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# Consumer Behavior

## #6 The Trigger & The Motivation

Kandapa Thanasuta, Ph.D.

## The consumer decision journey has four key battlegrounds.



# What trigger consumers to make decision?

*“I want something”*

# The GAP Theory





# The GAP Theory

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Perception on actual state



Desire to have  
more clothes

# The GAP Theory

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**GAP = UNMET NEED**

the result of a gap between a desired state and an actual state...unmet need

**When there is a GAP, there is a PROBLEM.**

# Types of problem

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Active problem: consumers  
“**aware**” that they have problems



Inactive problem: consumers  
“**unaware**” that they have  
problems



# Triggering the need

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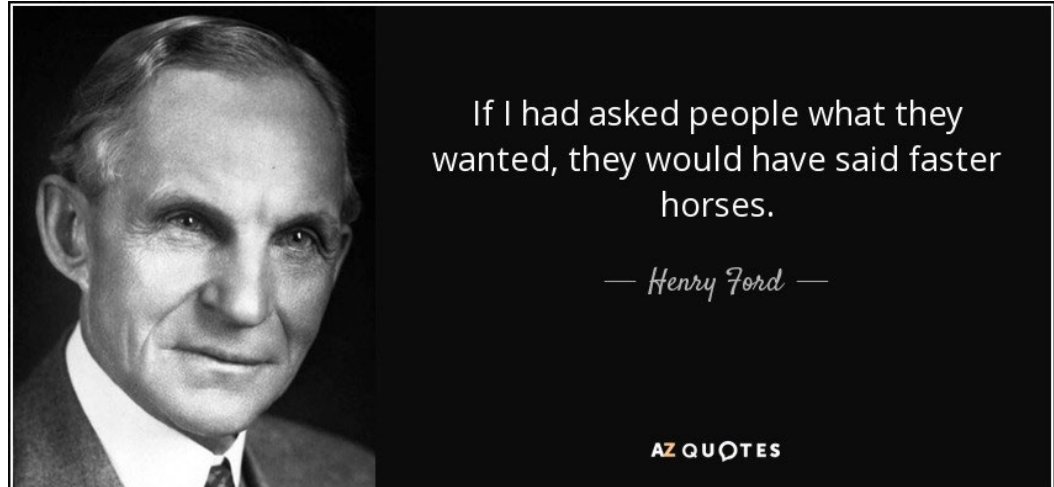
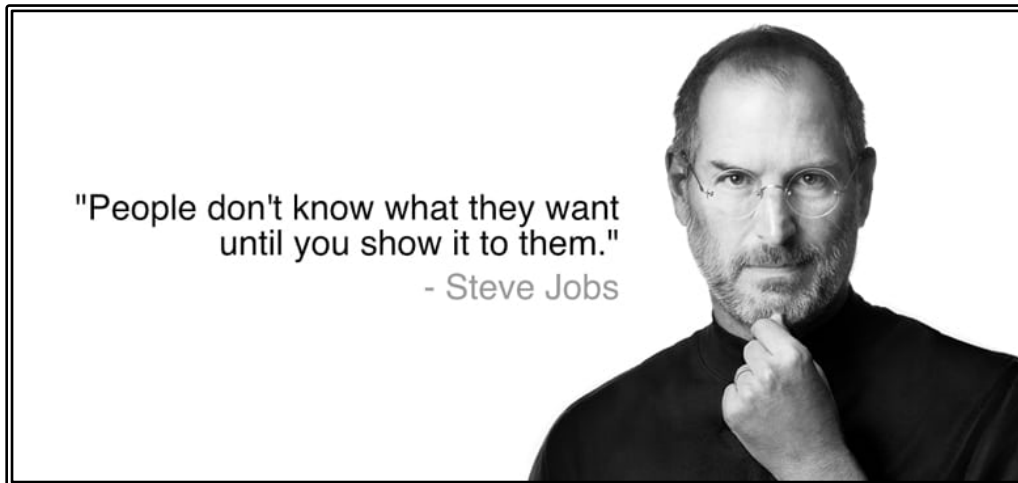
Making consumers realize that they have problems (problem recognition)



# Triggering the need

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## Creating the demands



Solving or not solving the problem

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Consumers will not solve the problem if it is bearable (gap is not big enough)

Managing the gap???

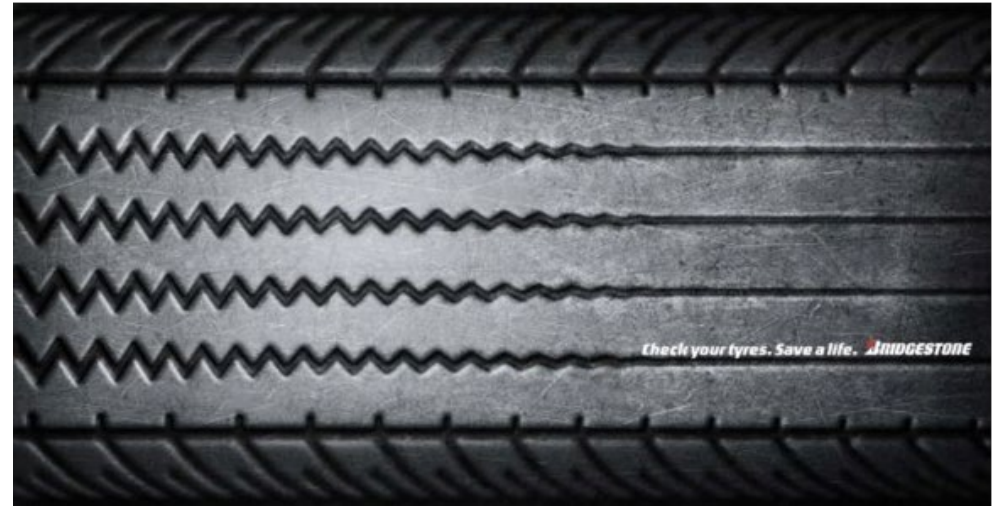
# Managing the gap

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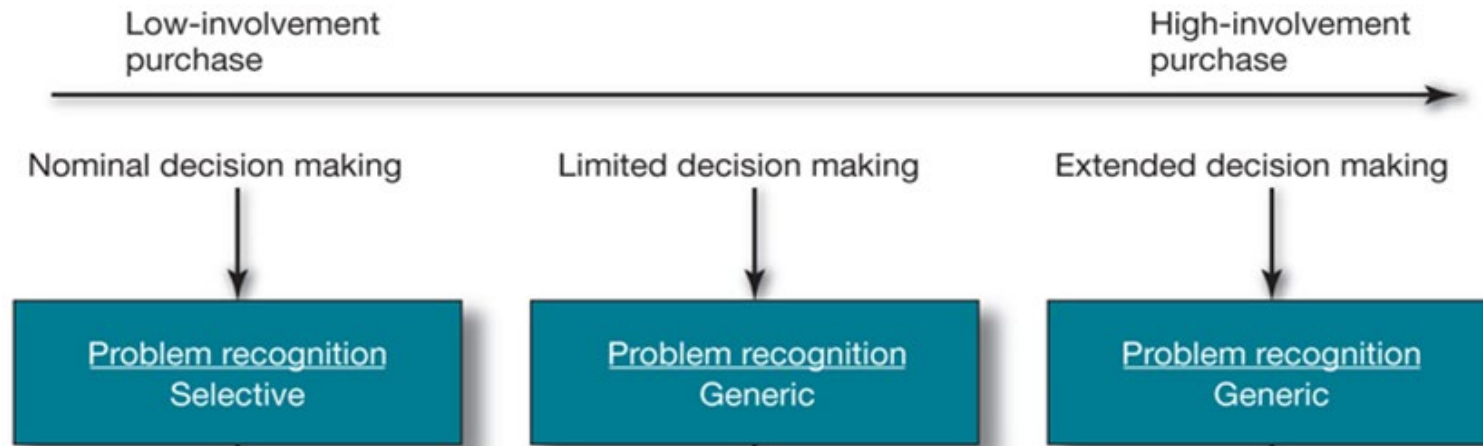
## Managing the gap???

desired state 

actual state 



# Decision types and problems



## Selective problem recognition

- Only one brand can solve problem
- Firms attempt to cause selective problem recognition to **gain or maintain market share**.

## Generic problem recognition

- Variety of brands can solve problem
- Increasing generic problem recognition generally results in **an expansion of the total market**.

# The drive force (internal influence)

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Motivation:

Driving inner force for behavior (the reason for behavior)

Answering the unmet need



## Motivation (internal influence)

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*“The energizing force that **activates or triggers** behavior and **provides purpose, direction and drive** to that behavior”*

(Quester, Pettigrew, & Hawkins, 2011)

# Maslow's hierarchy of needs

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# Triggering and answering the needs





None of these women are hair models. After all, neither are you.

Dove believes all women have beautiful hair when it's deeply cared for. No matter what length, style, cut, color or texture, you can discover the beauty in your own hair with the deep care in Dove Shampoos and Conditioners. Learn more at [www.campaignforrealbeauty.com](http://www.campaignforrealbeauty.com)



Our product is answering  
what needs?

# Identifying motivation

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## Manifest –vs- Latent

- High quality
- Reputation brand
- Superior customer service



- Expensive bag = look rich
- Symbolic of wealth and success

# Motivational conflict

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A consumer is driven to make a decision based on **conflicting goals**. Consumers are either motivated by a positive or a negative reinforcement.





# Motivational conflict

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## **Approach/Approach motivational conflict**

occurs when a consumer is confronted with **two choices** which are **equally as attractive** as each other and the consumer **can only choose one**.

Fitness A or Fitness B



Incentive & promotion to show  
distinctiveness

# Motivational conflict

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## Approach/Avoidance motivational conflict

a consumer is attracted to purchasing a product or service but a negative motivational conflict related to the acquisition of the product is resulting in the consumer potentially not making the purchase.

I love chocolate bar BUT it gives negative health consequence



high protein low carb protein bars



# Motivational conflict

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## Avoidance/Avoidance motivational conflict

consumers are faced with **two equally undesirable choices**.  
Choosing between a 'lesser of two evils'.



Obese patient:  
Unwanted exercise  
equipment and  
spending money



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with 50 Equal Monthly Payments until June 2021.  
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# Thank you

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