-response involvement)
- Invent new media platforms to grab consumer attention
- Create spectacles (performances) where the message is a form of entertainment.





# MARKETERS TRY TO TIE A BRAND TO AN INDIVIDUAL – ENHANCE INVOLVEMENT

- The more closely marketers can tie a brand to an individual, the higher the involvement they will create.
- Powerful when consumers participate in creating the brand
- Mass customization – personalization of products and services



# 4 FACTORS THAT INFLUENCE THE BUYING DECISION OF CUSTOMERS

- Why do consumers purchase something?
- Are these just random choices or based on certain factors?
- Although we may not do it intentionally, but while making a buying decision, we are influenced by a number of cultural and social factors
- What do you look for when you buy something?
- What are the 'things' that urge you to get that perfect bag or the gorgeous pair of shoes?
- As a consumer, there are many factors that affect our purchasing decisions.
- Most people are conditioned a certain way to choose from millions of alternative products and make alternate purchasing decisions.
- We may not know it, but the factors that influence buying decisions help the consumers in recognizing needs and finding ways to solve these needs.
- The decision processes and acts involved in buying and using products is known as **buying behavior**, or the buying decision of the consumers.
- The factors that affect these decisions may be different for each individual.



OBJECTIVE 3: CORE VALUES PLAY A ROLE IN PRODUCTS WE PURCHASE

- Our deeply held cultural values dictate the types of products and services we buy or avoid. (freedom, democracy, upward mobility, work hard, all treated equally)
- Underlying values often drive consumer motivations
- Products take on meaning because a person thinks they will help them to achieve some goal that is linked to a value
  - freedom
  - youthfulness
  - achievement
  - materialism



# CULTURAL FACTORS



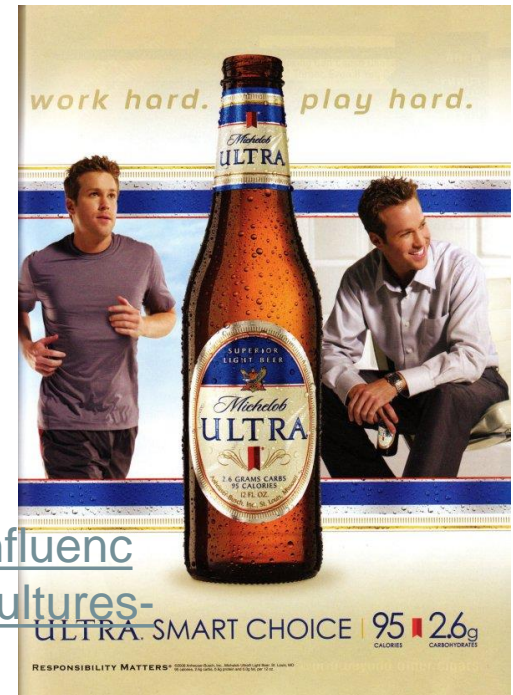
Culture is one of the key factors that influences a consumer's buying decisions. These factors refer to the set of values, preferences, perceptions, and ideologies of a particular community. At an early age, buyers learn to recognize acceptable behavior and choices when selecting products.

For example, it is our culture that teaches us that, as a buyer, we need to make payments and honor contracts, pay on time, observe rules, and assume responsibility when seeking information. Sometimes 'cultural shifts', due to the influence of different cultures indicate the need to introduce new products.

Each culture is further divided into various subcultures based on age, geographical location, religion, gender (male/female), etc.

# AMERICAN CORE VALUES

- Equal Opportunity
- Achievement and Success
- Material Comfort
- Activity and Work
- Practicality and Efficiency
- Progress
- Science
- Democracy and Enterprise
- Freedom

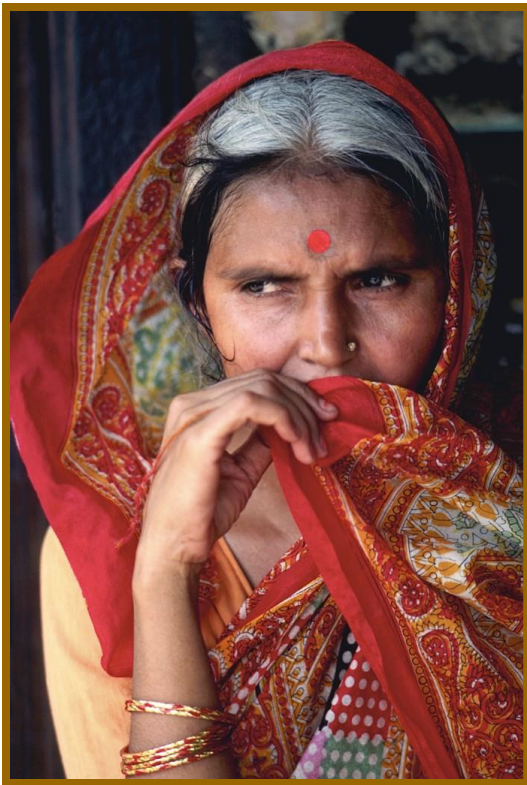


<https://study.com/academy/lesson/influences-on-consumer-buying-decisions-cultures-values-more.html>


## CORE VALUES



# CORE VALUES



- It is usually possible to identify a general set of core values that unique define a culture. Core values such as freedom, youthfulness, achievement, materialism, and activity characterize American culture.
- **Enculturation:** learning the beliefs and values of one's own culture
- **Acculturation:** learning the value system and behaviors of another culture
- **Socialization agents-** parents, friends, and teachers, impart these beliefs to us.
  - Even the media help us to learn about a culture's priorities.



HE WHO DIES  
WITH THE MOST  
TOYS *WINS*

## OBJECTIVES 4: MATERIALISM

Consumers vary in the importance they attach to worldly possessions, and this orientation in turn has an impact on their priorities and behaviors.

**Materialism** – the importance people attach to worldly possessions

Value shift toward environmentally sustainable products and services

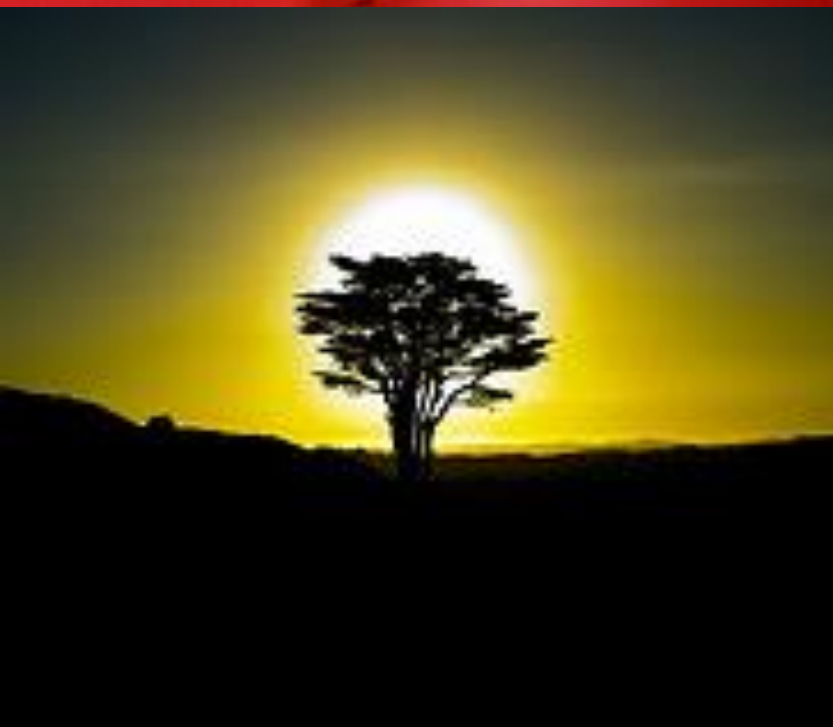




# MATERIALISM

**Materialists:** value possessions for their own status and appearance

**Non-materialists:** value possessions that connect them to other people or provide them with pleasure in using them



## CONSCIENTIOUS CONSUMERISM – NEW TREND

- Conscientious consumerism is a focus on personal health merging with a growing interest in global health
- **LOHAS** (lifestyles of health and sustainability)
  - Worry about the environment
  - Want products to be produced in a sustainable way

### OLD CONSUMERS VS. NEW CONSUMERS



# WHO IS THE GLOBAL, SOCIALLY-CONSCIOUS CONSUMER?







**FOOD WITH INTEGRITY™**



THAT AJN'T NO JIVE.



## OBJECTIVE 6: IMPACT OF WESTERN CULTURE

- Western cultures have a huge impact around the world, although people in other countries don't necessarily ascribe the same meanings to products we do.
- Western culture is also called European civilization, Western civilization or Western lifestyle.
  - It is based on certain belief systems, traditional customs moral and ethical values.
  - *"The American culture promotes personal responsibility, the dignity of work, the value of education, the merit of service, devotion to a purpose greater than self, and at the foundation, the pre-eminence of family."* -Mitt Romney





Products that succeed in one culture, may fail in another

Learn as much as possible about differences in culture norms and preferences



Extent to tailor marketing strategy by culture

**Emic** – believers – individual cultures are unique and need own strategy, message, creative, etc.

**Etic** – believers – individuals in different cultures appreciate the same universal message

MARKETERS MUST  
UNDERSTAND...

## CHAPTER SUMMARY

- Products address a wide range of consumer needs.
- How we evaluate a product depends on our involvement with that product, the marketing message, and the purchase situation.
- Our cultural values dictate the products we seek out and avoid.
- Consumers vary in how important possessions are to them.