# September 24, 2012

* Consumer Motivation Process
  + Motivation
    - Underlying forces driving decisions
    - Needs are basic & often instinctive
    - Wants are learned during lifetime
    - Maslow’s Hierarchy of Needs
    - Rossiter & Percy’s Fundamental Motives
      * Negative Motives – Problem removal or avoidance
      * Positive Motives – Benefit, bonus, or reward
      * Negatively Originated (Informational) Motives
        + Problem Removal
        + Problem Avoidance
        + Incomplete Satisfaction
        + Mixed approach-avoidance
        + Normal depletion
      * Positively Originated (Transformational) Motives
        + Sensory Gratification
        + Intellectual stimulation or mastery
        + Social approval
* Purchase Decision and Post-purchase Evaluation
  + Post-Purchase Evaluation
    - Evoked Set – What you recall when you hear the phrase “mp3 player” for example
      * Apple, Microsoft, Rio, and SanDisk
    - Evaluative Criteria – Helps you chose your number one choice
      * Capacity
      * Durability
      * Battery Life
      * Ease of obtaining and loading music
    - Cognitive Dissonance
      * Was it worth the money?
      * Will it last as long as my old one?
      * Could I have found a better price?
    - Post-Purchase Evaluation – Justification stage
      * It’s so small
      * I like the color
      * It doesn’t take long to put my music on it
* Market Segmentation and the Marketing Mix
  + Market Segmentation Process
    - What is it?
      * Find the right niche where the advertiser’s product will fit
    - Process:
      * Step 1
        + Identify groups of people with shared needs and characteristics
      * Step 2
        + Combine the groups into larger market segments based on their **mutual** interest in product’s utility
      * Step 3
        + Reach them through meaningful advertising
    - Types of Markets
      * Consumer
      * Business
  + Consumer Markets
    - Shared Characteristics
      * Behavioristic
        + Group consumers based on purchase behavior

User-status

Sole users

Brand loyal and require less amount of advertising

Semi-sole users

Use brand A but have an alternative selection (Brand B)

Discount Users

Semi-sole users who buy Brand B but buy Brand A at a discount

Aware non-triers

Don’t like Brand A and buy only competitive products

Trial/Rejecters

Bought the ad message, tried Brand A but didn’t like it

Repertoire Users

Finds Brand A & B to be superior and buys them at full price. Responds to persuasive advertising

Usage-Rate

Light user, medium user, and heavy user

Hardees Example

Heavy Fast Food Users (HFFU) eats 4-5 times a week. HFFU love drippy, messy burgers, and are not calorie counters

Purchase-Occasion

**When** they buy or use a product or service

Influenced by frequency of need (regular or occasional), fad (fashion, computer games, etc), or seasons (Water skis, raincoats, etc)

E.g. Japan Weather association

Tracked buying patterns on 20,000 items

Benefit-sought

High quality, low price, status, sex appeal, good taste, etc

Hardees Example

Size and taste

* + - * Geographic
        + Different needs and wants based on region, county size, city size, zip code, specific locations, etc