

## Assignment No. 1

Course Code: EMKT509

Registration Number:

322201297

## Instructions:

- Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.
- The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.

Q1. Explain Maslow's need hierarchy theory in detail with the help of examples? How do marketers keep this theory in mind while offering a product?

[10 Marks] [CO3, L2]

Maslow's Need Hierarchy Theory is a psychological theory proposed by Abraham Maslow, which suggests that human needs can be organized into a hierarchy of five levels. These levels are arranged in a pyramid with the most basic needs at the bottom and the more complex needs at the top. The five levels of Maslow's hierarchy are:

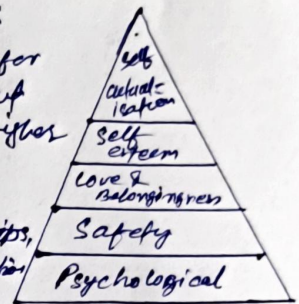
1. **Physiological Needs**: These are the most basic needs for survival, such as food, water, safety, shelter, and air. Without satisfying these needs, individuals cannot move on to higher levels of hierarchy.

2. **Safety Needs**: Once physiological needs are met, individuals seek safety and security. This includes financial security, health and safety, and protection from accidents.

3. **Social needs**: At this level, individuals crave love, belongingness, and relationships. This includes friendships, intimacy, family and a sense of connection with others.

4. **Esteem Needs**: After fulfilling the lower-level needs, individuals desire respect, recognition, and appreciation from others. This includes the need for self-esteem, confidence, and achievement.

5. **Self-Actualization Needs**: At the top of the hierarchy are self-actualization needs, where individuals strive to achieve their full potential and personal growth.



Marketers keep Maslow's theory in mind while offering products by understanding which level of the hierarchy their product appeals to. For example, a product that promotes safety features may target the safety needs level. Similarly, a product that enhances social connections or promotes self-improvement may target the social or esteem level of hierarchy. By aligning their marketing strategies with different levels of Maslow's hierarchy, marketers can create products and campaigns that resonate with consumers' underlying motivations and needs, ultimately leading to more effective and successful marketing efforts.

Signature of the Student

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## Note:-

CO: is the Course Outcome as per your course syllabus.

L1-L6: Learning level objectives as per Revised Bloom Taxonomy (RBT).



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Q2. Describe the nature of emotions and how marketers create different types of appeals to influence these emotions? Mention at least two advertisements and the specific emotion it tries to influence in the consumer?

[10 Marks] [CO3, L2]

Nature of Emotions

Emotions are diverse and can vary greatly in intensity and duration. Each individual experiences emotions differently, based on their personal experiences, values, and beliefs. Emotions involve both mental and physical responses. They can trigger thoughts, memories, and physiological changes like increased heart rate or sweating. Emotions serve a purpose, helping us navigate the world, make decisions, and connect with others.

Marketing Appeals to influence Emotions:

- Emotional Appeal:** This appeal aims to evoke a range of emotions, including joy, happiness, sadness, nostalgia, or pride. It often uses storytelling, imagery, music, or celebrity endorsements to create an emotional connection with the consumer.
- Fear Appeal:** This appeal uses fear to motivate consumers to take action. It often highlights potential negative consequences of not using a product or service. For example, a car safety advertisement might show a graphic scene of an accident to encourage people to wear seatbelts.
- Humor Appeal:** This appeal uses humor to make consumers feel good and remember the brand. It can be effective in creating a positive association with a product, but it's important to use humor appropriately and avoid being offensive.
- Rational Appeal:** This appeal focuses on logic and reason, presenting facts and evidence to support a product's claims.

Example of Advertisement and Targeted Emotions:

- "Share a Coke" campaign (Coca-Cola) - Joy and Connection: This campaign used personalized Coke bottles with names and messages, aiming to evoke feelings of joy, connection, and shared experience.
- "This is Sparta" (ESPN) - Excitement and Nostalgia: This long-running series of commercials uses dramatic music, fast-paced editing, and iconic sports moments to evoke feelings of excitement, nostalgia, and a passion for sports.

Signature of the Student

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