Consumer Behavior
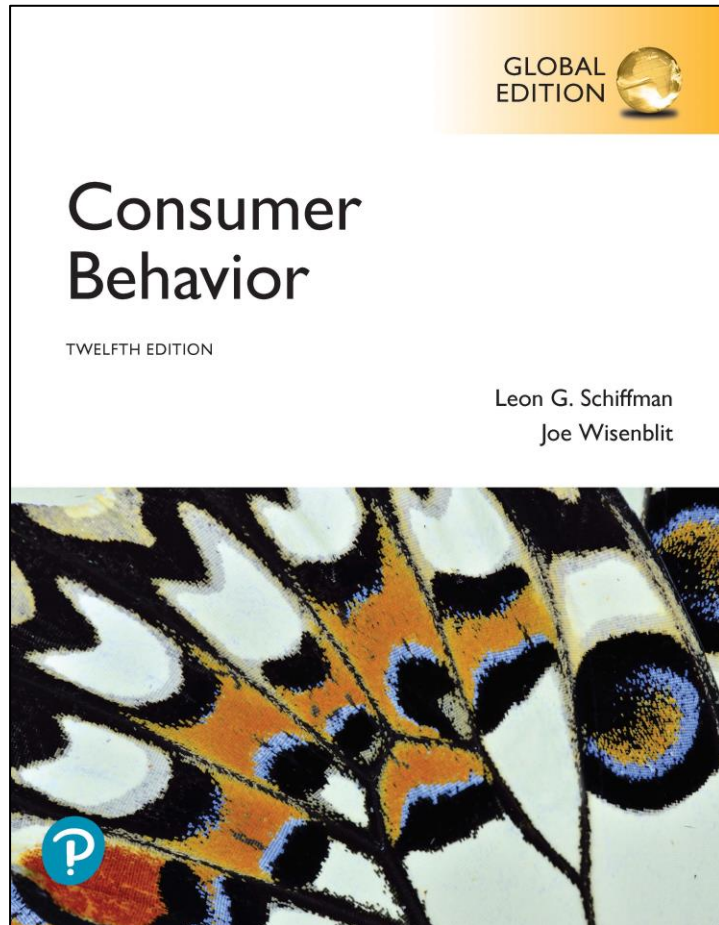
Twelfth Edition, Global Edition

Chapter 3

Consumer Motivation and Personality

Learning Objectives (1 of 2)

3.1 To understand how motives, needs, and goals shape consumer behavior.

3.2 To understand the systems of classifying needs.

3.3 To understand the impact of hidden motives on consumer behavior.

3.4 To understand why and how consumers use technology.

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Learning Objectives (2 of 2)

3.5 To understand personality development.

3.6 To understand how personality traits shape consumer behavior.

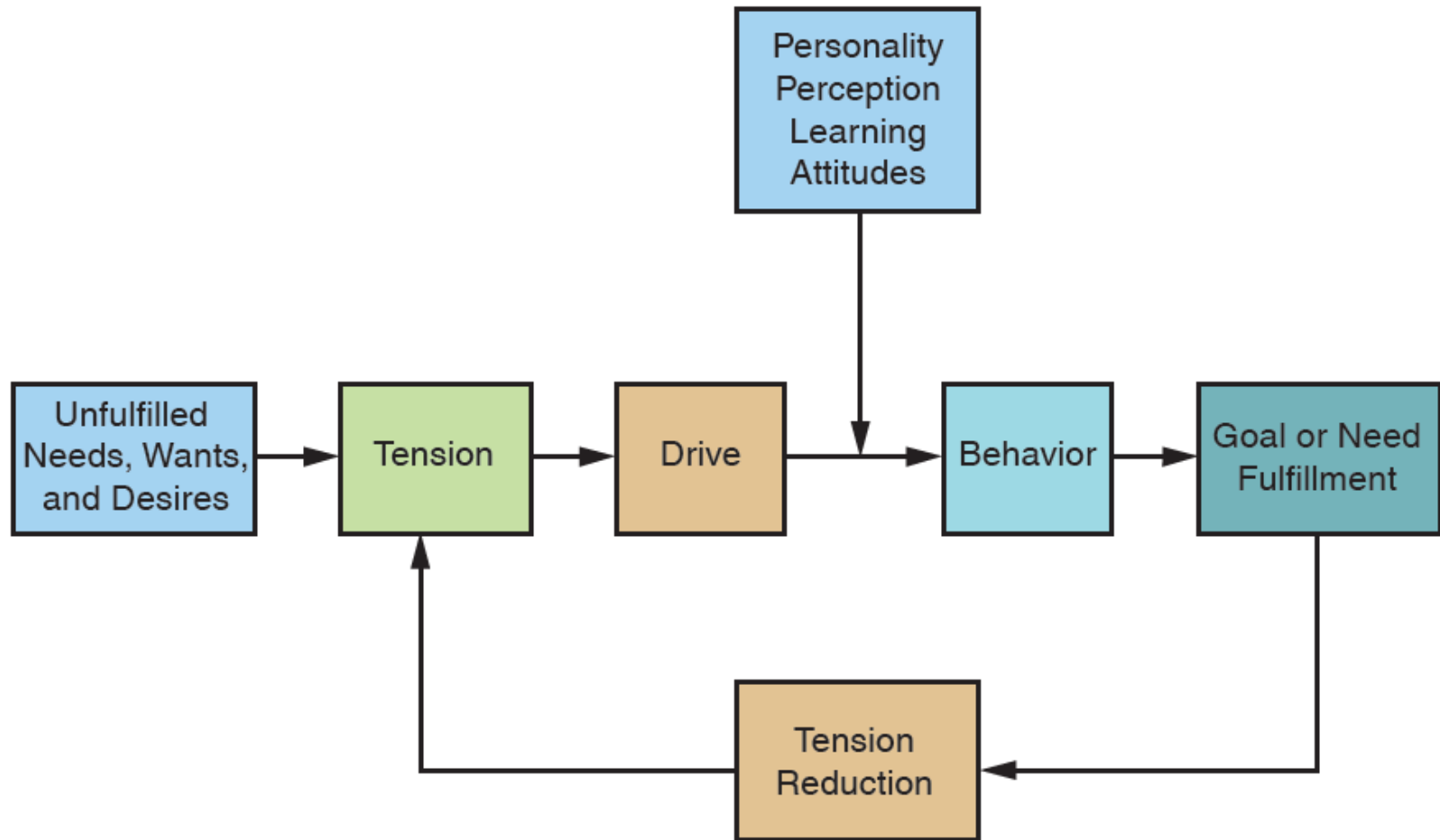**3.7** To understand brand personification.

3.8 To understand the impact of self-image on consumer behavior.
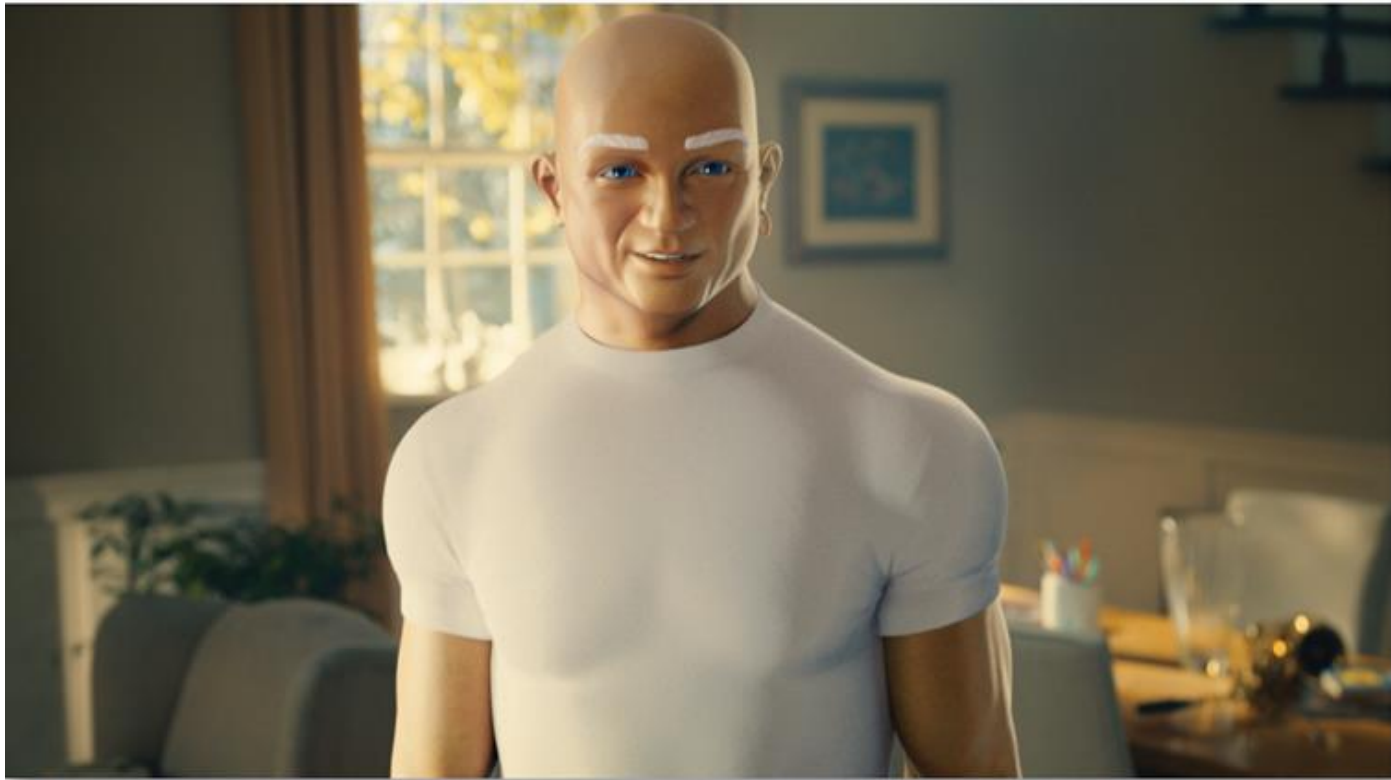
Motivation

Defined

The driving force within individuals that impels them to act.

The Motivation Process

Example: Brand Personification

Source: Procter & Gamble Co.

Learning Objective 3.1

3.1 To understand how motives, needs, and goals shape consumer behavior.

Needs and Goals

- Needs
  - Biogenic
  - Psychogenic

- Goals
  - Generic
  - Product-specific

Need Arousal

- Physiological arousal

- Cognitive arousal

Source: The Kraft Heinz Company

Selecting Goals

- Factors
  - personal experiences and knowledge
  - physical capacity
  - cultural norms and values
  - goal accessibility

- Approach objects

- Avoidance objects

Factors That Motivate Shopping

- Seeking specific goods

- Recreational shopping

- Activity-specific shopping

- Demand-specific shopping

Cannot Attain Goals?

- Substitute goals

- Frustration

- Defense mechanisms

Frustration and Defense Mechanisms

Defined

Frustration is the feeling that results from failure to achieve a goal, and **defense mechanisms** are cognitive and behavioral ways to handle frustration.

Defense Mechanisms

- Aggression

- Rationalization

- Regression

- Projection

- Daydreaming

- Identification

- Withdrawal

Which Defense Mechanism is Used?

Source: Rami Hanafi, Viewmasters/Ving

Learning Objective 3.2

3.2 To understand the systems of classifying needs.

Murray's Psychogenic Needs

Table 3.1 Strategic Applications Of Murray's List

Need	Illustrative Characteristics	Promotional Applications
Achievement: accomplish tasks, succeed, and overcome obstacles.	Do the best and work hard in any undertaking. Be able to do things better than others.	Messages that encourage and illustrate success(e.g., advertising education).
Exhibition: shock or thrill others and be the center of attention.	Tell amusing jokes at parties. Say things that others regard as witty and clever.	Messages showing attention from others when they notice one's possessions (e.g.,expensive cars).
Affiliation: spend time, form strong friendships and attachments with others.	Be loyal to and share things with friends. Help friends in trouble. Be confided in by others and told about their troubles.	Messages showing people enjoying themselves in large groups (e.g., vacations, shopping situations).
Power/Dominance: control, influence, and lead others.	Seek leadership in groups. Supervise and direct the actions of others.	Messages showing actual or symbolic dominance (e.g., being a chief executive; owninga powerful car).
Change: seek new experiences and avoid routine.	Doing new and different activities, like eating in new restaurants, going on trips, and avoiding conventional situations.	Messages stressing novelty, uniqueness, and breaking with routines (e.g., adventure travel and active vacations).
Order: keeping things neat and organized.	Planning and organizing the details in any undertaking. Setting definite times for activities.	Promoting devices that save space and keep things firmly in place (e.g., dividers and organizers for closets, drawers, and garages).

Source: Data based on the works of Henry Murray

Appeal to Which Need? (1 of 2)

Source: Photo courtesy of The Container Store

Maslow's Hierarchy of Needs

Self-Actualization (Self-fulfillment)

Ego Needs (Prestige, status, self-esteem)

Social Needs (Affection, friendship, belonging)

Safety and Security Needs (Protection, order, stability)

Physiological Needs (Food, water, air, shelter, sex)
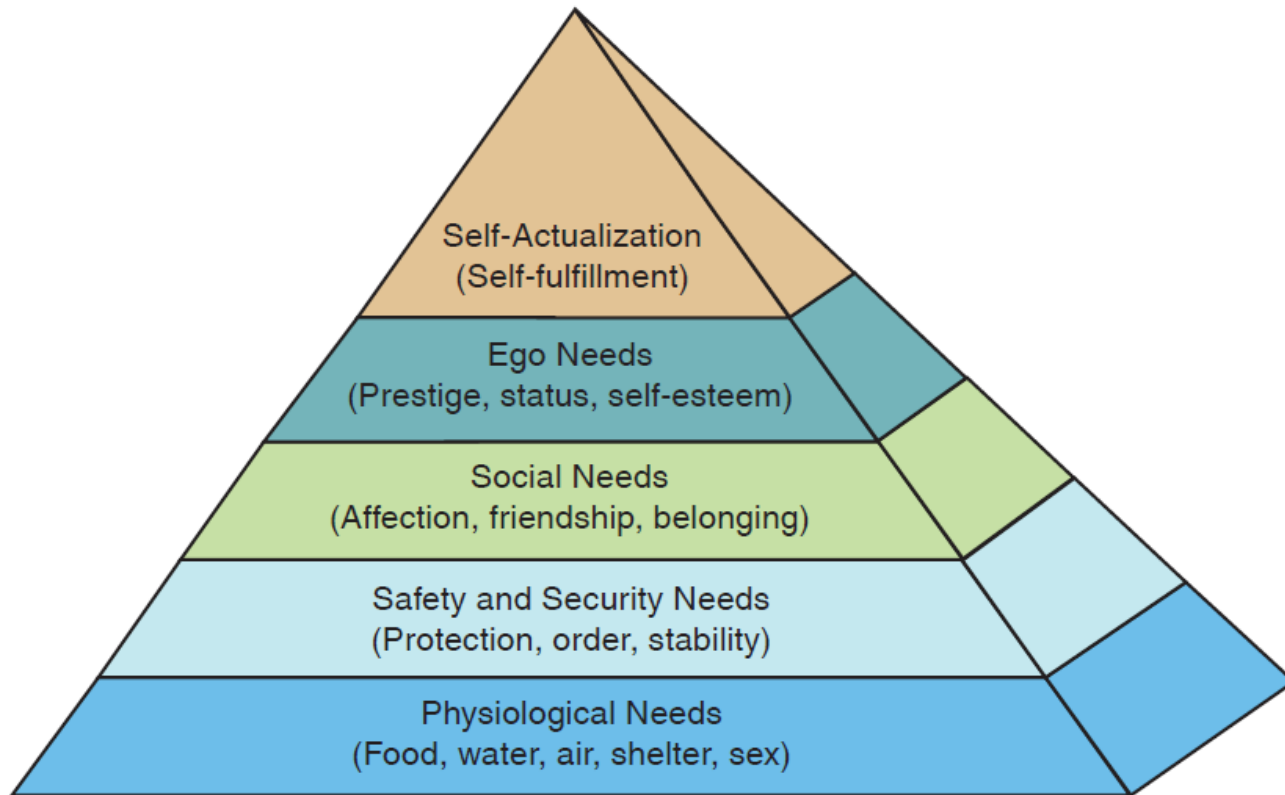
Appeal to Which Need?
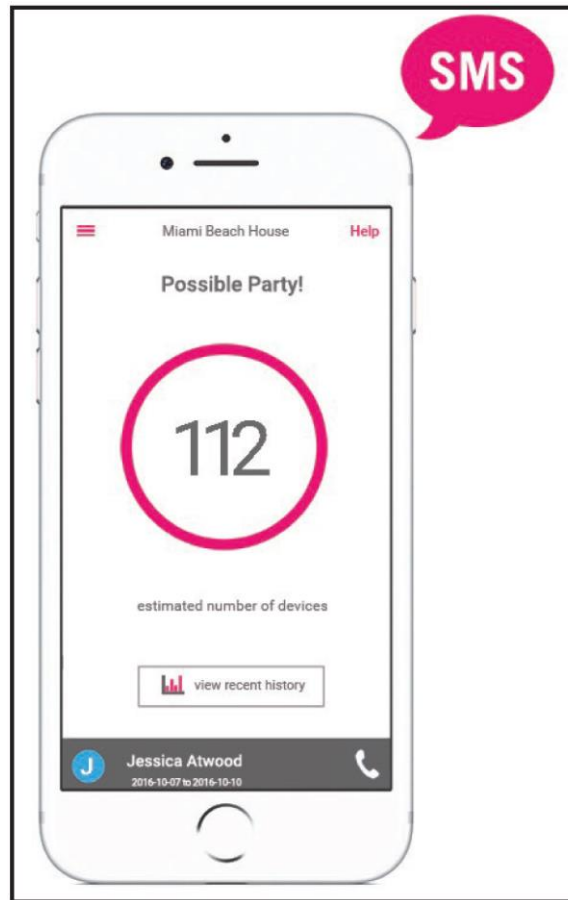
Source: BlueFox.io

Validity and Applications

- Major problem: cannot be tested empirically

- Western culture; other societies rank needs differently

- Goods and services satisfy each need level

- Different appeals for the same product can be based on different needs

Discussion Questions

- What are three types of products related to more then one level of Maslow's Hierarchy of Needs?

- For each type of product, consider two brands. How do marketers attempt to differentiate their product from the competition?

Learning Objective 3.3

3.3 To understand the impact of hidden motives.

Motivational Research

Defined

A "term of art" that refers to qualitative studies conducted by Dr. Ernest Dichter in the 1950s and 1960s, which were designed to uncover consumers' subconscious or hidden motivations in the context of buying and consumption

Examples of Insights

- Cigarettes and life savers – sexual symbolism

- Convertible cars – surrogate mistresses

- Baking cakes – reproductive yearnings

Projective Techniques

- Projective techniques

- Storytelling

- Sentence Completion

- Thematic Apperception Test

- Picture Drawing

- Photo Sorts

Learning Objective 3.4

3.4 To understand why and how consumers use technology.

Pearson

Motives for Online Interactions

- Interest in buying and comparing products' features

- Personalizing products is fun

- Desire for good customer service

- Win prizes and receive free samples

Learning Objective 3.5

3.5 To understand personality development.

Personality

- Heredity and early childhood experiences?

- Social and environmental influences?

- Unified whole vs. specific traits

- Reflects Individual Differences
    - No two individuals are exactly alike
    - Personality enables marketers to categorize consumers into different groups

- Consistent and enduring, but can change

Three Approaches

- Freudian concepts

- Neo-Freudian premises

- Measuring distinct traits

CAD Scale

Defined

The CAD scale measures the extent to which individuals are Compliant, Aggressive, and Detached

Learning Objective 3.6

3.6 To understand how personality traits shape consumer behavior.

Personality Traits

- Innovators or laggards

- Close-minded vs. Open-minded (Dogmatism)

- Conformity vs. Individuality (Inner- vs. Other-directed; Need for uniqueness

Table 3.3 High Need for Uniqueness

- When I travel, I'm always seeking out unusual gifts for myself.

- I'm happy when other people tell me that my taste is "different" and "uncommon."

- I work at maintaining my own unique persona.

- Some of my acquaintances think I'm somewhat of a weirdo in my seeking to be different.

- Standing out and being different is important to me.

- I stop buying brands when everyone starts to buy them.

- Being different is my own personal trademark.

Other Personality Factors

- Optimum stimulation level (OSL)

- Sensation seeking, Novelty seeking

- Need for Cognition

- Visualizers vs. Verbalizers

- Materialism

- Compulsions and Fixations

- Ethnocentrism

Source: Duralee Fabrics, LTD.

Learning Objective 3.7

3.7 To understand brand personification.

Brand Personality

- Attachment and avoidance anxiety

- Underlying dimensions of brand personality
    - Excitement
    - Sophistication
    - Affection
    - Popularity
    - Competence

- Product personality and gender

- Product personality and geography

Learning Objective 3.8

3.8 To understand the impact of self-image on consumer behavior.

Discussion Questions

- How are possessions an extension of the self?

- How do consumers use self-altering products?

- What are the two types of vanity? How does vanity shape consumption behavior?

Altering the Self