

# Chapter 4

# Motivation and Values

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**CONSUMER  
BEHAVIOR, 8e  
Michael Solomon**



# Learning Objectives

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When you finish this chapter you should understand why:

- It's important for marketers to recognize that products can satisfy a range of consumer needs.
- The way we evaluate and choose a product depends upon our degree of involvement with the product, the marketing message, and/or the purchase situation.
- Our deeply held cultural values dictate the types of products and services we seek out or avoid.

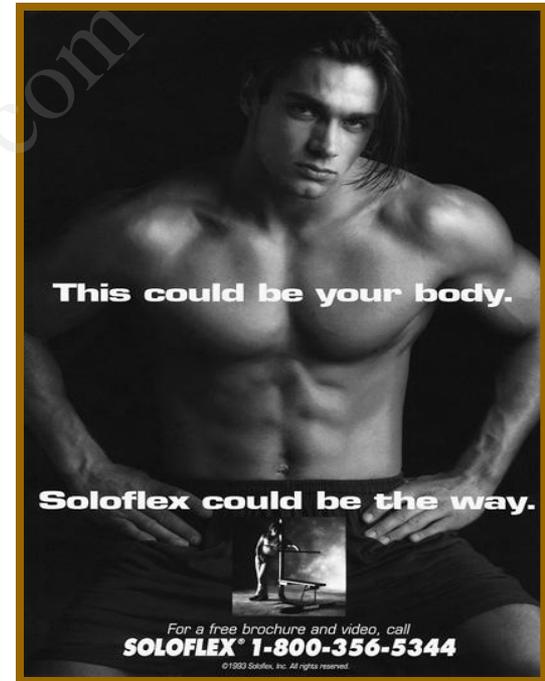
# Learning Objectives (cont.)

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- Consumers vary in the importance they attach to worldly possessions, and this orientation in turn has an impact on their priorities and behaviors.

# The Motivation Process

- Motivation: process that leads people to behave as they do
- Also, the forces that drive us to buy/use products
  - Goal: consumer's desired end state
  - Drive: degree of consumer arousal
  - Want: manifestation of consumer need
- The ad shows desired state and suggests solution (purchase of equipment)



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# Motivational Strength

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Motivational strength: degree of willingness to expend energy to reach a goal

- Drive theory: biological needs that produce unpleasant states of arousal (e.g., hunger)
- Expectancy theory: behavior is pulled by expectations of achieving desirable outcomes

# Types of Needs

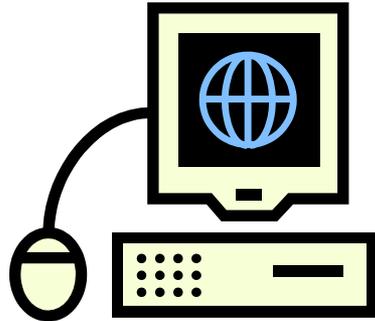
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Types of needs:

- Biogenic: biological needs, such as for air, water, food
- Psychogenic: need for status, power, affiliation
- Utilitarian: need for tangible attributes of a product, such as miles per gallon in a car or calories in a cheeseburger
- Hedonic: needs for excitement, self-confidence, fantasy

# Motivational Conflicts

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↑ Click image for  
[www.drugfree.org](http://www.drugfree.org)

- Goal valence (value): consumer will:
  - Approach positive goal
  - Avoid negative goal
- Example: Partnership for a Drug-Free America communicates negative consequences of drug addiction for those tempted to start

# Three Types of Motivational Conflicts



- Two desirable alternatives
- Cognitive dissonance



- Positive & negative aspects of desired product
- Guilt of desire occurs



- Facing a choice with two undesirable alternatives

# Specific Needs and Buying Behavior

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## NEED FOR ACHIEVEMENT

Value personal accomplishment

Place a premium on products that signify success (luxury brands, technology products)

## NEED FOR AFFILIATION

Want to be with other people

Focus on products that are used in groups (alcoholic beverages, sports bars)

## NEED FOR POWER

Control one's environment

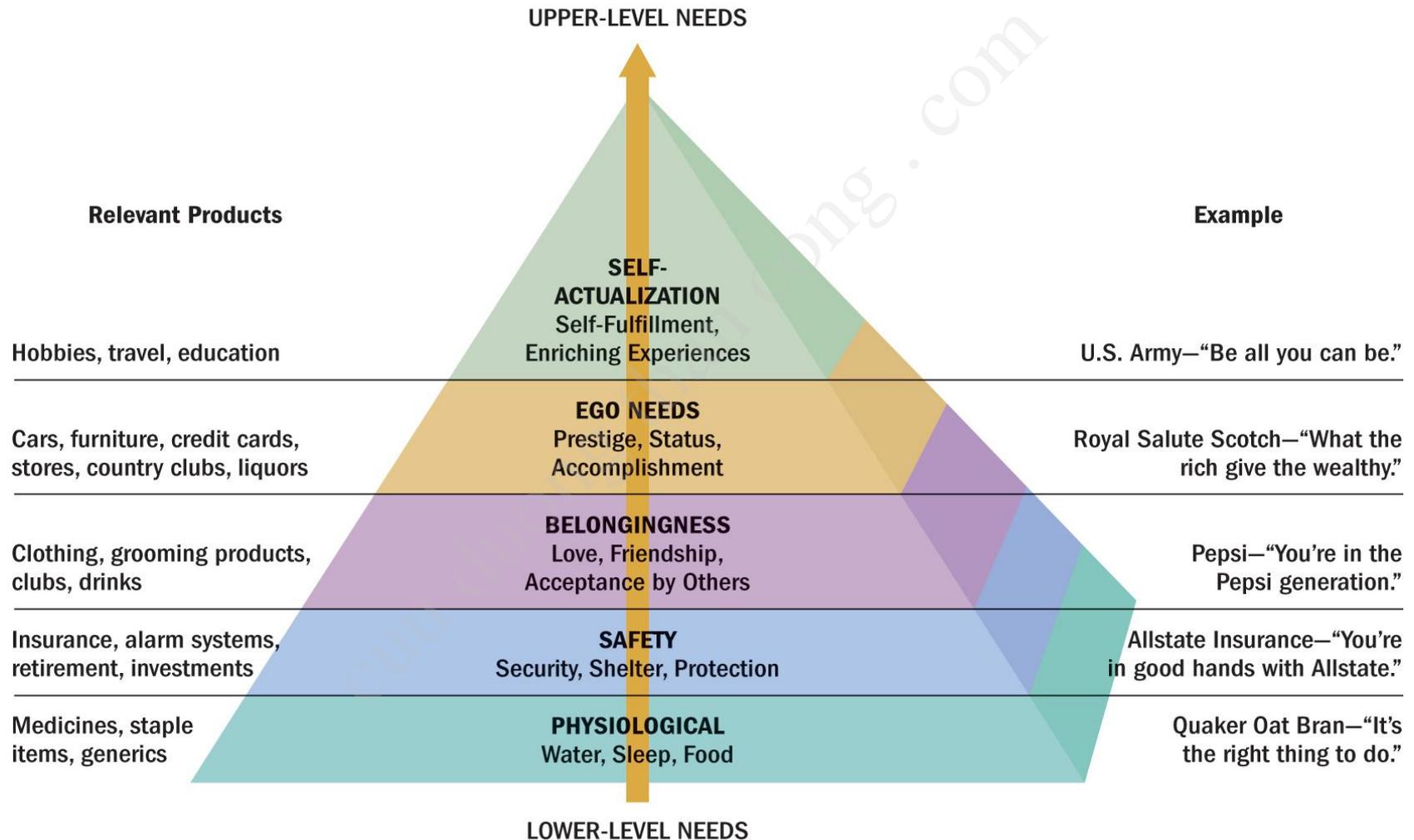
Focus on products that allow them to have mastery over surroundings (muscle cars, loud boom-boxes)

## NEED FOR UNIQUENESS

Assert one's individual identity

Enjoy products that focus on their unique character (perfumes, clothing)

# Levels of Needs in the Maslow Hierarchy

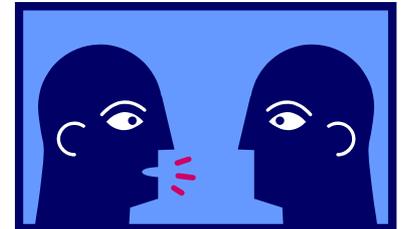


# Discussion

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- *Create an advertising slogan for a pair of jeans, which stresses one of the levels of Maslow's hierarchy of needs.*

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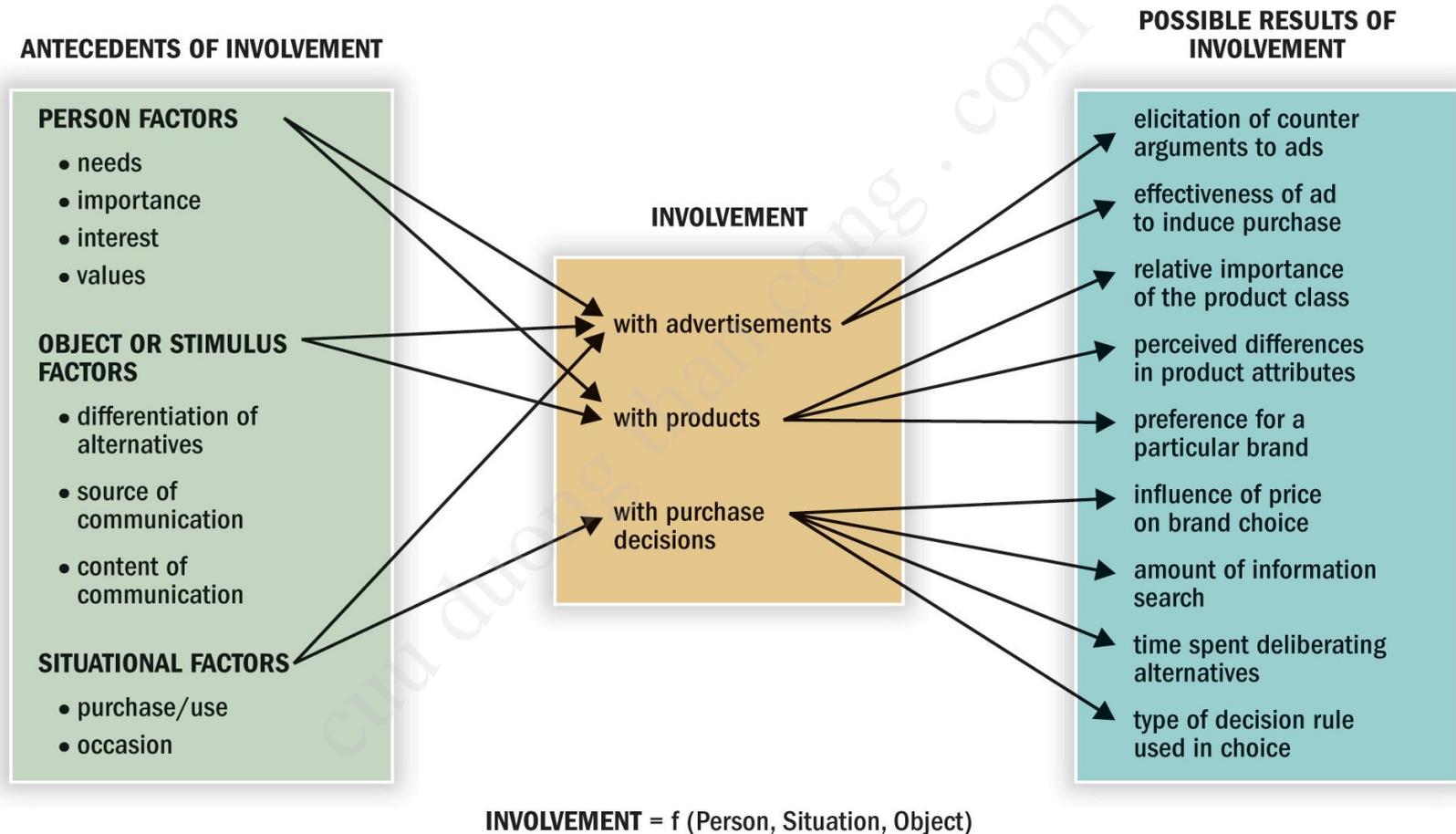


# Consumer Involvement

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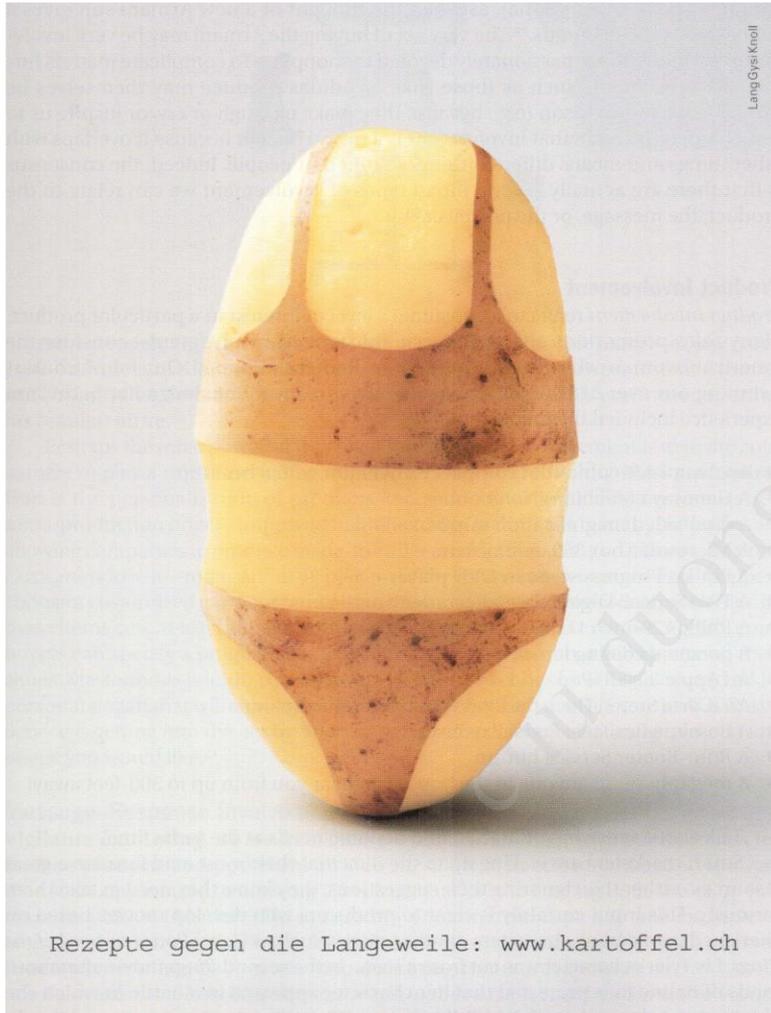
- Involvement: perceived relevance of an object based on one's needs, values, and interests
- We get attached to products:
  - “All in One” restaurant tattoo on consumer's head
  - *Lucky* magazine for women who obsess over shopping
  - A man tried to marry his car when fiancée dumped him

# Conceptualizing Involvement



The level of involvement may be influenced by one or more of these three factors. Interactions among persons, situation, and object factors are likely to occur.

# Levels of Involvement: From Inertia to Passion



Inertia: consumption at the low end of involvement

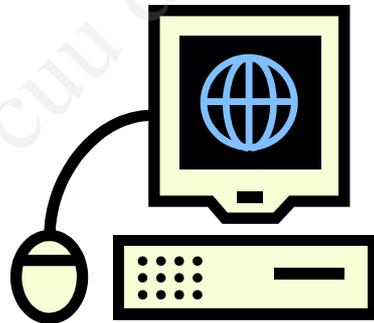
- Decisions made out of habit (lack of motivation)
- Ad shows how Swiss potato board tries to increase product involvement

Cult product: command fierce consumer loyalty, devotion, and even worship by consumers who are highly involved

# Product Involvement

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- Product involvement: consumer's level of interest in a product
- Many sales promotions attempt to increase product involvement
- Mass customization enhances product involvement
  - Nikeid.nike.com

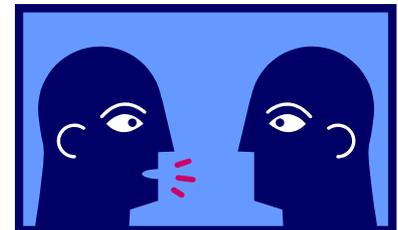


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# Discussion

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- *Interview each other about a particular celebrity.*
- *Describe your level of involvement with the “product” and devise some marketing opportunities to reach this group.*



# Message-Response Involvement

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- Vigilante marketing: freelancers and fans film their own commercials for favorite products and post them to website
- Consumer's interest in processing marketing communications
- Marketers experiment with novel ways to increase consumers' involvement, such as games on Web sites

# Purchase Situation Involvement

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- Purchase situation involvement: differences that occur when buying the same object for different contexts.
- Example: wedding gift
  - For boss: purchase expensive vase to show that you want to impress boss
  - For cousin you don't like: purchase inexpensive vase to show you're indifferent

# Measuring Involvement: Involvement Scale

To me (object to be judged) is:

1. important	_: : _: : _: : _: : _: : _	unimportant
2. boring	_: : _: : _: : _: : _	interesting
3. relevant	_: : _: : _: : _: : _	irrelevant
4. exciting	_: : _: : _: : _: : _	unexciting
5. means nothing	_: : _: : _: : _: : _	means a lot
6. appealing	_: : _: : _: : _: : _	unappealing
7. fascinating	_: : _: : _: : _: : _	mundane
8. worthless	_: : _: : _: : _: : _	valuable
9. involving	_: : _: : _: : _: : _	uninvolving
10. not needed	_: : _: : _: : _: : _	needed

# Dimensions of Involvement

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The amount of consumer involvement depends on:

- Personal interest in product category
- Risk importance
- Probability of bad purchase
- Pleasure value of product category
- Sign value of product category (self-concept relevance)

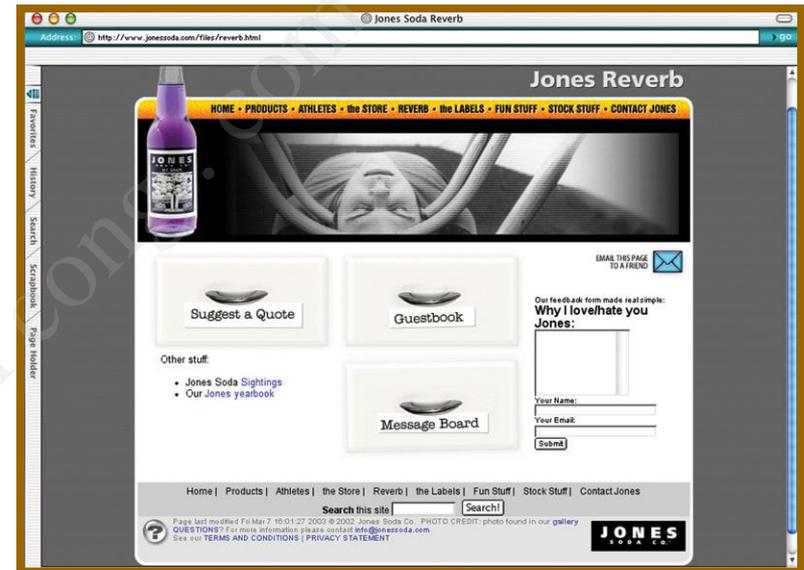
# Consumer-Generated Content

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- Consumer-generated content: everyday people voice their opinions about products, brands, and companies on blogs, podcasts, and social networking sites
- Examples:
  - Facebook
  - MySpace
  - Youtube

# Strategies to Increase Involvement

- Appeal to hedonistic needs
- Use novel stimuli in commercials
- Use prominent stimuli in commercials
- Include celebrity endorsers in commercials
- Build consumer bonds via ongoing consumer relationships

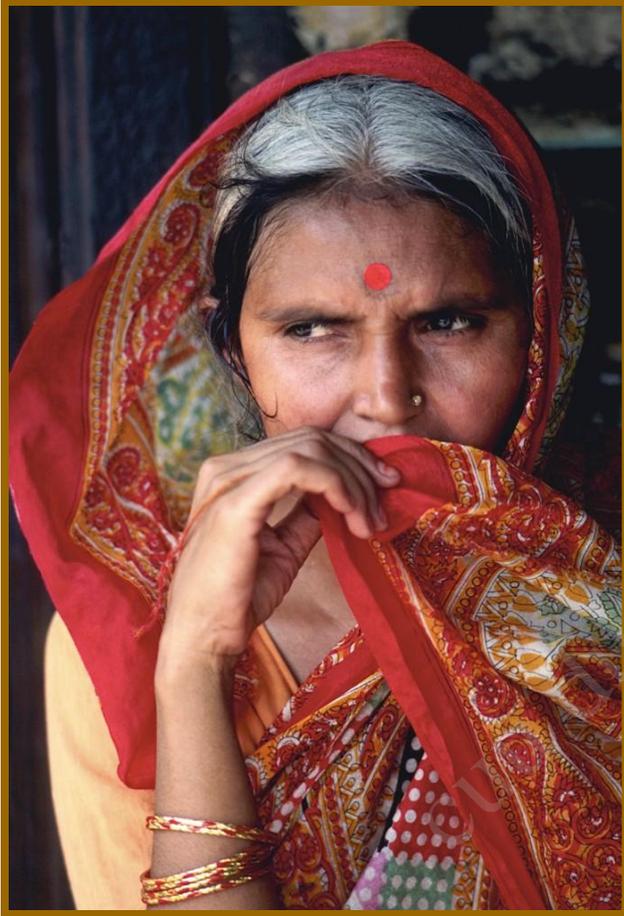


# Consumer Values

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- Value: a belief that some condition is preferable to its opposite
  - Example: looking younger is preferable to looking older
- Products/services = help in attaining value-related goal
- We seek others that share our values/beliefs
  - Thus, we tend to be exposed to information that supports our beliefs

# Core Values

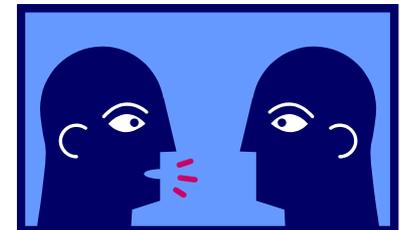


- Core values: values shared within a culture
  - Example: individualism versus collectivism
- Enculturation: learning the beliefs and values of one's own culture
- Acculturation: learning the value system and behaviors of another culture

# Discussion

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- *What do you think are the three to five core values that best describe Americans today?*
- *How are these core values relevant to the following product categories:*
  - *Cars?*
  - *Clothing?*
  - *Higher education?*



# Using Values to Explain Consumer Behavior

- Cultures have terminal values, or desired end states
- Rokeach Value Survey measures these values
- Survey uses instrumental values, actions needed to achieve these terminal states
- Examples:

<b>Instrumental Value</b>	<b>Terminal Value</b>
<b>Ambitious</b>	<b>A comfortable life</b>
<b>Capable</b>	<b>A sense of accomplishment</b>
<b>Self-controlled</b>	<b>Wisdom</b>

# Using Values to Explain Consumer Behavior (cont.)

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List of Values (LOV) scale:

- Identifies nine consumer segments based on values they endorse; and
- Relates each value to differences in consumption behaviors.
- Example: those who endorse sense of belonging read *Reader's Digest* and *TV Guide*, drink and entertain more, and prefer group activities

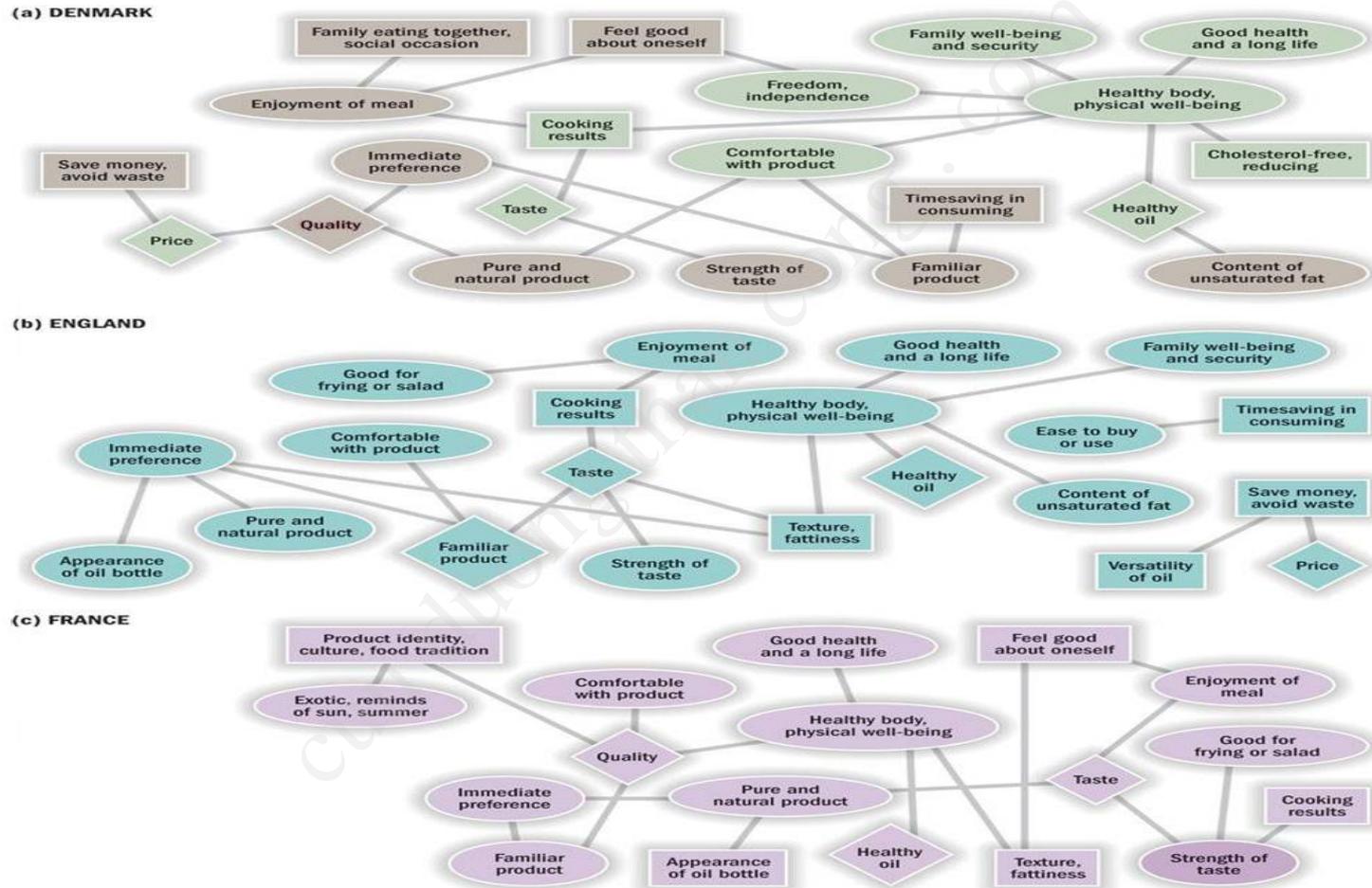
# Using Values to Explain Consumer Behavior (cont.)

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Means-End Chain Model assumes:

- Very specific product attributes are linked at levels of increasing abstraction to terminal values
- Alternative means to attain valued end states
- Laddering technique: uncovers consumers' associations between specific attributes and general consequences

# Hierarchical Values Maps for Vegetable Oil in Three Countries



# Using Values to Explain Consumer Behavior (cont.)



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[www.yankelovich.com](http://www.yankelovich.com)

Syndicated surveys: track changes in values via large-scale surveys

- Example: Yankelovich *Monitor*<sup>TM</sup>
- Voluntary simplifiers: once basic material needs are satisfied, additional income does not add to happiness

# Sustainability: New Core Value?

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- Conscientious consumerism: consumer's focus on personal health merging with a growing interest in global health
- LOHAS (lifestyles of health and sustainability): Consumers who:
  - Worry about the environment
  - Want products to be produced in a sustainable way
  - Spend money to advance what they see as their personal development and potential

# Sustainability: New Core Value? (cont.)

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- Carbon footprint: measures, in units of carbon dioxide, the impact human activities have on the environment in terms of the amount of greenhouse gases they produce
- Primary footprint is a measure of our direct emissions of CO<sub>2</sub> from the burning of fossil fuels
- Secondary footprint is a measure of the indirect CO<sub>2</sub> emissions from the whole lifecycle of products we use

# Materialism

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- Materialism: the importance people attach to worldly possessions
- “The good life” ... “He who dies with the most toys, wins”
- Materialists: value possessions for their own status and appearance
- Non-materialists: value possessions that connect them to other people or provide them with pleasure in using them