

Digital Consumer Behavior

Dr. Perihan Salah

MKT713
Master of Digital Marketing

Lecture 2



Consumer Motivation

Lecture 2

MKT713
Master of Digital Marketing

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- **To understand what is motivation**
- **To understand the dynamics of motives, needs, and goals and how they shape consumer behavior.**
- **To understand motivation theories and their applications to consumer behavior.**
- **To understand how to identify and measure motives.**



Need, Want, Demand, Goal



Need, Want, Demand, Goal



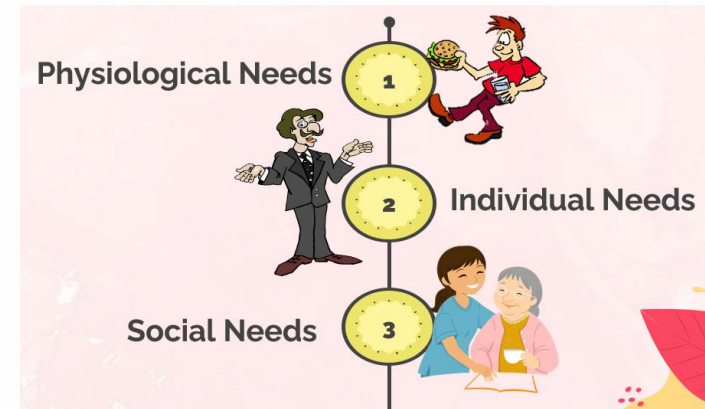
Needs

- Needs are the core of the marketing concept.
- Needs are unfulfilled desires.
- Human needs are states of felt deprivation.
- NEEDS – The essential things for us to survive



Needs

- Physical needs include the basic human requirements such as air for breathing, food, water, clothing, and shelter.
- Social needs are the requirement for belongings and affection from friends and family.
- Individual needs can be varied depending on each person's perception, knowledge, and environment.



Needs

- **What are Needs** – Every individual has needs that are required to be fulfilled.
- Primary needs are food, clothing, shelter and secondary needs are society, culture etc.
- Sometimes needs are satisfied and sometimes they are not due to individual's personal, social, cultural or financial needs.

Wants

- **What are Wants** – Needs are the necessities, but wants are something more in addition to the needs. For example, food is a need and type of food is our want.
- Wants: Specific objects to fulfill our needs (**Options given by marketers**)
- Wants are described in terms of objects that will satisfy needs.
- **Human's wants can be varied depending on each individual's perception, personality, environment, culture, and society.**

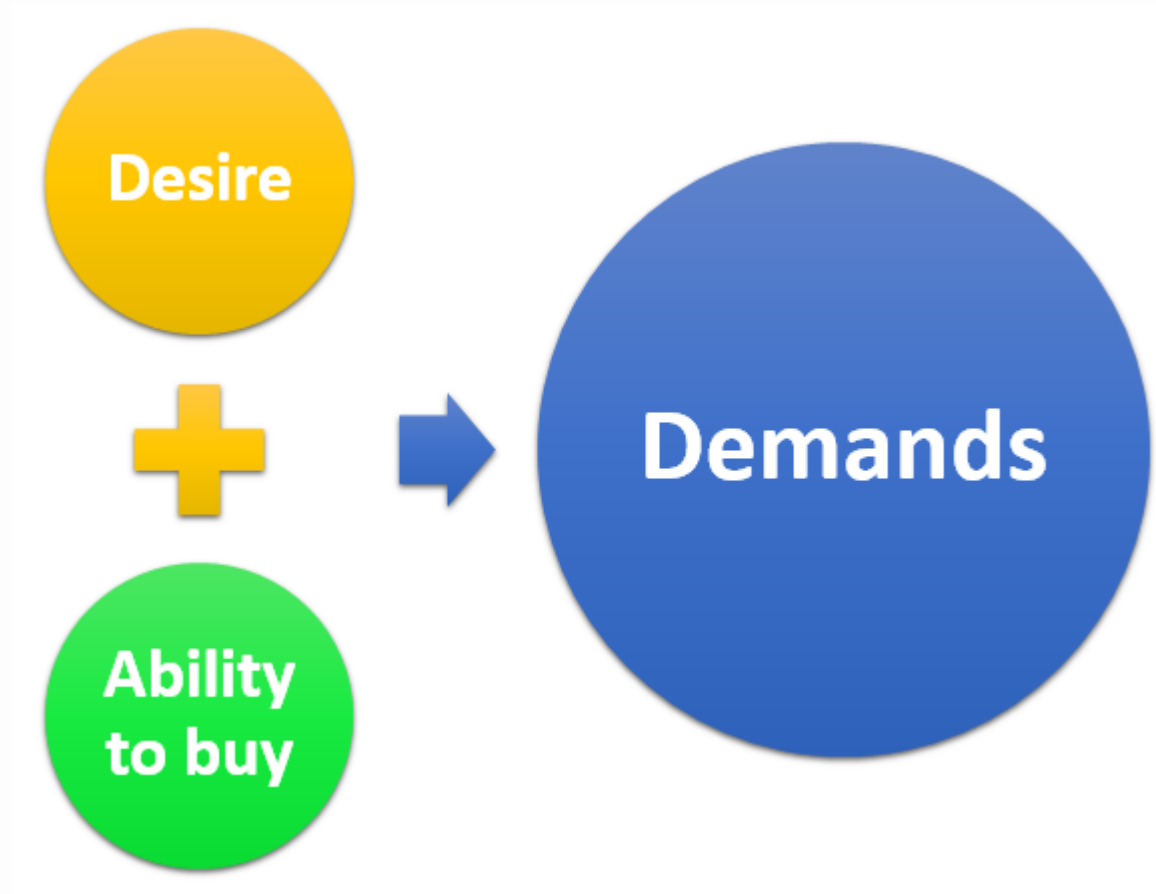
Wants



Demand

- DEMANDS: Willingness and ability to buy Wants and Needs
- Needs or Wants turn to be Demands when a customer is willing and having the ability to buy those wants.

Demand



Needs Wants and Demand

Difference Between Needs, Wants & Demands



NEED

The basic requirements for human beings to survive.

Ex: Food, Shelter, etc.



WANT

Need when shaped by culture and individual personality becomes want.

Ex: Owning a basic car or a two-wheeler



DEMAND

When backed by buying power, want becomes a demand.

Ex: Owning a BMW or Audi



Goals

- **What are Goals** – Goals are the objectives that have to be fulfilled.
- Goals are generic and product specific in nature.
- Generic goals are general in nature, whereas product specific goals are the desires of a specific nature.

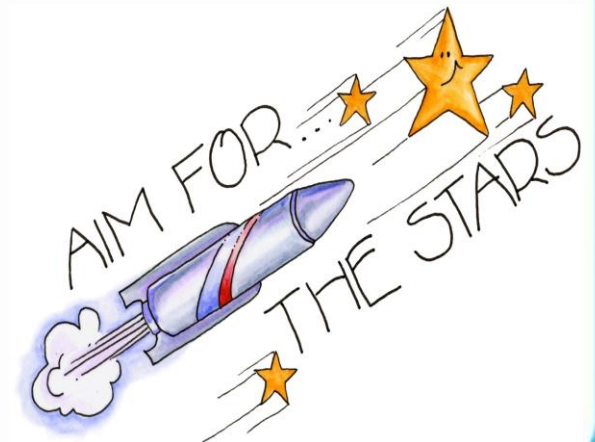
- Brand personification occurs when consumers attribute human traits or characteristics to a brand.
- A “brand personality” provides an emotional identity for a brand, which produces sentiments and feelings toward the brand among consumers. (Emotional connection)



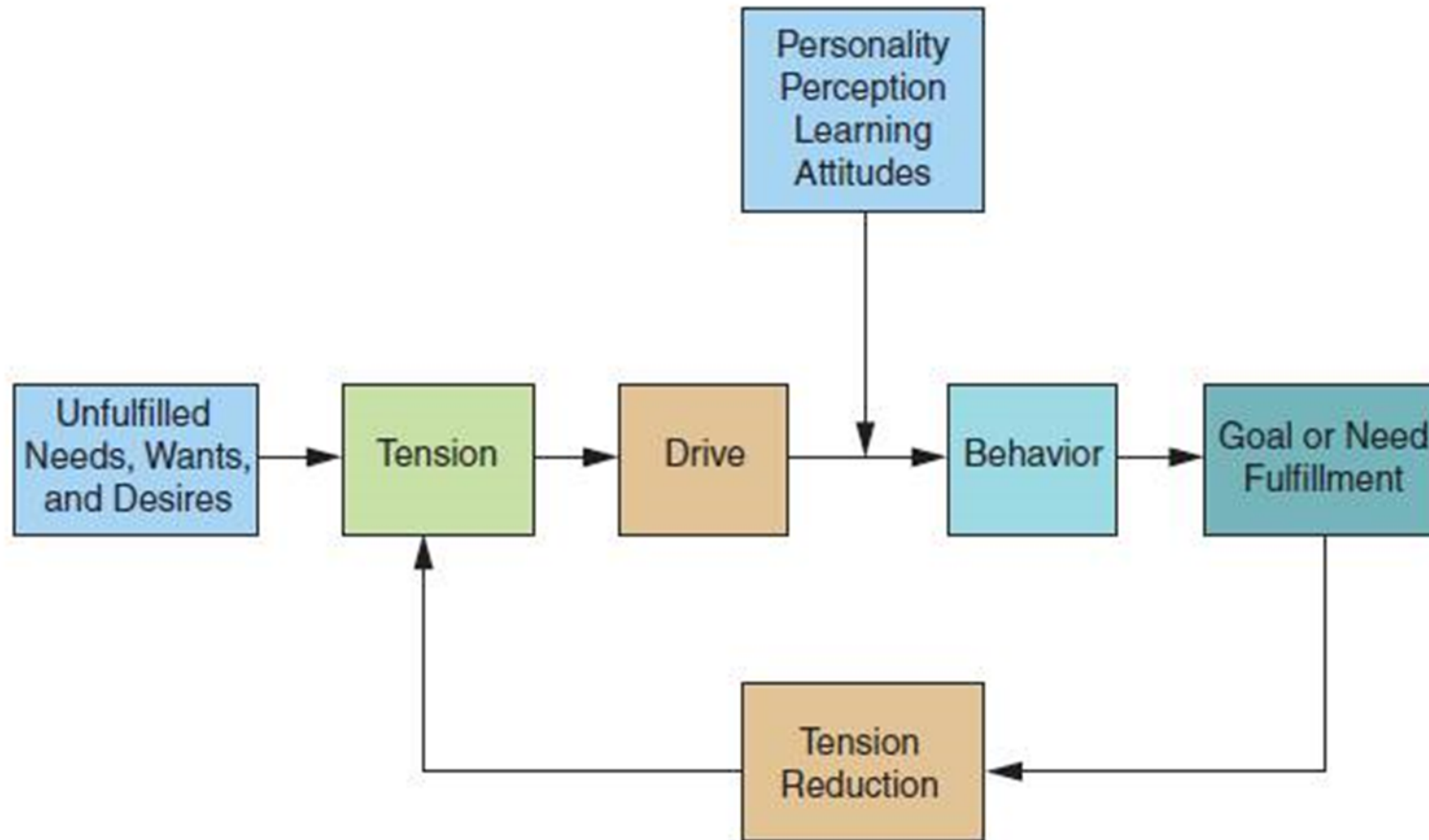
- Brand personification is a form of anthropomorphism, which refers to attributing human characteristics to something that is not human.
- (Represents the inner drive and motive)



- The study of Motivation refers to all the processes that drives in a person to perceive a need and pursue a definite course of action to fulfill that need.
- Needs and fulfillment are the basis of motivation. Change takes place due to both internal as well as external factors.
- Motivation=Motive/drive + Action → Behavior output



The Motivation Process



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

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

Relationship
between
motivation
and
technology

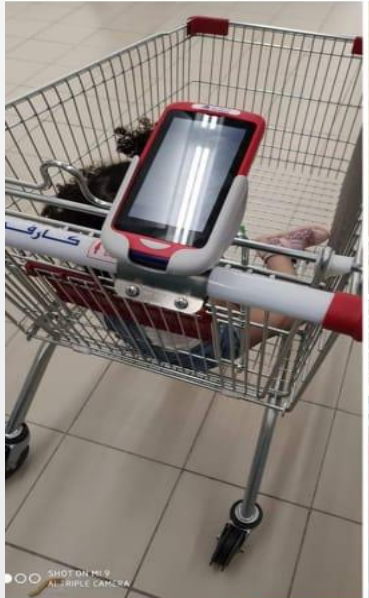
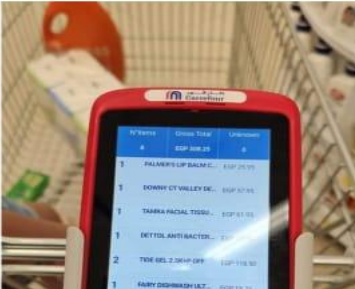
Motivations: Technology Use

2:48 71%

الهضة الوسطى

معلش مفيش صور كويس لاني مش "ريفير" ومكنتش رايح اعمل شوبنج عشان اتصور وانزل بوست وشير واوعا باقي والجو دا؛ الصور المرفقة كنت باعتها لأصدقاء لي بقولهم عالتجربة وبعدين قولت ما احطها عالفيس

منقول


Like 1 New Comment Share

Write a comment...

2:48 71%

الهضة الوسطى

3- شاشة الجهاز هتلاقيها ظاهره لك الايتم اللي انتا شاريتها وسعرهم والاجمالي؛ وبكده مش هتتفاجئ عند الكاشير

4- لما تخلص هتروح عند شاشات محددة هتعمل سكان ليها فيقولك حسابك كذا؛ هتلاقي ماكينة فيزا حط الكارت ودخل ال Pin

5- خلاص شكرا سلم جهاز الإسكانر وعبي الاكياس ويلا

تجربة ظريفة ومفيدة؛ تريحك انك تسأل حد دا بكام وتريحك انك تتصدم عند الكاشير وكل شيء

معلش مفيش صور كويس لاني مش "ريفير" ومكنتش رايح اعمل شوبنج عشان اتصور وانزل بوست وشير واوعا باقي والجو دا؛ الصور المرفقة كنت باعتها لأصدقاء لي بقولهم عالتجربة وبعدين قولت ما احطها عالفيس

منقول




1 New Comment

Write a comment...

2:48 71%

الهضة الوسطى

الهضة الوسطى Yesterday at 11:12 pm

لسه مجرب حالا الشوبنج لأول مرة في كارفور ألماظا بنظام Scan&Go واللي ميعرفش ايه النظام دا بص يا سيدي:

الفكرة باختصار شيء موجود في كذا دولة بره وهي سياسة (واثقين فيك)؛ يعني انتا اللي هتشوبنج وانتا اللي هتحاسب لنفسك وتعبي حاجاتك في الكيس وتمشي ودا هيتم كالتالي:

1- هتدخل المحل وتفتح برنامج كارفور وتعمل سكان لكوود MyClub منه وهنا هينورلك اخضر علي جهاز سكانر تاخده

2- لف في المحل باقي وشوبنج عادي خالص واعمل سكان بالجهاز اللي اخدته؛ الميزة كمان انك مش محتاج تسأل حد هو دا بكام؛ اعمله سكان وشوف السعر عاجبك ماشي؛ مش مناسب امسح

3- شاشة الجهاز هتلاقيها ظاهره لك الايتم اللي انتا شاريتها وسعرهم والاجمالي؛ وبكده مش هتتفاجئ عند الكاشير

1 New Comment

Write a comment...



Need Arousal (inside-inner)

- Internal stimuli (desire)
- Emotional or cognitive processes
- External stimuli (peer pressure)

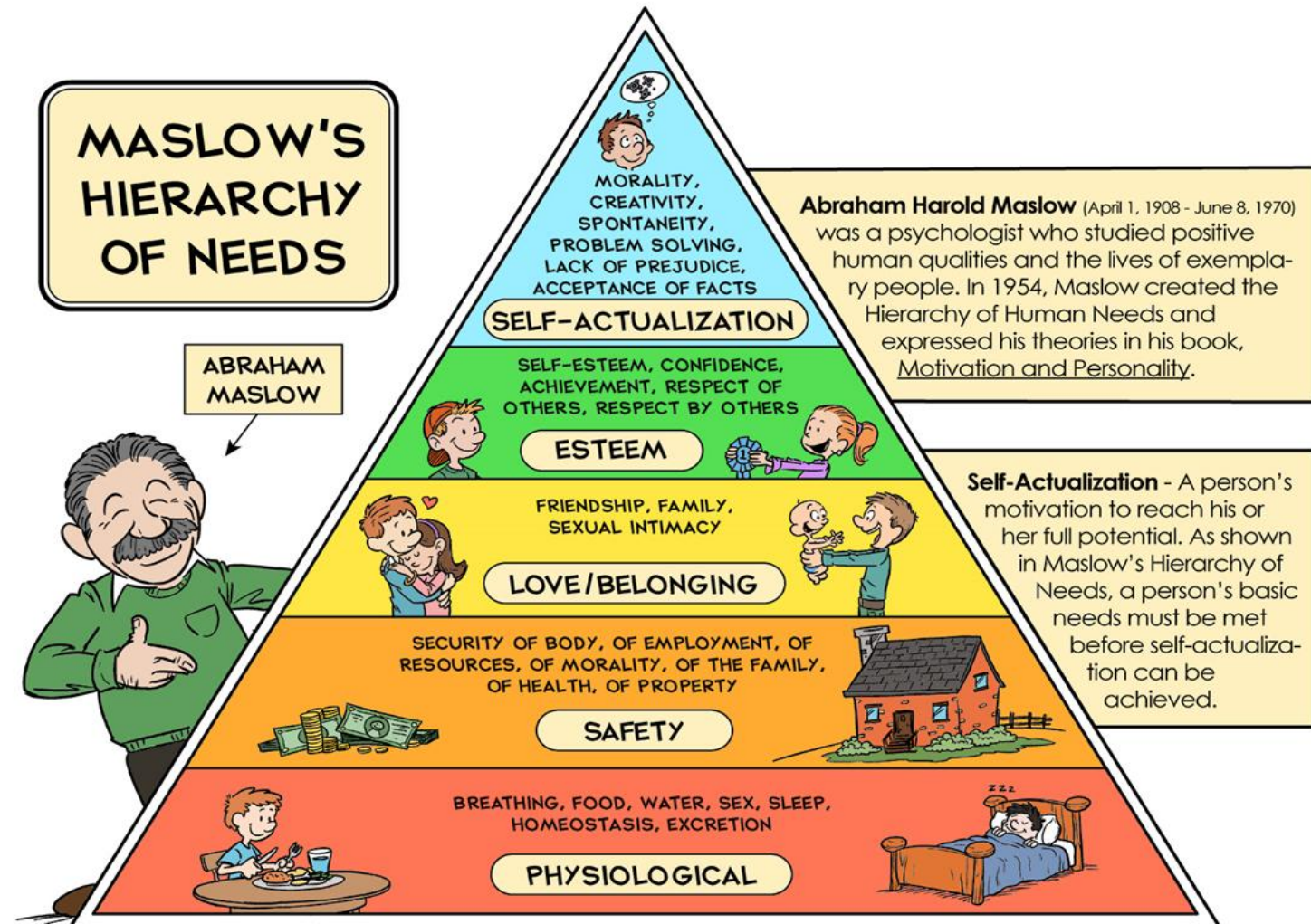


Selecting Goals

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

Maslow's Need Hierarchy Theory

Motivation Theories





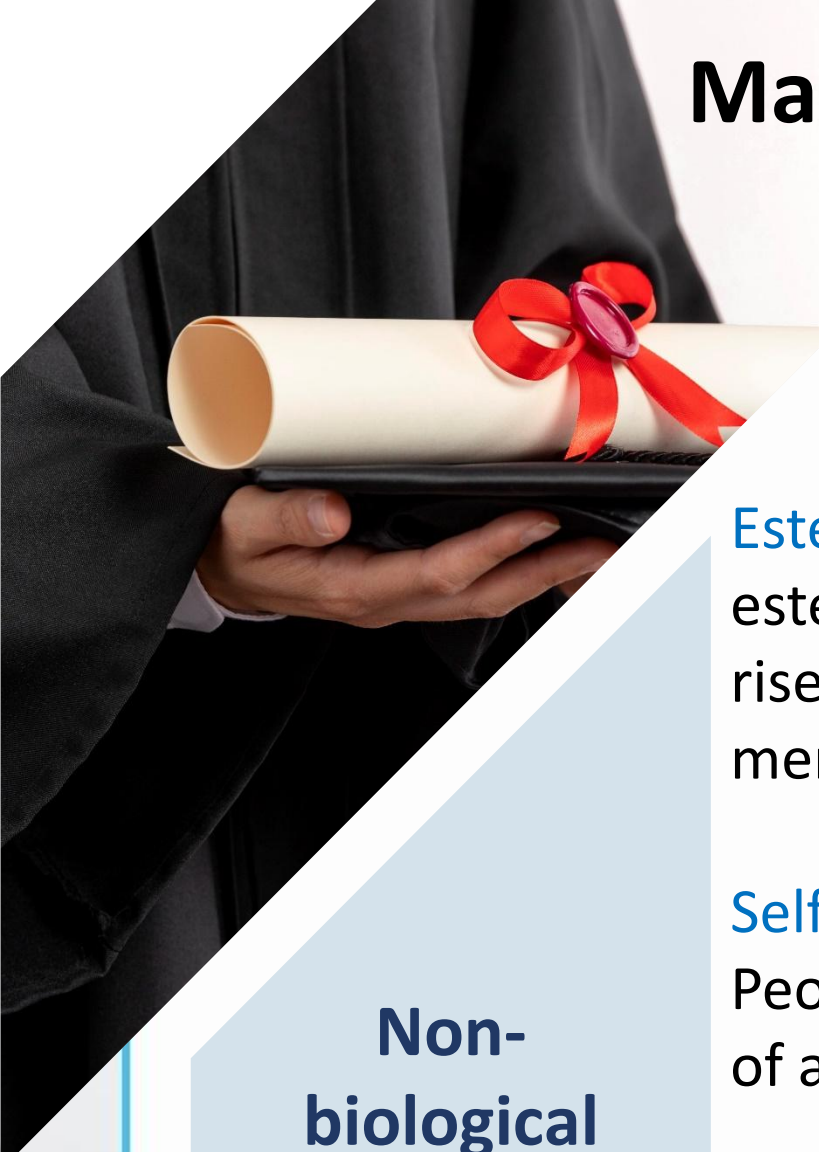
Biological needs

Physiological Needs – Food, clothing, air, and shelter are the first level needs. They are known as the basic necessities or primary needs.

Safety or Security Needs – Once the first level needs are satisfied, consumers move to the next level. Physical safety, security, stability and protection are the security needs.

Social Needs – After the safety needs are satisfied, consumers expect friendship, belonging, attachment. They need to maintain themselves in a society and try to be accepted.

Maslow's Need Hierarchy Theory



Non- biological needs

Esteem Needs – Then comes esteem needs such as self-esteem, status, prestige. Individuals here in this stage want to rise above the general level as compared to others to achieve mental satisfaction.

Self-Actualization – This is the highest stage of the hierarchy. People here, try to excel in their field and improve their level of achievement. They are known as self-actualizers.

Maslow's Need Hierarchy Theory



- The Coca-Cola Company
- Nestle: Good Food, Good Life

Physiological Needs

- AXA Insurance
- ICBC Bank

Safety Needs

- Facebook
- Twitter

Social Needs

- BMW
- iPhone

Esteem Needs

Examples of Companies fulfilling each level of Human's Needs





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مصر لتأمينات الحياة
MISR LIFE INSURANCE

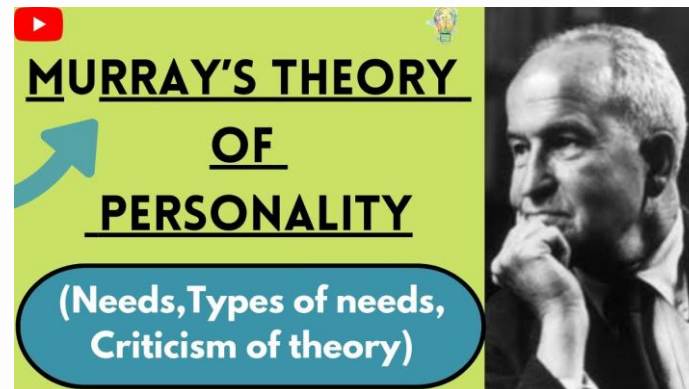


Eva
SKIN CLINIC
Gold Collagen

He also believed that environmental circumstances strongly influence **how psychogenic needs are displayed in behavior.**

Murray organized his needs into five groups:

1. *ambition,*
2. *materialistic,*
3. *power,*
4. *affection,*
5. *information needs*



Motivation
Theories

Non-
biological
needs

Psychogenic Needs: Murray and Edwards

NEED	ILLUSTRATIVE CHARACTERISTICS	PROMOTIONAL APPLICATIONS
ACHIEVEMENT: accomplish tasks, succeed, and overcome obstacles. <i>ambition</i>	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. <i>materialistic</i>	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. <i>affection</i>	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. <i>power</i>	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. <i>information</i>	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).

Motivation
Theories

Non-
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- Marketers have to understand the motives of their potential customers to enjoy good sales.
- A buyer has several motives and each change with various elements.
- In such cases the marketers can readily help their customers by changing their marketing strategy so that the conflict is resolved. Following are the major conflicts that may arise.

- **Approach Conflict** – This conflict arises when a consumer has two different choices of similar products or services. He gives equal importance to them, but is unable to choose one over the other.
- **Approach Avoidance Conflict** – This type of conflict happens when the consumer decides in favor of a product, but is unhappy with a particular feature of the product and wants to avoid it. Under such circumstances, the marketer may come up with few modifications in the existing product and make it suitable for the consumer.

Five Types of Needs in Marketing

The “Five Types of Needs” that marketers should know in order to distinguish the type of customer’s needs are as following:

Stated Needs

- I want a car

Real Needs

- I want a car for going to work with low operating costs

Unstated Needs

- I want good after-sale service from the dealer

Delight Needs

- I want the dealer to include some gifts with the car

Secret Needs

- I want a car for the status symbol



What Defense Mechanism is used?

Types of defense mechanism

Defense Mechanism

- Defense mechanisms are used when people cannot cope with frustration.
- Developed to protect one's ego from feelings of failure when goals are not achieved.
- When you are angry, you are reacting with several defense mechanisms.

Can you identify a time when you used a defense mechanism when reacting to a difficult situation.

Common Defense Mechanisms



Displacement



Repression



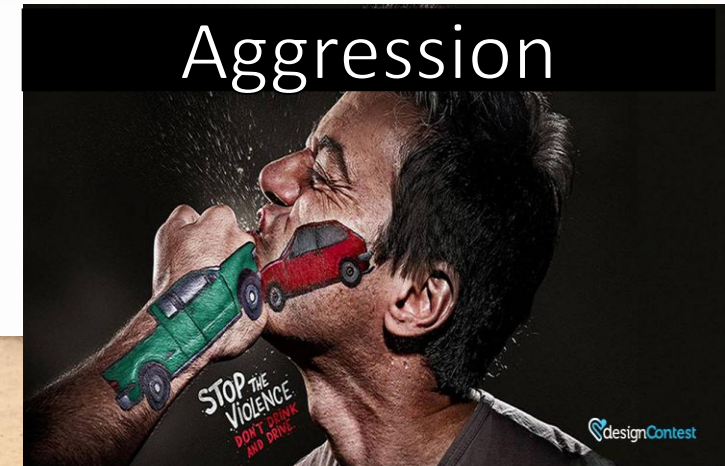
Sublimation



Regression

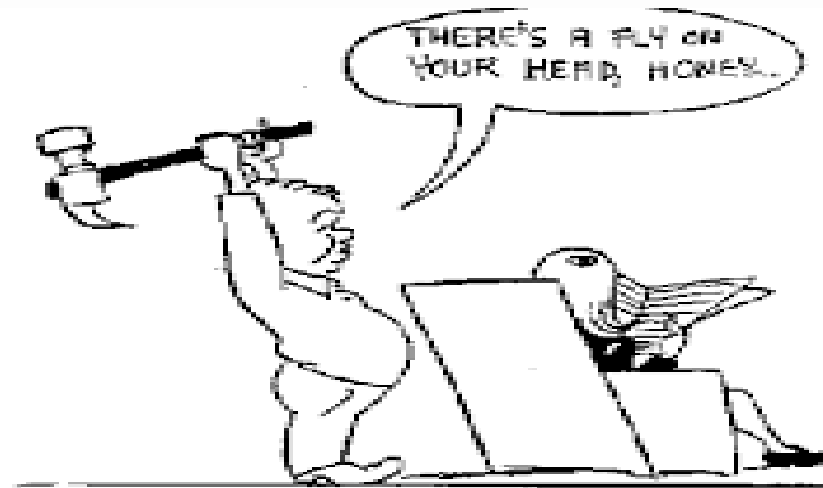
Aggression

Feelings of anger or antipathy resulting in hostile/aggressive or violent behavior; readiness/willingness to attack or confront.

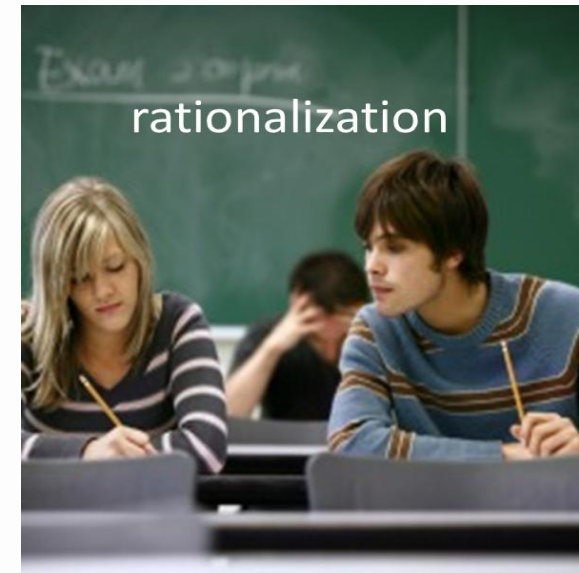


Rationalization

The action of attempting to explain or justify behavior or an attitude with logical reasons, even if these are not appropriate.



RATIONALIZATION



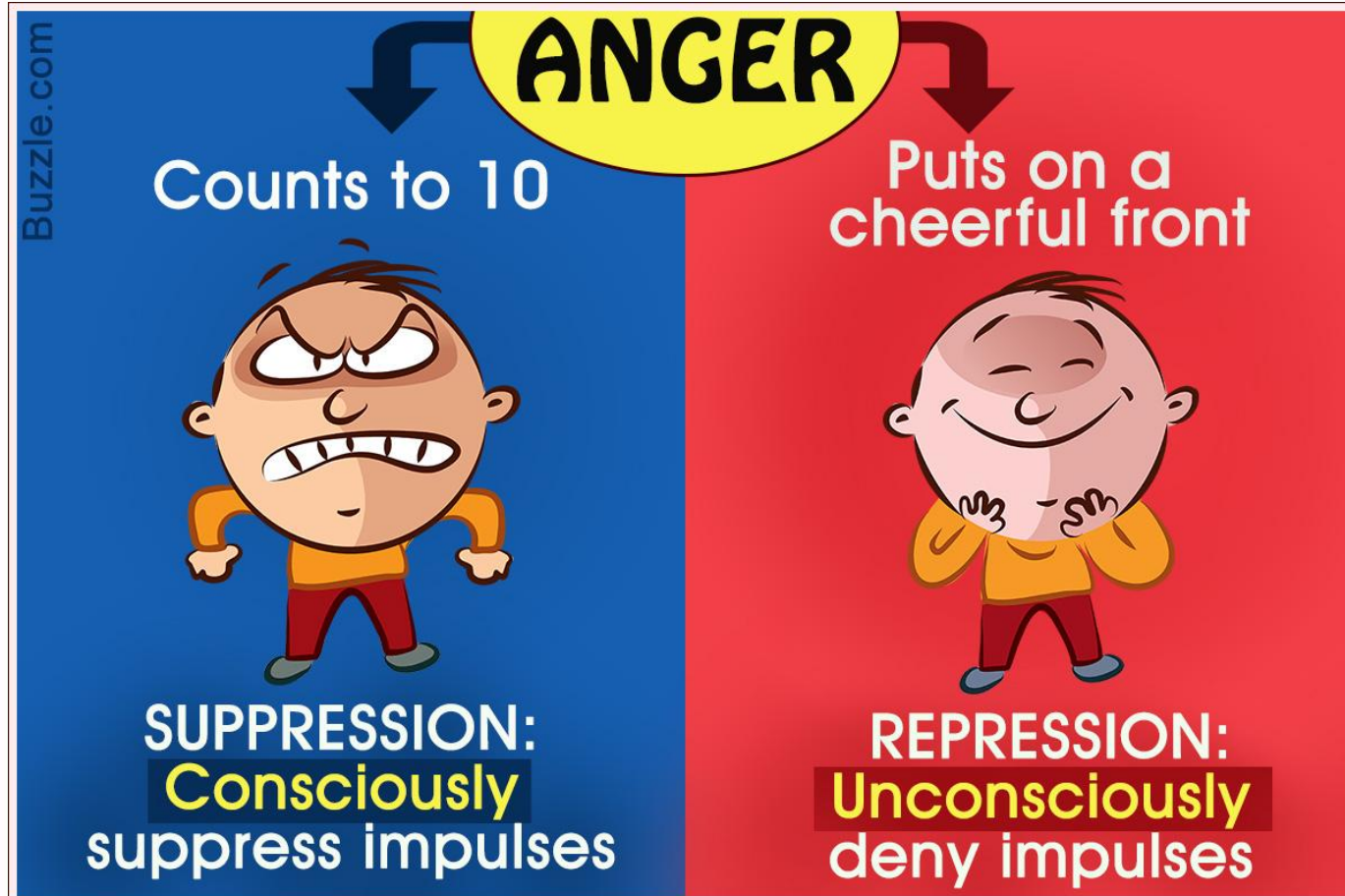
Reaction Formation

When a person unconsciously replaces an unacceptable impulse with its opposite as a defense mechanism.

EXAMPLE OF REACTION FORMATION

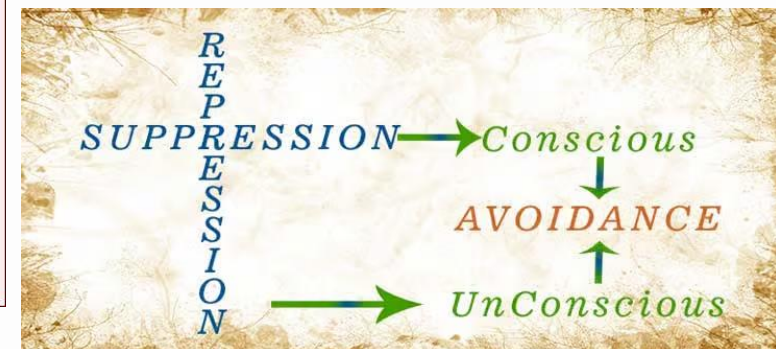
- ACTING LIKE YOU HATE SOMEONE YOU REALLY HAVE A CRUSH ON.





Repression

The unconscious blocking of unpleasant emotions, impulses, memories, and thoughts from your

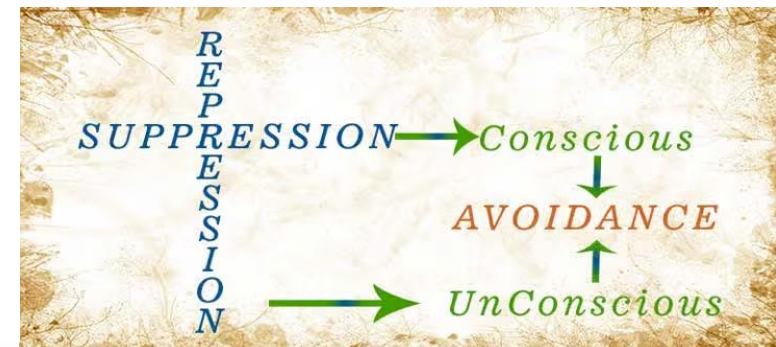


Repression

- Repression is a defence mechanism which causes the person to forget an event. A child whose parent was killed in a car crash may grow up with no memory of this event because they have simply pushed this into the unconscious and aren't aware of it at all.



The unconscious blocking of unpleasant emotions, impulses, memories, and thoughts from your conscious mind



Displacement (object) & Projection (people)

An individual transferring negative feelings from one person or thing to another.



Sublimation

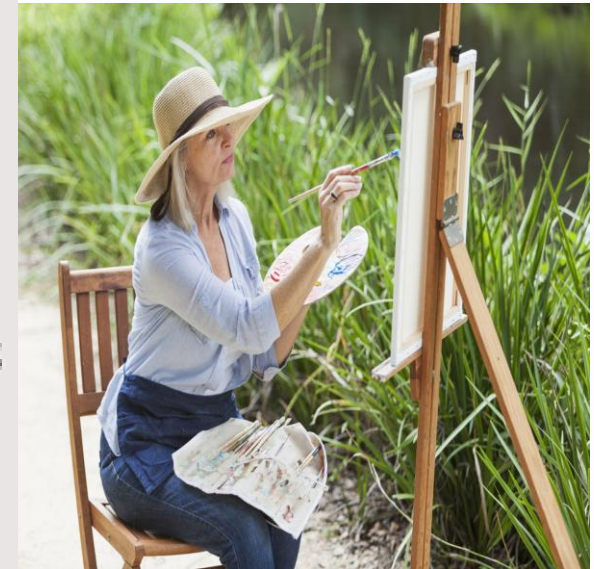
Channeling unwanted or unacceptable urges into an admissible or productive outlet.



Defense Mechanisms: Sublimation

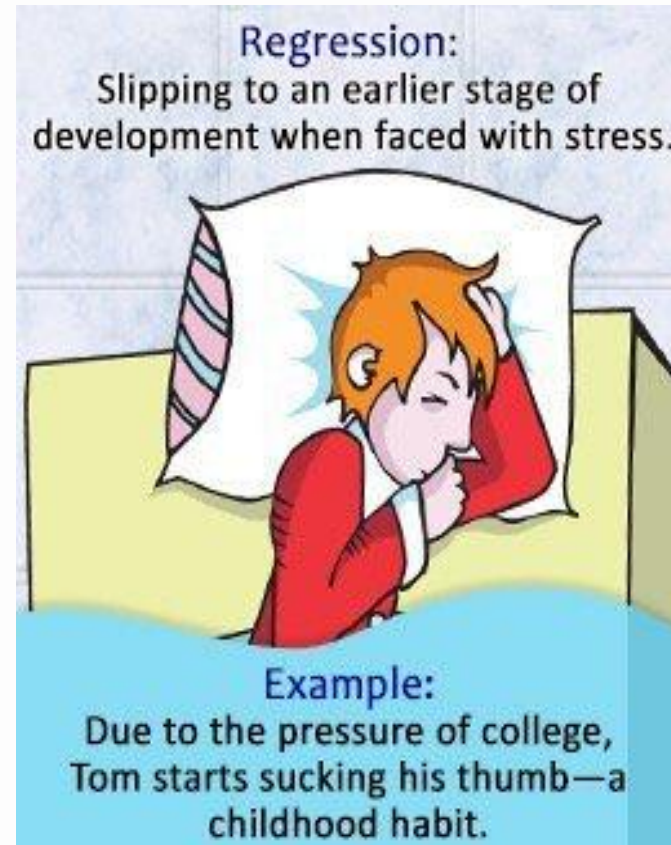
Sublimation is a defense mechanism in which we act out unacceptable impulses by converting these behaviors in a more acceptable form

@floridapsychoanalytic



Regression

Individuals cope with stressors by acting in a childish, immature, or age-inappropriate manner





REGRESSION

DEAL WITH ANXIETY
WITH AN INFANTILE
METHOD OF COPING



Denial

Denial is one of the most common defense mechanisms.

It occurs when you refuse to accept reality or facts.

People in denial may block external events or circumstances from the mind so that they don't have to deal with the emotional impact.

In other words, they avoid painful feelings or events.



Identification

The internalization or reproduction of behaviors observed in others, such as a child developing the behavior of his or her parents without conscious realization of this process.



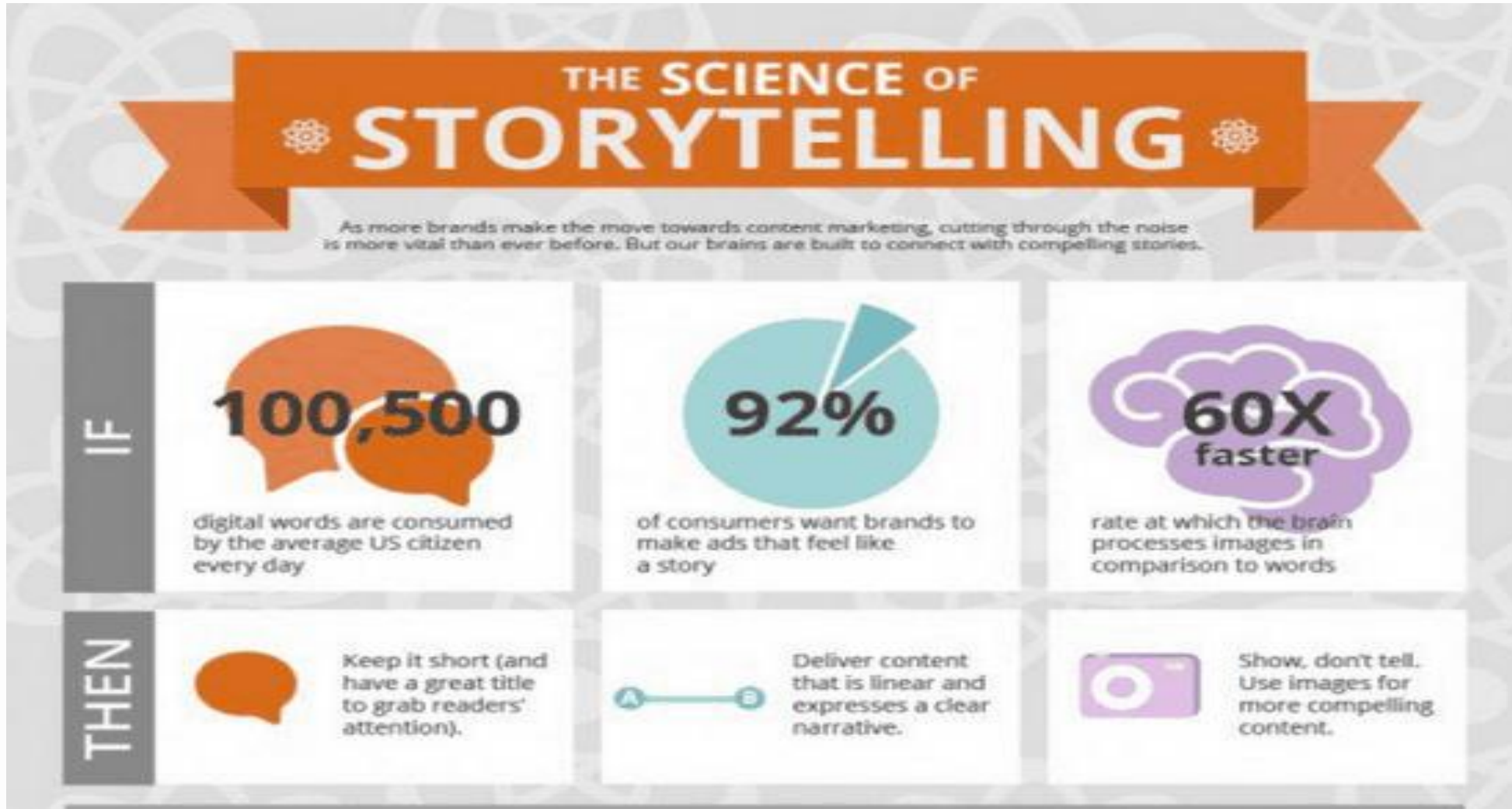
Examples of Defenses Mechanisms

Identification	A focus on negative or feared traits	If you are afraid of someone, you can practically conquer that fear by becoming more like them
Repression	Repression is an unconscious mechanism employed by ego to keep disturbing or threatening thoughts from becoming conscious.	During the Oedipus complex aggressive thought about the same sex parents are repressed
Denial	Denial involves blocking external events from awareness. If some situation is just too much to handle, the person just refuses to experience it.	For example, smokers may refuse to admit to themselves that smoking is bad for their health.
Projection	This involves individuals attributing their own unacceptable thought, feeling and motives to another person.	You might hate someone, but your superego tells you that such hatred is unacceptable. You can solve the problem by believing that they hate you.
Displacement	Satisfying an impulse (e.g. aggression) with a substitute object.	Someone who is frustrated by his or her boss at work may go home and kick the dog.
Regression	This is movement back in psychological time when one is faced with stress	A child begin to suck their thumb again or wet the bed when they need to spend some time in the hospital.
Sublimation	Satisfying an impulse (e.g. aggression) with a substitute object. In a socially acceptable way.	Sport is an example of putting our emotions (e.g. aggression) into something constructive.
Rationalization	Rationalization is the cognitive distortion of "the facts" to make an event or an impulse less threatening	A boy dumped by his girlfriend says she was not that attractive anyway.
Reaction formation	A person goes beyond denial and behaves in the opposite way to which he thinks or feels	Conscious feelings are the opposite of the unconscious. Love –hate, Shame- disgust and moralizing are reaction formation against sexuality

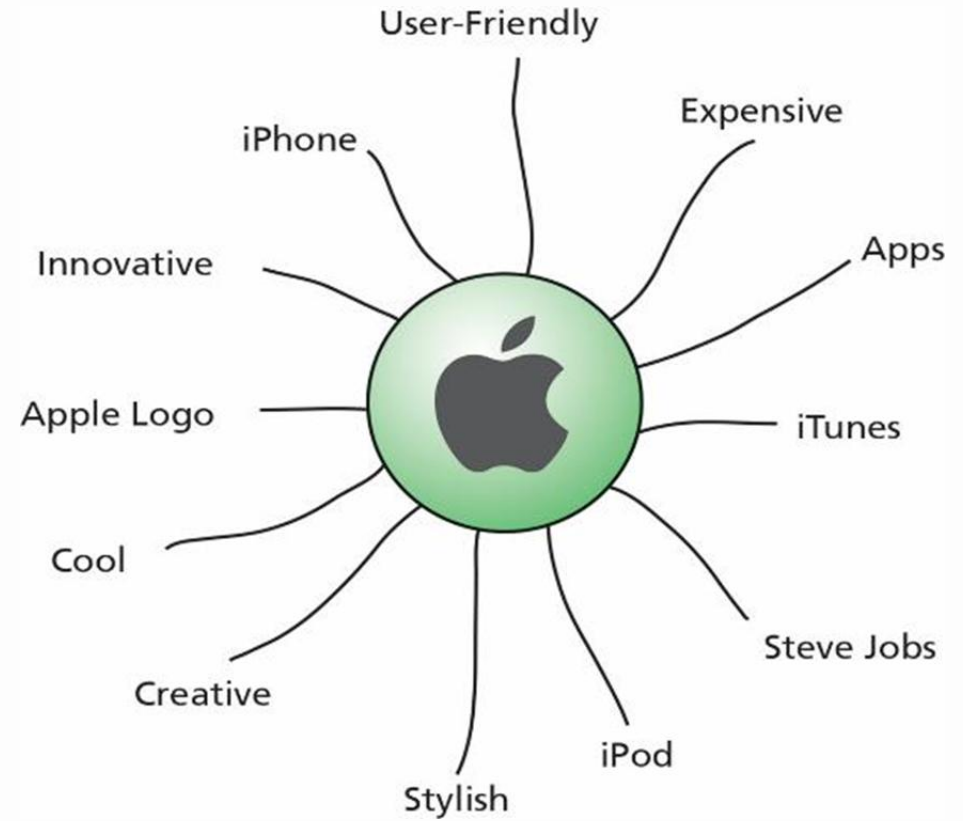
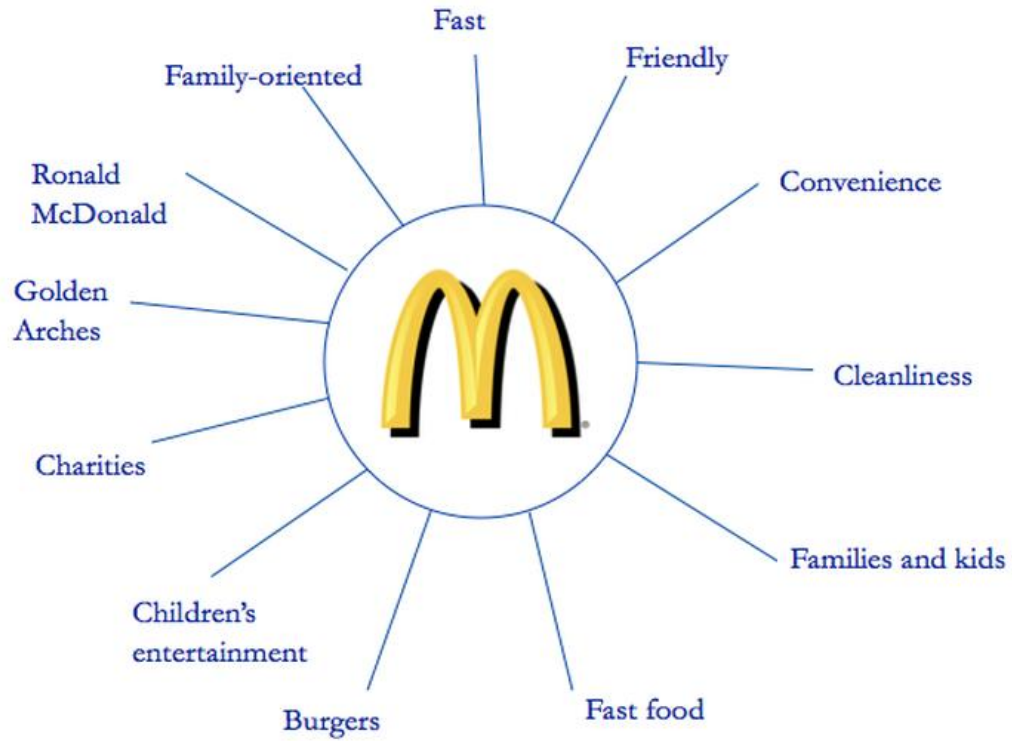
The Measurement of Motives

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."

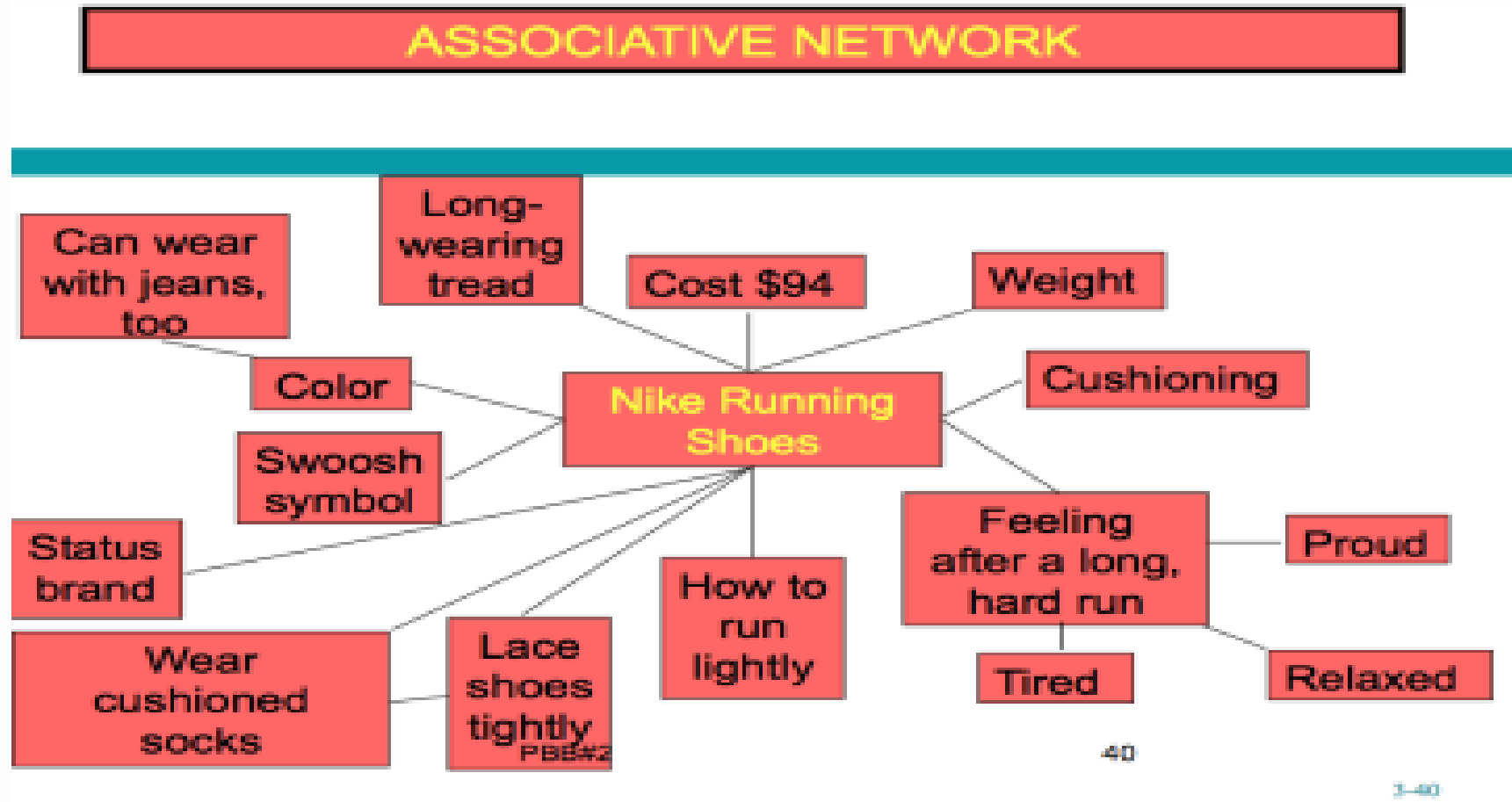
Tools to
measure
customer
motives



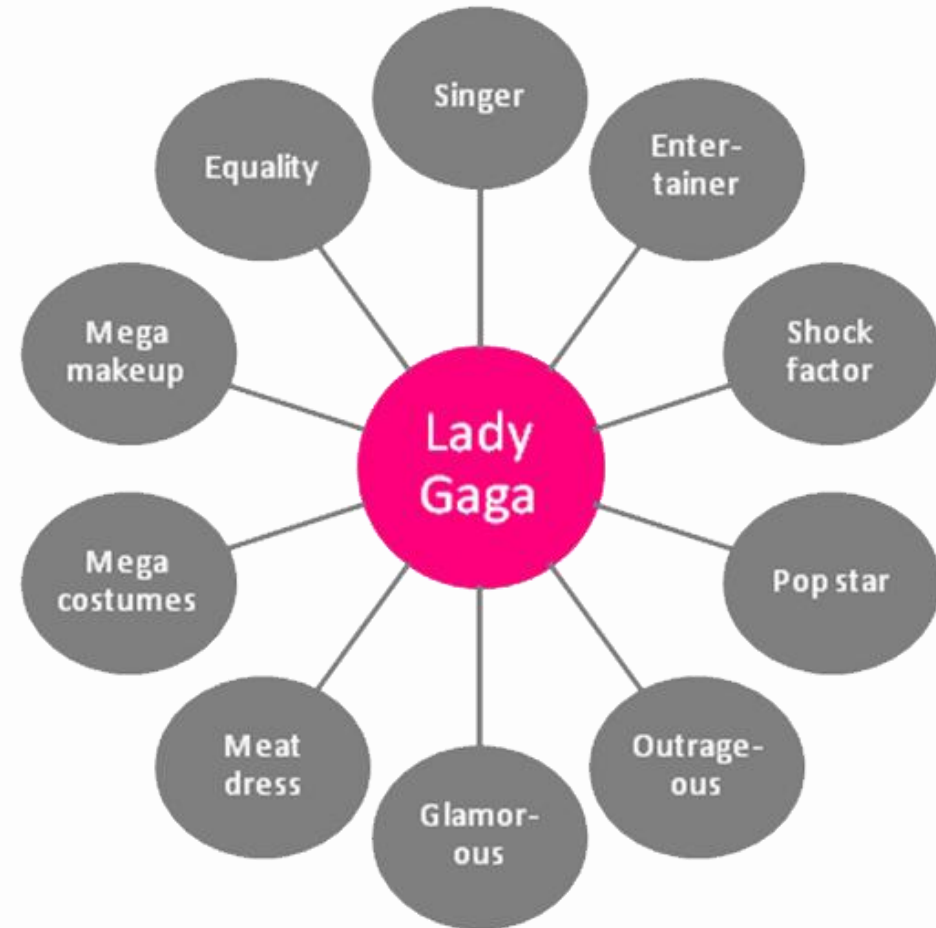
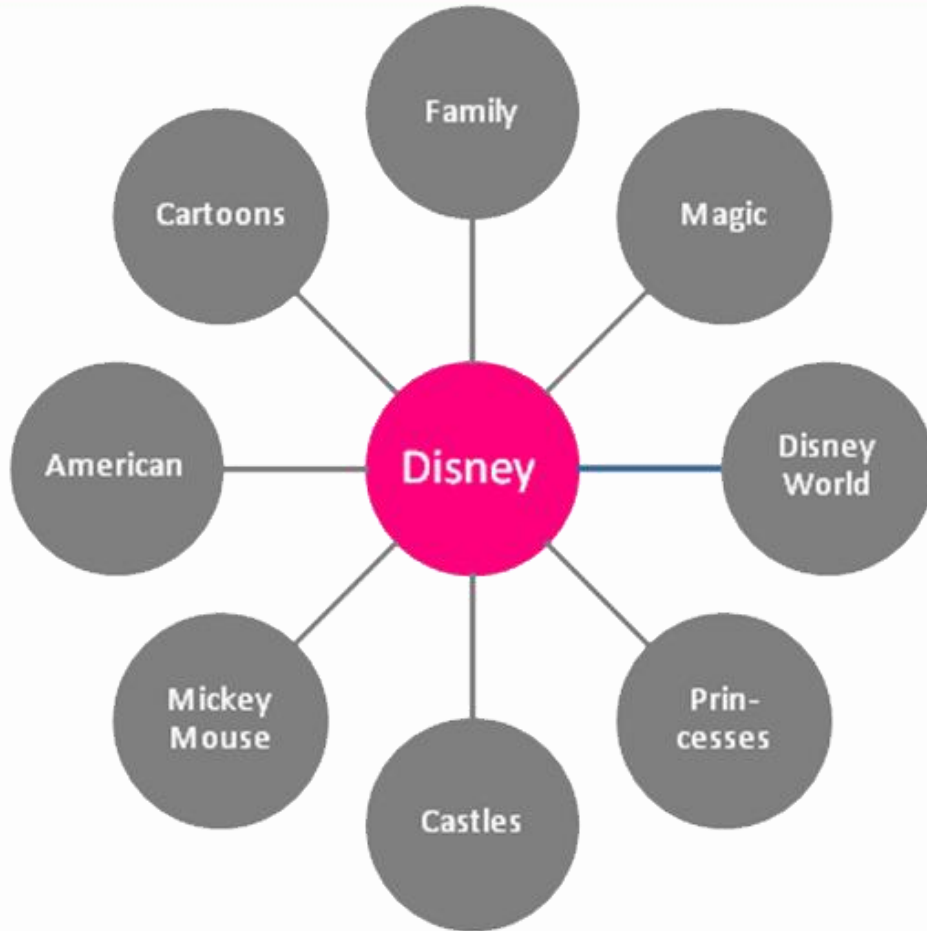
Word Association



Word Association



Word Association

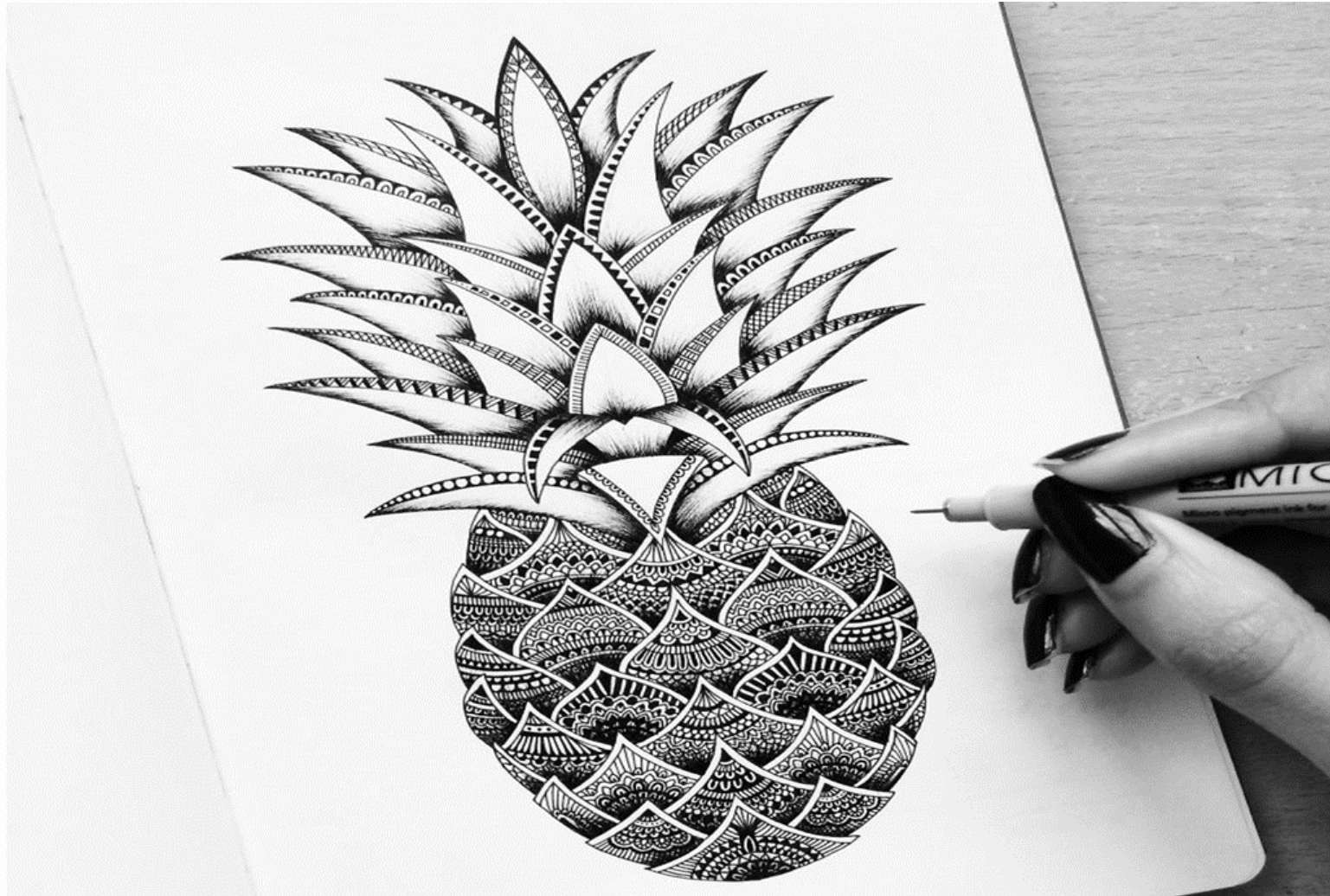


Thematic Apperception Test





Drawing Pictures



- **Understood what is motivation**
- **Understood the dynamics of motives, needs, and goals and how they shape consumer behavior.**
- **Understood motivation theories and their applications to consumer behavior.**
- **Understood how to identify and measure motives.**



Lecture

02

To Sum Up...



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Thank You

Dr. Perihan Salah

