Motivation and Involvement

Why are we motivated to consumer products and services?
Why does one brand become an object for motive achievement and not another?
Motivation defined

- “energize, direct and sustain a person’s behaviour” (Rubin and McNeil)
- “.... Processes involved in the initiation, direction and energization of individual behaviour” (Geen)
- “the pushes and prods – biological, social and psychological – that defeat our laziness and move us eagerly or reluctantly to action” (Miller)
Motivation...another psychological construct

- Motivation is inferred from:
  - Activity directed towards attainment of a goal or objective
  - An internal state of an individual stimulating action
  - Incentive or reward seeking behaviour
Three features of motivation

- DIRECTION: what we are aiming to do?
- EFFORT: how much effort we will invest in achieving the desired goal
- PERSISTENCE: how long we will maintain the effort to achieve the goal
# Needs and wants

<table>
<thead>
<tr>
<th>NEEDS</th>
<th>WANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived discrepancy between actual and desired state of being</td>
<td>Product/brand specific embodiment of need</td>
</tr>
<tr>
<td>sufficient to motivate need reduction behaviour</td>
<td></td>
</tr>
</tbody>
</table>

Perceived discrepancy between actual and desired state of being sufficient to motivate need reduction behaviour

Product/brand specific embodiment of need
Changes in desired or actual state trigger need recognition

- **Actual state**
  - No need recognition
  - Need recognition occurs
  - Change in the actual state (e.g., consumer’s current TV breaks down)

- **Desired state**
  - Degree of discrepancy between actual and desired states is insufficient to activate need recognition.
  - Change in the desired state (e.g., consumer sees a plasma TV while visiting a friend)
  - Need recognition occurs

Blackwell 2006
Influencing need recognition

**DESIRED STATE**
- Influence consumers’ perceptions of their desired state
- Product improvements and innovations
- Emotional and value expressive appeals
- Ideal self, ego ideal appeals

**ACTUAL STATE**
- Influence consumers’ perceptions of their actual state
- Undermine perceptions of current product/brand choice eg washes whiter, lasts longer
- Undermine self schemata or perceptions of self
Theoretical approaches

- Maslow’s Hierarchy of needs: physiological and psychological needs organised in a pre-potent hierarchy
- Drive reduction theory: we are driven to action by biological needs that generate unpleasant states of arousal (Hull, 1952)
- Self-efficacy theory (Bandura, 1977): behaviour is driven by expectations about the outcome of behaviours
- Psychoanalytic theory (Freud): all behaviour is driven by seeking pleasure and avoiding pain. The pleasure principle is the master reinforcer
Need Theory: Maslow

Figure 3.2 Maslow’s hierarchy of needs

From Brassington and Pettit 2005
Maslow: Key points of dynamic hierarchy

- Needs are organised in a pre-potent hierarchy
- Behaviour satisfying D (deficiency)– motives are a means to an end (satisfy deficient needs)
- Behaviour satisfying B (growth or being) – motives are intrinsically rewarding
- Lower needs (physiological, safety) are pre-potent
- Psychological development brings an increase in wants and variety seeking motive satisfaction
Consumers must consider product as object for motive achievement

General Motor’s appeal to consumers safety needs

Appealing to consumers health needs

Blackwell 2006
Hedonism and the pleasure principle

- All behaviour is determined by the seeking of pleasure and the avoidance of pain (the “real motives”) whatever we believe our real motives to be.

- Motivated behaviour is driven by the interplay between 3 parts of personality shaped by unconscious wishes and desire.
Hedonism and the pleasure principle

The ID = the source of psychic energy driven by the pleasure principle
The EGO = develops a plan to satisfy the ID
The SUPEREGO = home of our conscience, morals and rules
Drive reduction theory

A physiological need gives rise to a corresponding drive and behaviour which removes the need and reduces the drive.

Consumers engage in Goal oriented behaviour in order to achieve a normal balanced feeling or “homeostasis”.

**PUT SIMPLY: DRIVE DETERMINES THE AMOUNT OF EFFORT CONSUMERS PUT IN TO ACHIEVE A DESIRED GOAL. SATISFACTION FROM ACHIEVING THE GOAL REINFORCES THE BEHAVIOUR**

\[ sEr = D \times V \times K \times sHr \]

Where \( sEr \) is likelihood of behaviour occurring
- \( D \) = drive as measured by some indicator of physical need such as hours of deprivation
- \( V \) = intensity of stimulus for behaviour
- \( K \) = degree of incentive such as size of reward
- \( sHr \) = habit strength measured as amount of practice, number reinforced trials

Hull’s Drive Reduction Theory from Gross 1996
Motivation and consumers

- Arouses and directs the behaviour of consumers
- Guides behaviour across a wide range of decisions and activities including planning, evaluation and goal selection
- Motives are satisfied through purchase and consumption of products and services
Self-efficacy theory (Bandura 1977)

- Self-efficacy is an individual’s confidence in solving problems or accomplishing tasks.
- Varies from person to person.
- Individuals have “outcome expectations”: specific behaviour will lead to specific outcomes (use Lynx get more girls, buy a Louis Vuitton bag get more friends).
- And “efficacy expectations”: beliefs about ability to perform the behaviour to achieve the outcome (can I earn/save enough to buy the bag?)
## Means-End chains and purchase motivation

(from Peter and Olson 2007)

<table>
<thead>
<tr>
<th>Level of Abstraction</th>
<th>Examples</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Values</strong></td>
<td>Self-esteem</td>
<td>Preferred end states of being and preferred modes of behavior.</td>
</tr>
<tr>
<td></td>
<td>Thrifty</td>
<td></td>
</tr>
<tr>
<td><strong>Psychosocial consequences</strong></td>
<td>Others notice me</td>
<td>Psychological (How do I feel?) and social (How do others feel about me?) consequences of product use.</td>
</tr>
<tr>
<td></td>
<td>I feel like a good shopper</td>
<td></td>
</tr>
<tr>
<td><strong>Functional consequences</strong></td>
<td>Excellent performance</td>
<td>Immediate, tangible consequences of product use. What does the product do? What functions does it perform?</td>
</tr>
<tr>
<td></td>
<td>Durable</td>
<td></td>
</tr>
<tr>
<td><strong>Attributes</strong></td>
<td>High price</td>
<td>Physical characteristics of product as well as more subjective, less tangible characteristics.</td>
</tr>
<tr>
<td></td>
<td>Good-quality workmanship</td>
<td></td>
</tr>
</tbody>
</table>
Examples of Means-Ends chains

Hair spray
- Attributes: Pump dispenser, Unscented
  - Functional consequences: Light mist, hair not tacky, Natural odor
  - Psychosocial consequences: Feel more attractive, I can be the real me
  - Values: Impress others, Self-esteem

Flavored potato chips
- Attributes: Bar-B-Q flavor, High calories
  - Functional consequences: Tastes good, Gain weight
  - Psychosocial consequences: Guests enjoy themselves more, Not attractive to others
  - Values: Social recognition, (Low) self-esteem

Scope mouthwash
- Attributes: Sugarless, Fluoride
  - Functional consequences: Not fattening, Stops cavities, Avoids bad breath
  - Psychosocial consequences: Feel confident in social situations
  - Values: I perform better

(Product class level)
(Product form level)
(Brand level)
Translate the means-end chain into advertising appeal

**Attributes**

**Functional consequences:** easy, even application

**Psychosocial consequences:** look good to others

**Values:** self esteem, admiration

*Image of Estée Lauder mascara advertisement*
Involvement

- Key factor in shaping decision process
- The level of perceived personal importance and interest evoked by a stimulus within a specific situation
- Involvement is activated when intrinsic personal characteristics (needs, values, self concept) are stimulated by marketing activity
- Level of involvement with a product can motivate consumers to purchase it
Factors affecting involvement (from Jansson-Boyd 2010)

Person Factors
- Needs
- Importance
- Interest

Object Factors
- Differentiation of alternatives
- Source of communication
- Content of communication

Situation Factors
- Use
- Occasion
- Social influences

Level of Involvement
Determined amount of effort consumer commits to achieve desired outcome
Because you’re worth it

Activating involvement

Involvement is activated when intrinsic personal characteristics (needs, values, self concept) are stimulated by marketing activity:

“Looking good and self respect are important to me. It helps me to live a stimulating and prosperous life, to enjoy love, intimacy and the respect and admiration of others.”
Hierarchy of effects for high and low involvement

Central route: Behaviour mediated by extensive cognitive effort

If product involvement is high, arguments can be cognitively mediated.

Peripheral route: Purchase decision based on non-central cues

If involvement is low processing is peripheral and based on attractiveness, humour, or other emotional/visual cues.

High involvement Hierarchy

Cognition

Attitude

Behaviour

Low involvement Hierarchy

Cognition

Behaviour

Attitude
Levels of involvement and advertising approaches

Low involvement: peripheral route to attitude formation

High involvement: requires extensive Cognitive effort
Involvement and marketing implications

- In certain product classes consumers may not be interested in learning about alternative brands and their characteristics.
- Purchase decisions may be made without clear evaluations, brand attitudes or reasons for purchase.
- Can marketing communications and programmes be differentiated according to level of involvement?
- Understand levels of involvement before designing marketing strategies.
- Move low involvement consumers to higher levels.
Increase the level of involvement

Persuasive cue

Quality, credible arguments
Motivation and marketing implications

- Motivation guides behaviour in a given direction
- Consumer needs trigger engagement in “consumer behaviours”
- Drive determines the amount of effort consumers invest in achieving a desired outcome (goal)
- Goal achievement reinforces the goal directed behaviour
Motivation and marketing implications

- Understand what motives are important to consumers
- Position and communicate brands as objects for motive achievement
- Involvement is a measure of the consumers engagement with the market/product/brand
- How involved a consumer feels may motivate them to purchase
- The greater the involvement the greater the drive to engage in goal seeking behaviour
## Week 5 Key terms

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Direction</th>
<th>Effort</th>
<th>Persistence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need</td>
<td>Want</td>
<td>Hierarchy of needs</td>
<td>Drive reduction theory</td>
</tr>
<tr>
<td>Psychoanalytic theory</td>
<td>Means end chain</td>
<td>Involvement</td>
<td></td>
</tr>
</tbody>
</table>