3

Consumer Motivation and Personality

11e

Consumer Behavior

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Chapter 3 Learning Objectives

3.1 To understand the dynamics of motives, needs, and goals and how they shape consumer behavior.

3.2 To understand motivation theories and their applications to consumer behavior.

3.3 To understand how to identify and measure motives.

3.4 To understand the scope of personality and theories of its development.

Chapter 3 Learning Objectives

3.5 To understand how innovativeness and other personality traits influence consumer behavior.

3.6 To understand the personification of products and brands and its strategic applications.

3.7 To understand self-image and its impact on consumer behavior.

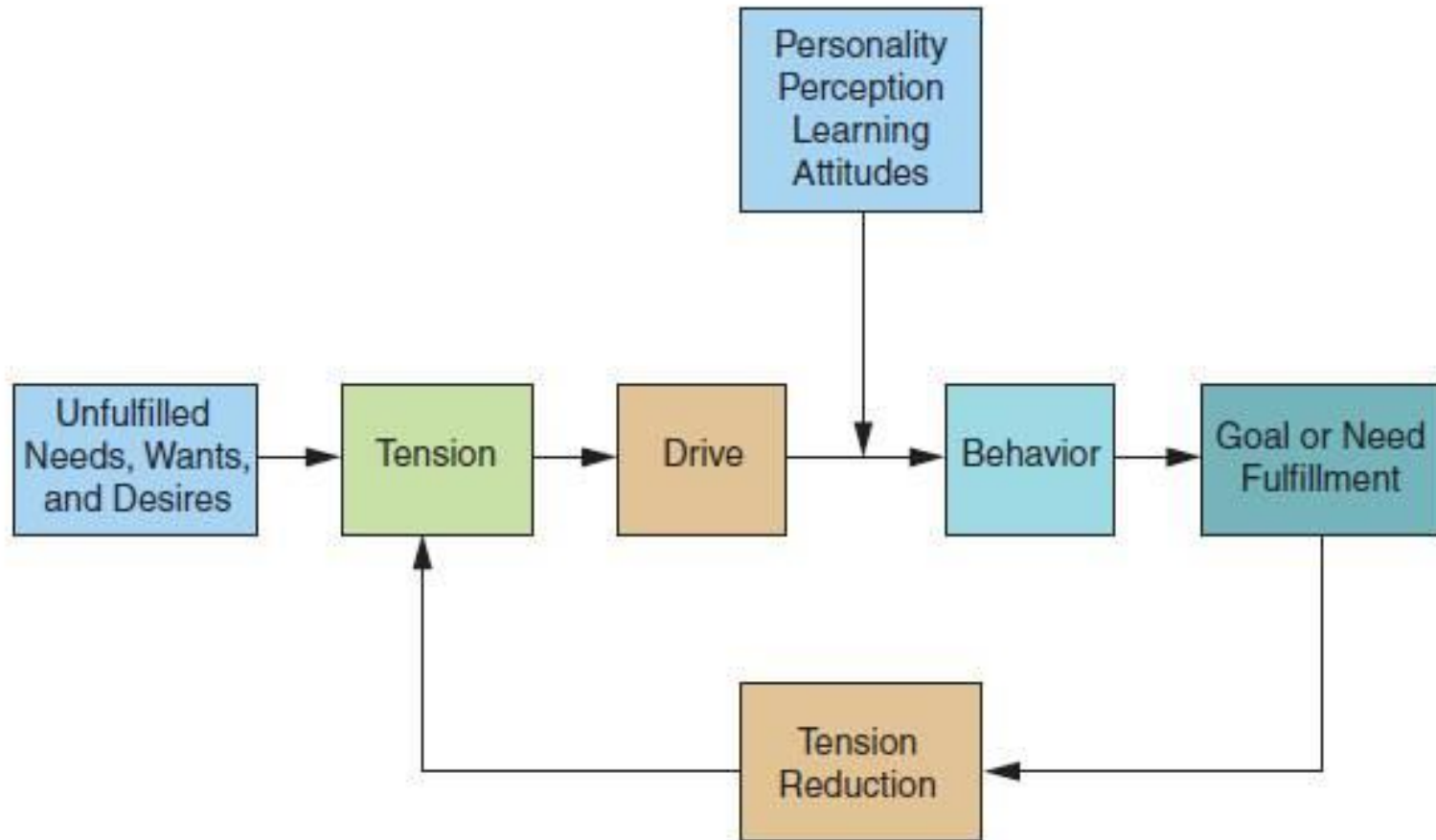**FIGURE 3.2** Brand Personification

Learning Objective 3.1

3.1 To understand the dynamics of motives, needs, and goals and how they shape consumer behavior.

The Motivation Process

Needs and Goals

- Needs
  - Physiological
  - Psychological
- Goals
  - Generic
  - Product-specific

Application: Goals

Discussion Questions

What is the generic goal?

What is the product-specific goal?

Motivations: Technology Use

TABLE 3.1	Motivations of Facebook Users
INFORMATION SHARING	
To provide information.	
To share information that might be useful to others.	
To share news.	
CONVENIENCE AND ENTERTAINMENT	
Because it's enjoyable	
Because it's an easy way to stay in touch with people	
Because I just like to use it	
PASSING TIME	
Because I'm bored	
Because I have nothing better to do	
Because everyone else is doing it	
INTERPERSONAL UTILITY	
To meet people with similar backgrounds	
To meet people with same interests as mine	
CONTROL	
Because I want someone to do something for me	
To tell others what to do	
PROMOTING WORK	
To promote the organization I work for	
To promote my personal work	

Motivations of Bloggers

(1) self-expression

(2) documenting one's life (i.e., keeping a diary)

(3) identifying other influential bloggers

What motivates you to share information on Facebook? To blog?

Need Arousal and Selecting Goals

Need Arousal

- Internal stimuli

- Emotional or cognitive processes

- External stimuli

Selecting Goals

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

Needs and Goals

- Needs and goals are interdependent
- Needs are never fully satisfied
- New needs emerge as old ones are satisfied
- Success and failure influence goals

Frustration and Defense Mechanisms

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

TABLE 3.2	Defense Mechanisms
DEFENSE MECHANISM	**DESCRIPTION AND ILLUSTRATIONS**
Aggression	In response to frustration, individuals may resort to aggressive behavior in attempting to protect their self-esteem. The tennis pro who slams his tennis racket to the ground when disappointed with his game or the baseball player who physically intimidates an umpire for his call are examples of such conduct. So are consumer boycotts of companies or stores.
Rationalization	People sometimes resolve frustration by inventing plausible reasons for being unable to attain their goals (e.g., not having enough time to practice) or deciding that the goal is not really worth pursuing (e.g., how important is it to achieve a high bowling score?).
Regression	An individual may react to a frustrating situation with childish or immature behavior. A shopper attending a bargain sale, for example, may fight over merchandise and even rip a garment that another shopper will not relinquish rather than allow the other person to have it.
Withdrawal	Frustration may be resolved by simply withdrawing from the situation. For instance, a person who has difficulty achieving officer status in an organization may decide he can use his time more constructively in other activities and simply quit that organization.
Projection	An individual may redefine a frustrating situation by projecting blame for his or her own failures and inabilities on other objects or persons. Thus, the golfer who misses a stroke may blame his golf clubs or his caddy.
Daydreaming	Daydreaming, or fantasizing, enables the individual to attain imaginary gratification of unfulfilled needs. A person who is shy and lonely, for example, may daydream about a romantic love affair.
Identification	People resolve feelings of frustration by subconsciously identifying with other persons or situations that they consider relevant. For example, slice-of-life commercials often portray a stereotypical situation in which an individual experiences a frustration and then overcomes the problem by using the advertised product. If the viewer can identify with the frustrating situation, he or she may very likely adopt the proposed solution and buy the product advertised.
Repression	Another way that individuals avoid the tension arising from frustration is by repressing the unsatisfied need. Thus, individuals may "force" the need out of their conscious awareness. Sometimes repressed needs manifest themselves indirectly. The wife who is unable to bear children may teach school or work in a library; her husband may do volunteer work in a boys' club. The manifestation of repressed needs in a socially acceptable form is called *sublimation*, another type of defense mechanism.

Learning Objective 3.2

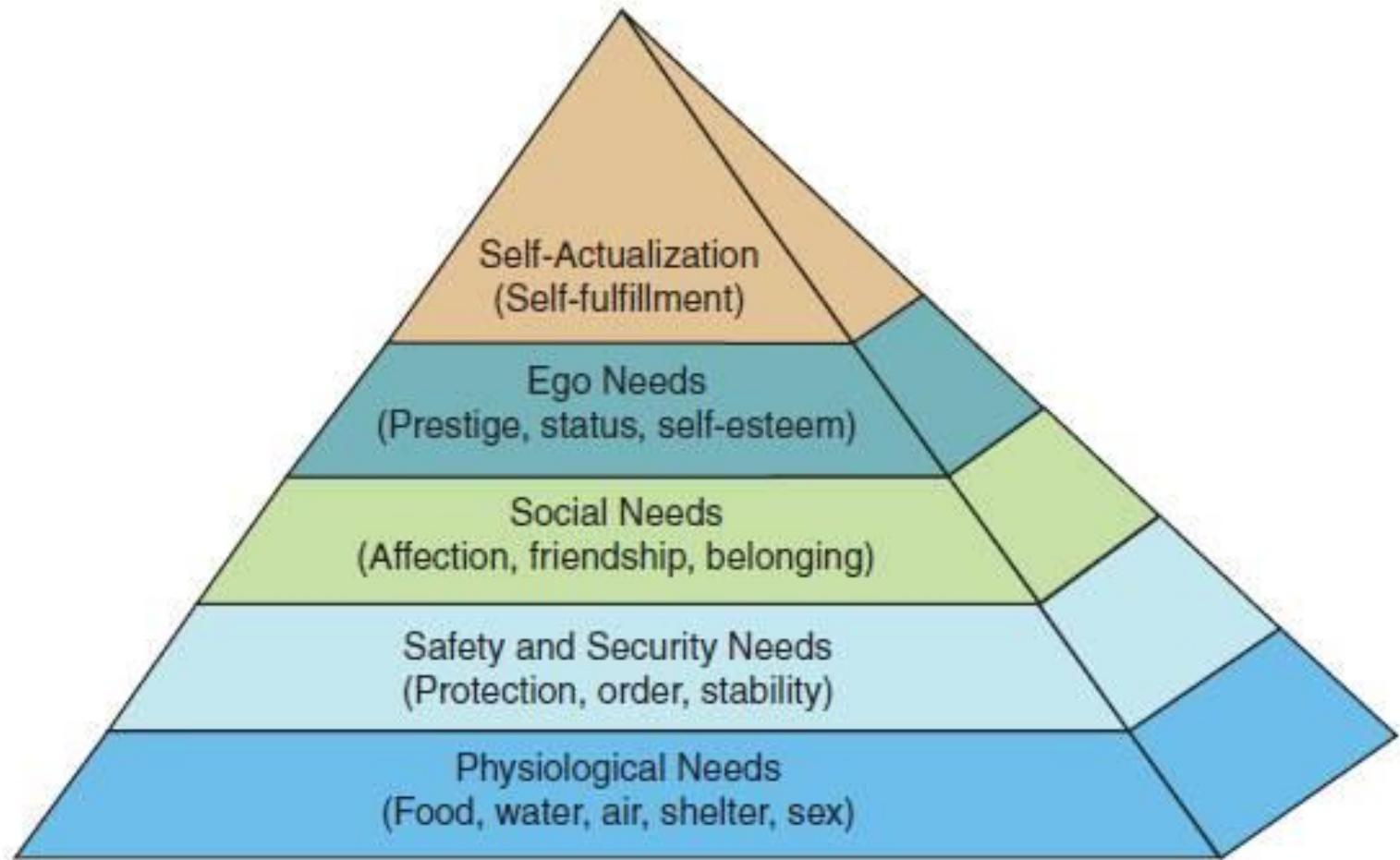3.2 To understand motivation theories and their applications to consumer behavior.

Psychogenic Needs: Murray and Edwards

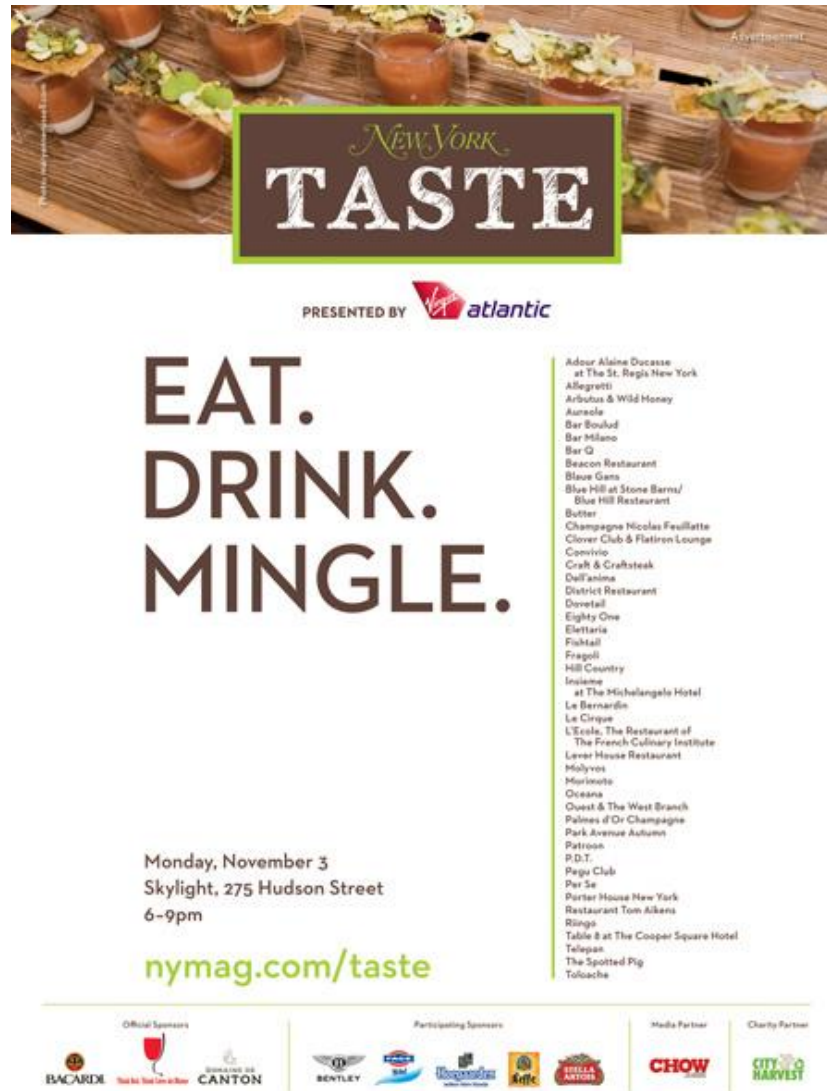| TABLE 3.3	Psychogenic Needs Applicable to Consumer Behavior	
NEED	**ILLUSTRATIVE CHARACTERISTICS**	**PROMOTIONAL APPLICATIONS**
ACHIEVEMENT: accomplish tasks, succeed, and overcome obstacles.	Do the best and work hard in any undertaking. Be able to do things better than others.	Messages that encourage 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. Being 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 action of others.	Messages showing actual or symbolic dominance (e.g., being a chief executive; owning a powerful car).
CHANGE: seek new experiences and avoid routine.	Liking to do new and different things, 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., for closets, drawers, and garages).

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)

To Which of Maslow's Needs Does This Ad Appeal?

Discussion Questions

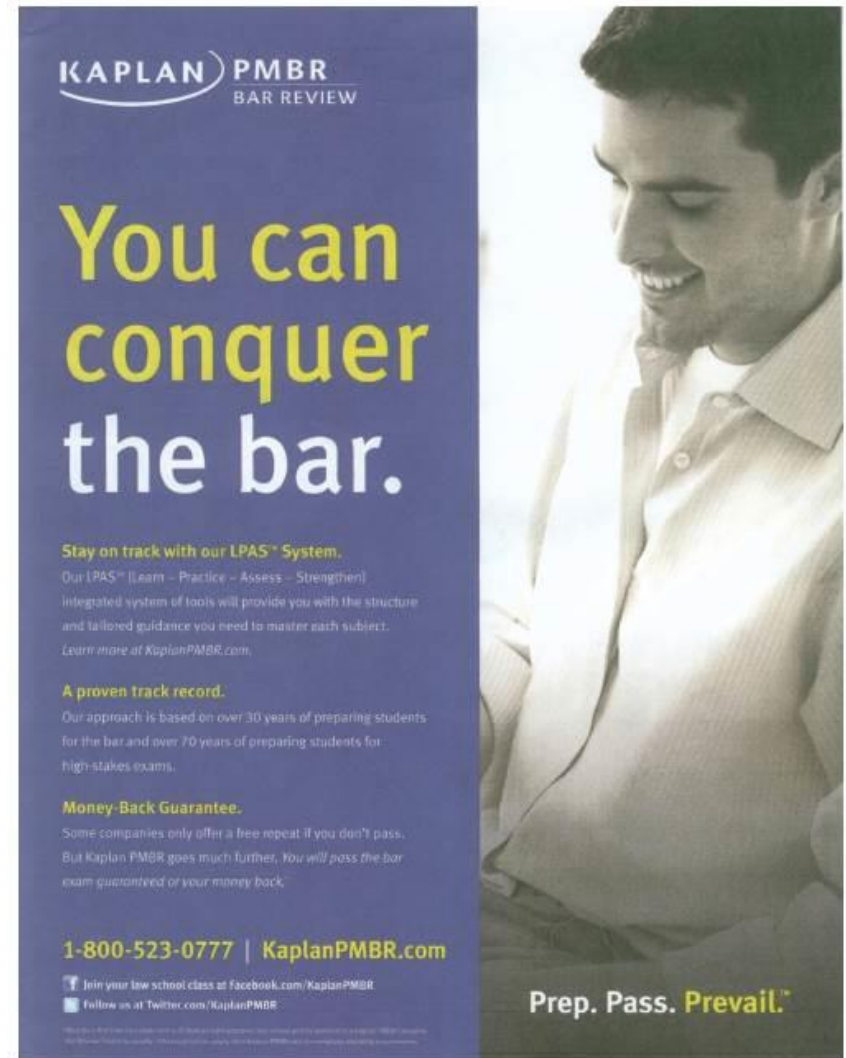- What are three types of products related to more then one level of Maslow's Hierarchy of Needs?

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

Trio of Needs

- Power
- Affiliation
- Achievement

Which of the trio of needs does the ad appeal to?

Learning Objective 3.3

3.3 To understand how to identify and measure motives.

The Measurement of Motives

- Self reports
- Qualitative Research
- Motivational Research

TABLE 3.4	Qualitative Measures of Motives
RESEARCH METHOD	**DESCRIPTION AND EXAMPLES**
Storytelling	Storytelling consists of having customers tell real-life stories regarding their use of the product under study. By using this method to study parents' perceptions of diapers, Kimberly-Clark discovered that parents viewed diapers as clothing related to a particular stage in the child's development. Thus, if their children wore diapers too long, parents became distressed and embarrassed because it was an overt sign of their failure to toilet-train their children. The company introduced its highly successful Huggies Pull-Ups training pants—a product that established a new category in the U.S. diaper industry.
Word Association	In the **word association method**, respondents are presented with words, one at a time, and asked to say the first word that comes to mind. This method is highly useful in determining consumers' associations with existing brand names and those under development. In sentence completion, respondents are asked to complete a sentence upon hearing the opening phrase (e.g., "People who drive convertibles . . .").
Thematic Apperception Test	Developed by Henry A. Murray, the **Thematic Apperception Test** consists of showing pictures to individual respondents and asking them to tell a story about each picture. For example, Clearasil employed an image of a female looking into a mirror under the caption "Here is a teenager looking into the mirror and seeing pimples." The researchers discovered that teenagers view their lives as fast-paced and socially active and that the discovery of a pimple abruptly disturbs the swiftness of their lives. The resulting advertising depicted a teenage male walking briskly down the street and spotting a pimple on his face in a store window. All motion around him stops. He applies Clearasil, the pimple disappears, and life resumes its pace.
Drawing Pictures	Visual images are often used to study consumers' perceptions of various brands and to develop new advertising strategies. For example, when respondents were asked to draw pictures of the typical Pillsbury cake-mix user, their drawings depicted old-fashioned, chubby females wearing frilly aprons. When asked to draw pictures of the Duncan Hines cake-mix user, their drawings showed slim, "with it" women wearing heels and miniskirts. These findings provided important input to Pillsbury concerning the need to reposition its product.
Photo Sorts	In a study using photo sorts conducted by the advertising agency for Playtex (a manufacturer of bras), respondents received stacks of photos depicting different types of women and asked to select pictures portraying their own self-images. Although many of the respondents were overweight, full-breasted, and old-fashioned in appearance, they selected photos showing physically fit, well-dressed, and independent women. The advertising agency advised Playtex to stop stressing the comfort of its bras in its ads and designed a new campaign showing sexy, thin, and big-bosomed women under the slogan: "The fit that makes the fashion."

Motivational Research

- Dr. Ernest Dichter

- Based on Sigmund Freud's psychoanalytic theory of personality

  – Unconscious needs are at the heart of human motivation and personality

  – Drives are likely to be biological and sexual

How would an advertiser use this information?

TABLE 3.5	Examples of Dichter's Subconcious Interpretations
PRODUCT	**SUBCONSCIOUS INTERPRETATION**
Baking	Baking expresses femininity and motherhood by evoking nostalgic memories of delicious odors pervading the house when the mother was baking. When baking a cake, a woman is subconsciously and symbolically going through the act of giving birth, represented by the baked product being pulled from the oven. Thus, when a woman bakes a cake for a man, she is offering him a symbol of fertility.
Automobiles	A car allows consumers to convert their subconscious urges to destroy and their fear of death—two key forces in the human psyche—into reality. For example, the expression "step on it" stems from the desire to feel power, and the phrase "I just missed that car by inches" reflects the desire to play with danger. Based on this view, Dichter advised Esso (now Exxon) to tap into consumers' aggressive motives for driving cars in promoting the superiority of its gasoline product. The slogan "Put a tiger in your tank" was developed as a result of his advice. Dichter also maintained that cars have personalities, and that people become attached to their cars and view them as companions rather than objects. This notion stands behind his views that a man views a convertible as a mistress and a sedan as his wife.
Dolls	Dolls play an important part in the socialization of children and are universally accepted as an essential toy for girls. Parents choose dolls that have the kind of characteristics they want their children to have, and the doll is an object for both the parents and the children to enjoy. When Mattel introduced Barbie in 1959, the company hired Dichter as a consultant. His research indicated that although girls liked the doll, their mothers detested the doll's perfect bodily proportions and Teutonic appearance. Dichter advised Mattel to market the doll as a teenage fashion model, reflecting the mother's desire for a daughter's proper and fashionable appearance.
Ice cream	Ice cream is an effortless food that does not have to be chewed and that melts in your mouth, a sign of abundance, an almost orgiastic kind of food that people eat as if they want it to run down their chins. Accordingly, Dichter recommended that ice cream packaging should be round, with illustrations that run around the box panel, suggesting unlimited quantity.

Learning Objective 3.4

3.4 To understand the scope of personality and theories of its development.
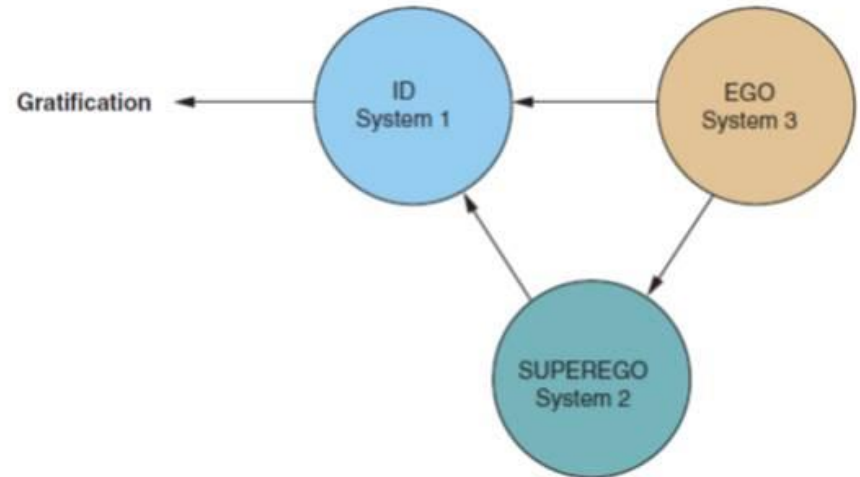
Personality

The inner psychological characteristics (the specific qualities, attributes, traits, factors, and mannerisms that distinguish one individual from other individuals) that both determine and reflect how we think and act.
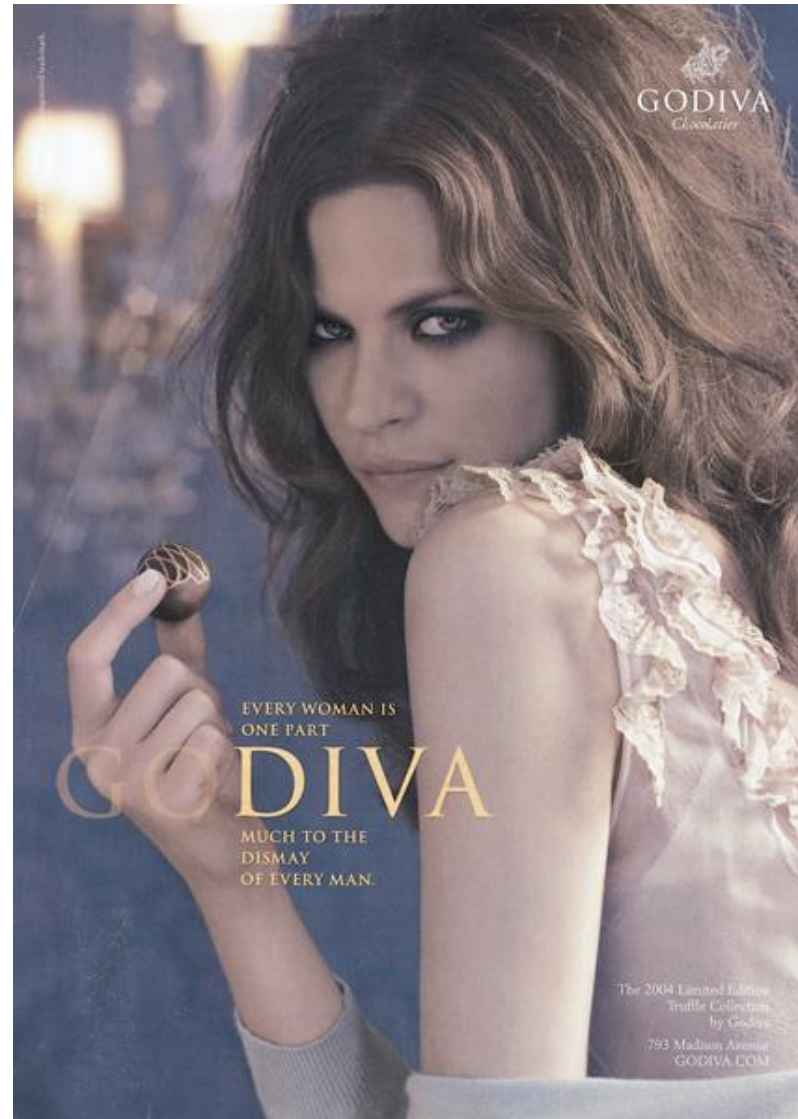
Theories of Personality

- Freudian theory

- Neo-Freudian personality theory
- Trait theory

How Does This Marketing Message Apply the Notion of the Id?

Learning Objective 3.5

3.5 To understand how innovativeness and other personality traits influence consumer behavior.

Innovativeness

- Motivational factors
- Levels of innovativeness
- Personality
  - Dogmatism
  - Social character
  - Need for uniqueness
  - Optimum stimulation level (OSL)
  - Sensation-seeking
  - Variety and novelty-seeking
  - Need for Cognition

Other Personality Factors

- Visualizers vs. Verbalizers

- Materialism

- Ethnocentrism

Is the ad trying to appeal to visualizers or verbalizers? Explain.

outsmart temptation

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32 Flavors. 110 Calories. One Yoplait.

Discussion Question

What is the difference between fixated consumption and compulsive consumption?

TABLE 3.9	Illustrative Characteristics of Compulsive Consumers

- Have an irresistible urge to shop as soon as they enter a shopping mall.
- Often buy products they do not need despite having little money left.
- They feel compelled to spend the money they have left at the end a period.
- Feel others would be horrified if they knew about their shopping habits.
- Buy things although they cannot afford them.
- Buy things to make themselves feel better.
- Knowingly write checks that will bounce.

Learning Objective 3.6

3.6 To understand the personification of products and brands and its strategic applications.

Brand Personality Framework
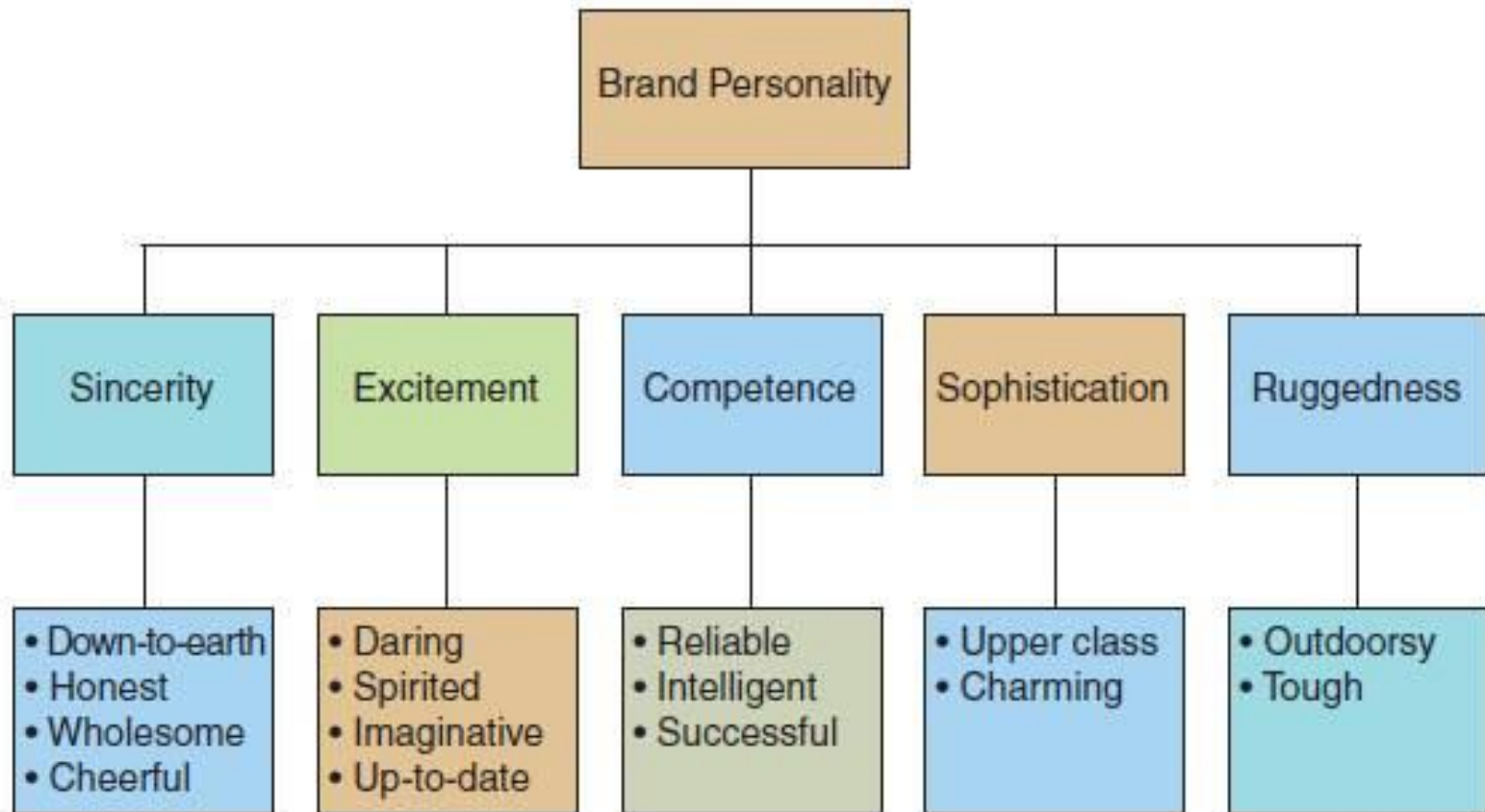
Learning Objective 3.7

3.7 To understand self-image and its impact 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?