

NEED VS WANT

CONSUMER PSYCHOLOGY

PSIKOLOGI UNIVERSITAS HASANUDDIN

INTRO

NEED

A condition of *tension in an organism* resulting from deprivation of something required for survival, well-being, or personal fulfilment. (APA)

Need in consumer psychology or consumer behaviour refers to **informational or negatively oriented motives**. It is because when the state falls below the actual state, the condition became negative and consumers **desire a piece of information to remove the gap**.

Kardes, Cronley, & Cline (2011)

The greater the disparity occurs, the stronger motive is to satisfy the needs.

MASLOW'S HIERARCHY OF NEEDS

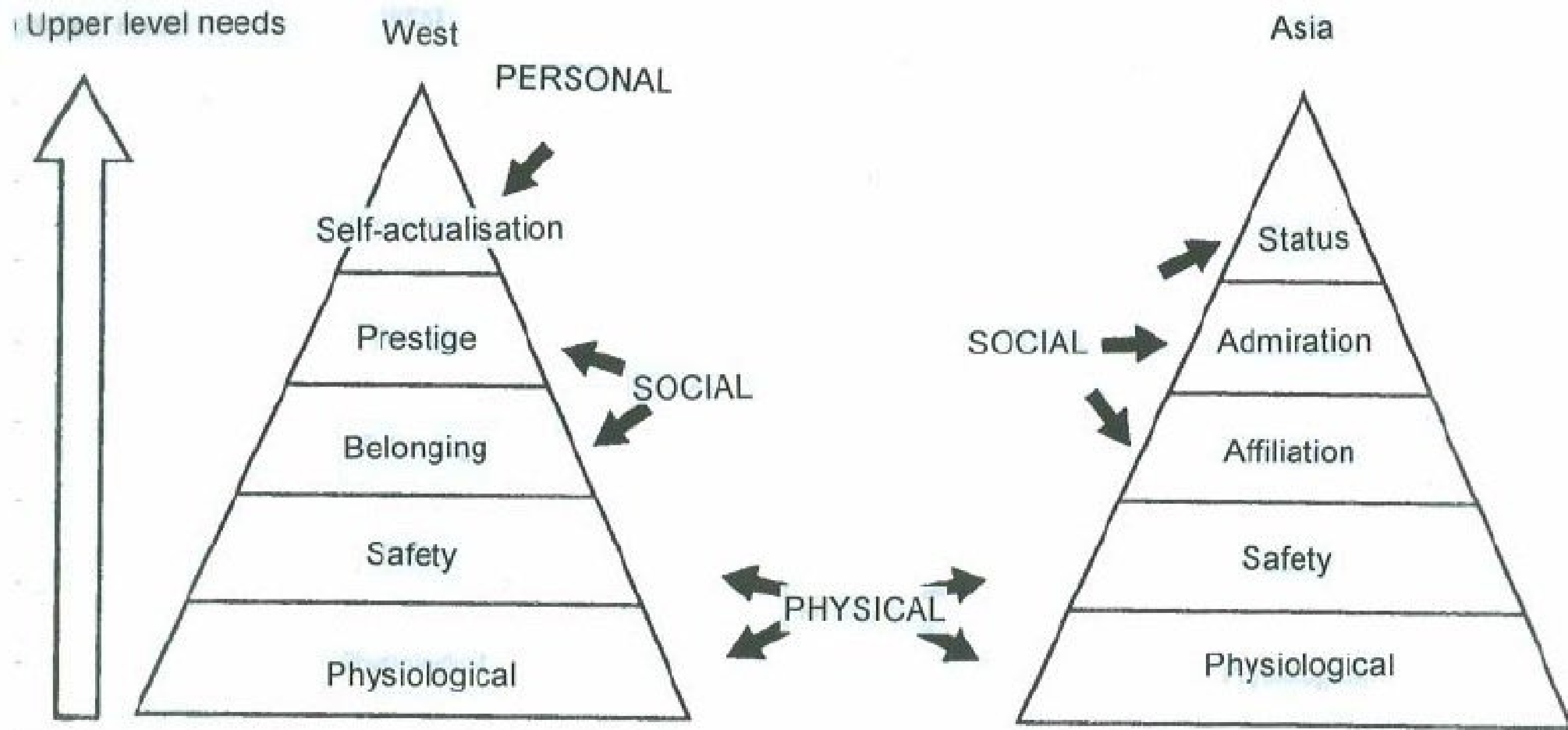
These basic goals are related to each other, being arranged in a *hierarchy of prepotency*. This means that the most prepotent goal will monopolize consciousness and will tend of itself to organize the recruitment of the various capacities of the organism.

(Maslow, 1943)

Basic human needs are organized into a hierarchy of relative prepotency.

(Maslow, 1943)





Source: Schutte, H. and Ciarlante, H. (1998), *Consumer Behaviour in Asia*, Macmillan Press, London, p.93.

NEEDS

KNOWN NEEDS - UNMET NEEDS - HIDDEN NEEDS

Griffin & Ursula (2010)

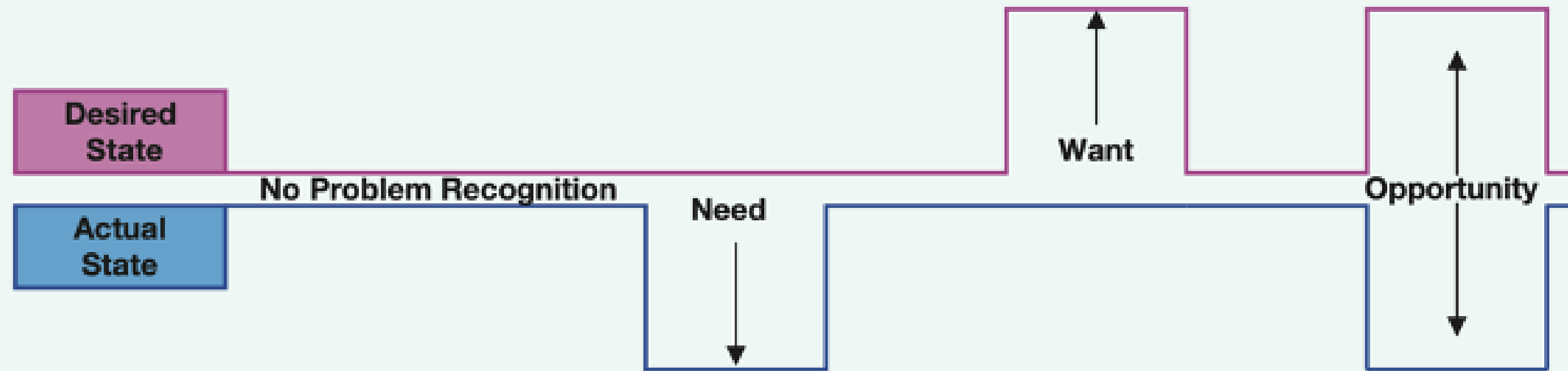
Can we create a new need?

WANT

A *need satisfiers that are shaped* by the consumer's personality, experience, and culture (including marketing).

Want refers to transformational motives and positive reinforcement. It is because the purchase goals are to increase the normal state (Improving life standards). Wants can be changed over time since external aspects such as the environment affect consumer perception and preference.

Kardes, Cronley, & Cline (2011)



SOURCE: Adapted from Bruner, G. C. and Pamazal, R. J. (1988). Problem Recognition: The Crucial First Stage of the Consumer Decision Process. *Journal of Consumer Marketing*, 5:53–63.

Needs vs Wants

THANK YOU.

QUESTIONS?

Next Week: The Presence of Other