

MOTIVATION



Introduction

❖ Terminology

- *A motive is an inner force that **energizes** and **directs** behavior toward activities that will satisfy a respective need.*
- *A need is an internal state requiring satisfaction which activates motives.*

❖ Interrelationship of Motives and Needs



Motivation Theories

- ✓ Maslow's Hierarchy of Needs
- ✓ Consistency Motivation
- ✓ Optimum Stimulation Motivation

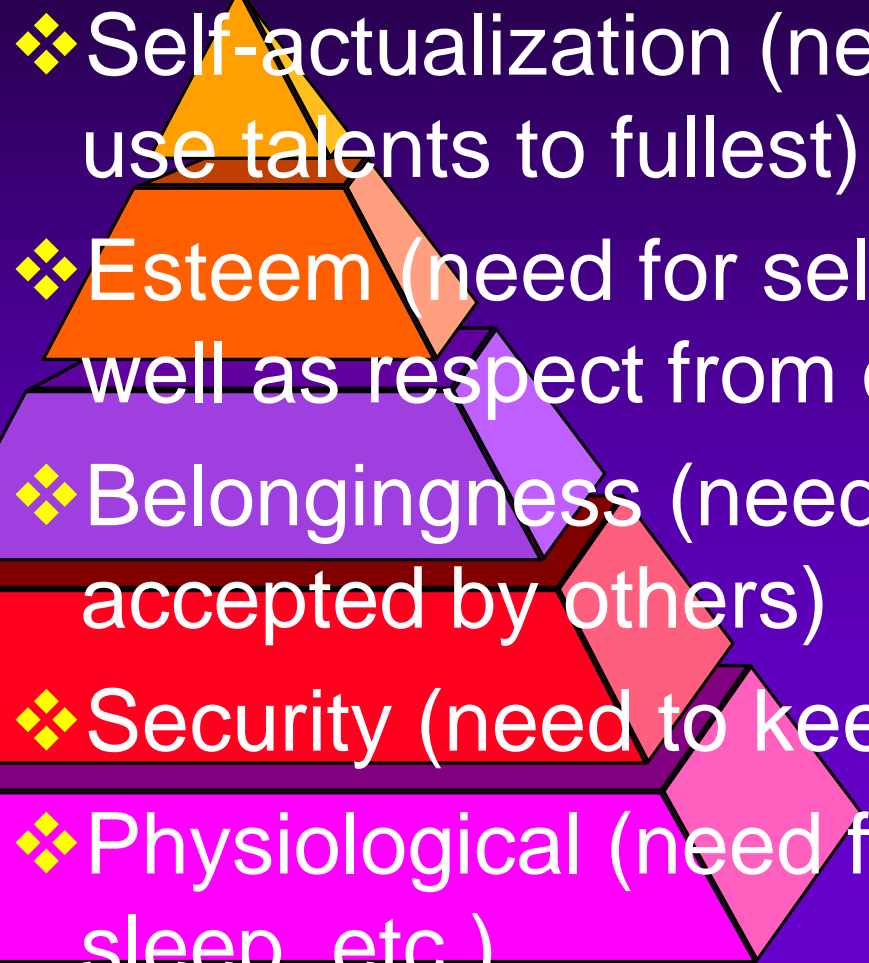
Maslow's Hierarchy of Needs



Generalizations about the theory

- ❖ Humans are born with needs; they are not created.
- ❖ Needs are organized in a hierarchy of prepotency.
- ❖ A satisfied need is not a motivator of behavior; dissatisfaction drives behavior.
- ❖ Needs at one level of the hierarchy don't have to be completely satisfied before needs at the next level become important.
- ❖ Behavior is usually the result of several needs operating simultaneously.

The Hierarchy of Needs

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- ❖ Self-actualization (need to develop and use talents to fullest)
 - ❖ Esteem (need for self-confidence as well as respect from others)
 - ❖ Belongingness (need to be loved and accepted by others)
 - ❖ Security (need to keep body safe)
 - ❖ Physiological (need for food, water, air, sleep, etc.)

Implications for Marketing

- ❖ Marketers can not create needs.
- ❖ Define market in terms of needs, not products.
- ❖ Remember: it is those needs that are unfulfilled that motivate people.
- ❖ Try to link a product to the satisfaction of an unfulfilled need of those in the target market.



*Consistency
Motivation
Theory*



Description

- ❖ According to this theory, people are motivated to do those things which they perceive will help them make sense of the world.
- ❖ This is done by doing those things that are consistent with currently held attitudes.
- ❖ This comes from homeostasis which is *an organism's tendency to restore balance when an imbalance is perceived.*



Types of homeostasis

- ❖ *Static: occurs in closed system where there is automatic restoration of equilibrium.*
- ❖ *Dynamic: occurs in open system where perceived or anticipated imbalance can trigger restorative action.*
- ❖ *Heterostasis: when action is taken which upsets the balance of one need in order to achieve balance in a more potent need.*

Marketing Implications

- ❖ People generally desire consistency in their lives.
- ❖ This helps us to understand selective information processing, need for stimulation, lifestyles, shopping orientations, brand loyalty, problem recognition styles, post-purchase dissonance, etc.



*Optimum
Stimulation
Motivation
Theory*



Description

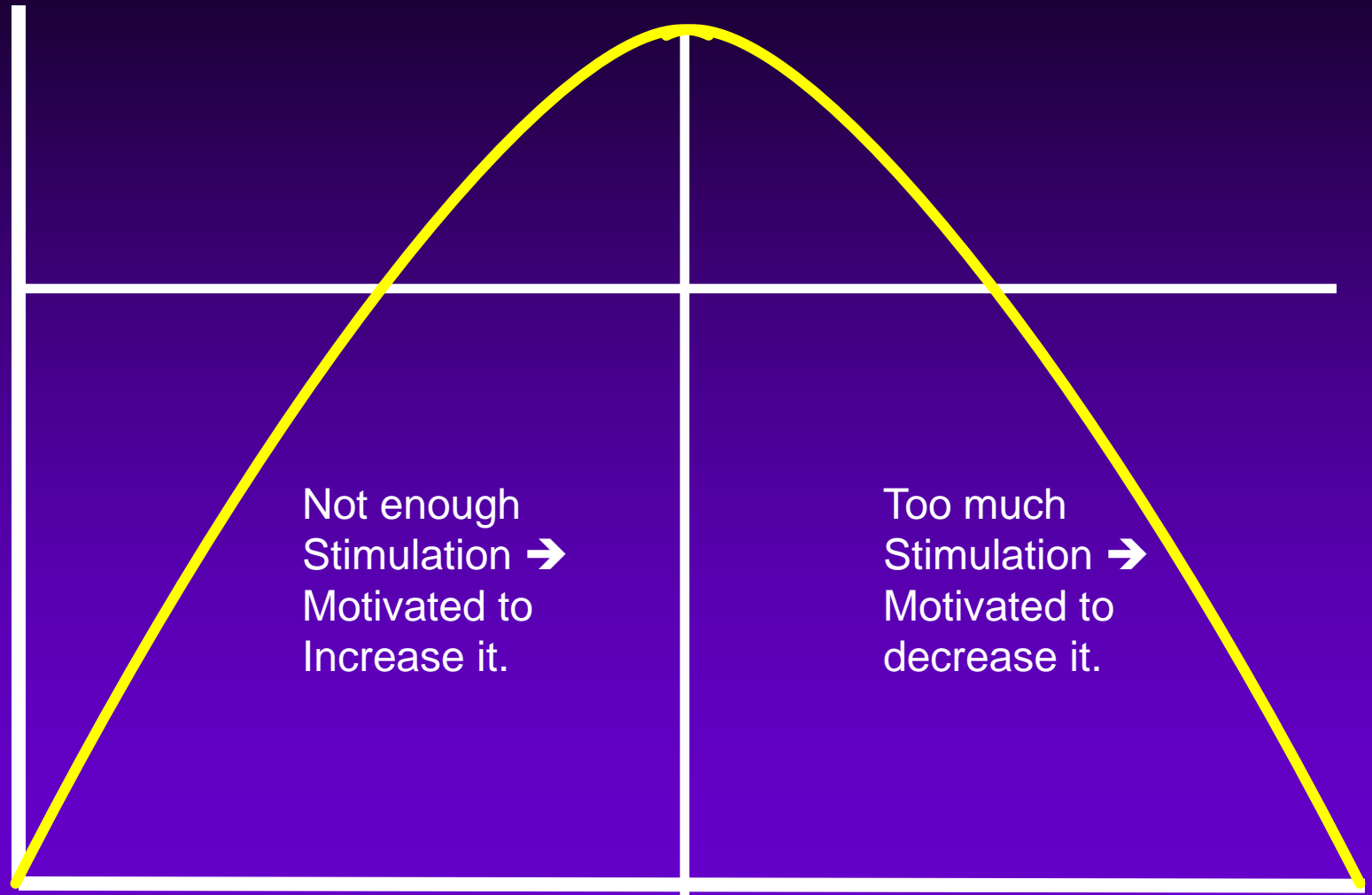
- ❖ We should not assume that people are always trying to either maximize or minimize the stimulation they receive.
- ❖ Depending upon their personalities and situations, people may be trying to either increase or decrease their external stimulation in order to achieve their optimum stimulation level.
- ❖ This is a homeostatic process.

Optimum Stimulation Level

positive

Affect

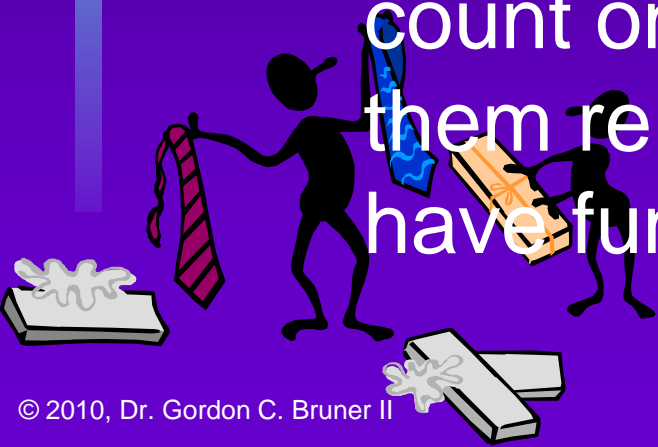
negative



Amount of Stimulation

Marketing Implications

- ❖ If understimulated, consumers will seek their OSL by impulse buying, window shopping, trying different brands, etc.
- ❖ If overstimulated, consumers will seek their OSL by buying products they can count on, things that save time, help them relax, escape, and/or have fun.

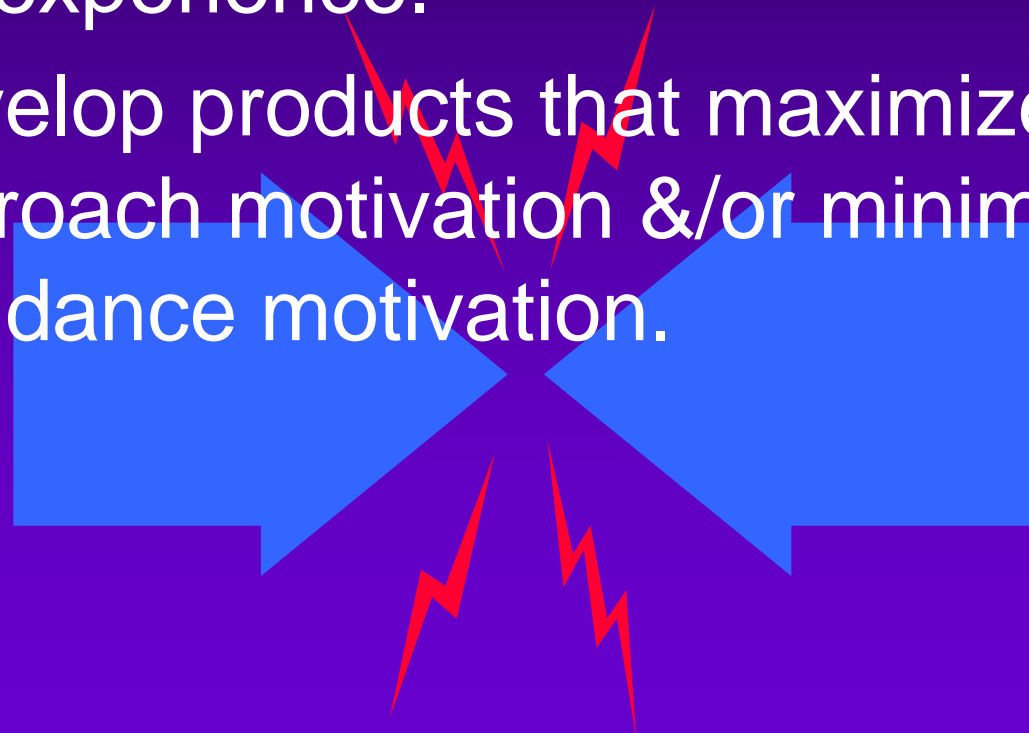


Motivation Conflict

- ✓ Approach - Avoidance conflict
- ✓ Approach - Approach conflict
- ✓ Avoidance - Avoidance conflict
- ✓ Double Approach - Avoidance conflict

Marketing Implications of Motivation Conflict

- ❖ The more similar a product is to another product the more conflict a consumer will experience.
- ❖ Develop products that maximize the approach motivation &/or minimize the avoidance motivation.





(con't)

❖ How can you do that?

- ➔ Make your product superior to the competition on features most important to your target market (maximize approach).
- ➔ Some products may have little that motivates consumers to "approach" them but at least they are less negative (avoidance) than the alternatives.

Summary & Conclusions



- ❖ There's no one theory of motivation so we need to understand several.
- ❖ Each has important implications for understanding consumer behavior.
- ❖ Motivation conflict should also be understood since products should help solve conflict.