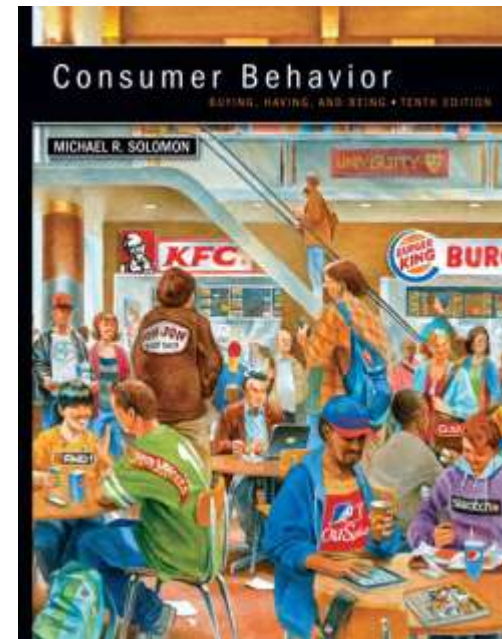


# Chapter 4

## Motivation and Global Values

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**CONSUMER  
BEHAVIOR, 10e**  
Michael R. Solomon



# Learning Objectives

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When you finish this chapter, you should understand why:

1. It's important for marketers to recognize that products can satisfy a range of consumer needs.
2. 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.

## Learning Objectives (continued)

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3. Our deeply held cultural values dictate the types of products and services we seek out or avoid.
4. Consumers vary in the importance they attach to worldly possessions, and this orientation in turn has an impact on their priorities and behaviors.

## Learning Objectives (continued)

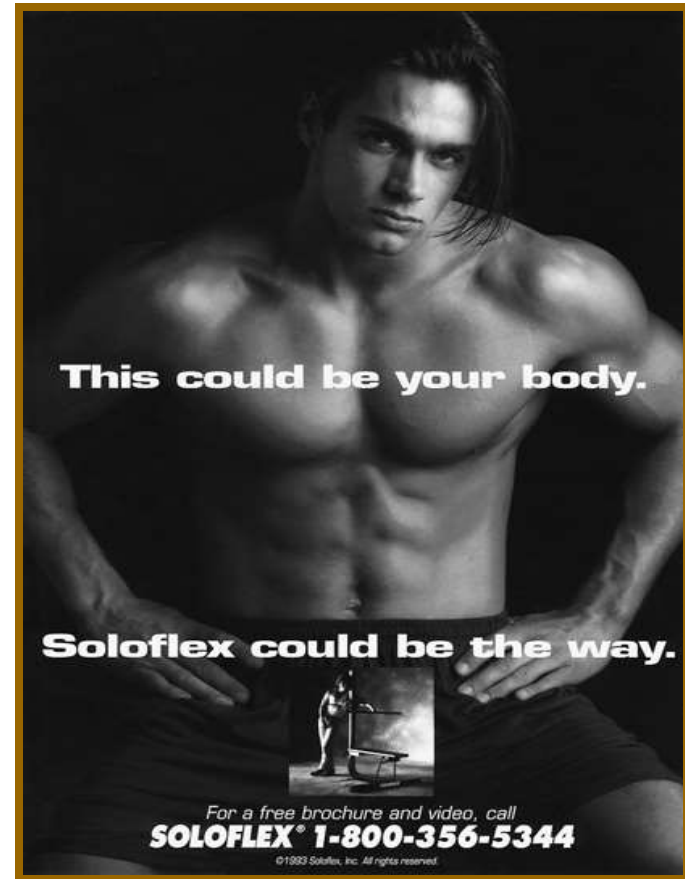
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5. Products that succeed in one culture may fail in another if marketers fail to understand the differences among consumers in each place.
6. Western cultures have a huge impact around the world, although people in other countries don't necessarily ascribe the same meanings to products we do.

# Learning Objective 1

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- It is important for marketers to recognize that products can satisfy a range of consumer needs.



# Needs and Motivation

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- Needs may be utilitarian or hedonic
- The desired end state is the goal
- The degree of arousal is drive
- Personal and cultural factors combine to create a want – one manifestation of a need
- Motivation is described in terms of strength and direction

# 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

# What Do We Need?

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Biogenic Needs

Psychogenic Needs

Utilitarian Needs

Hedonic Needs



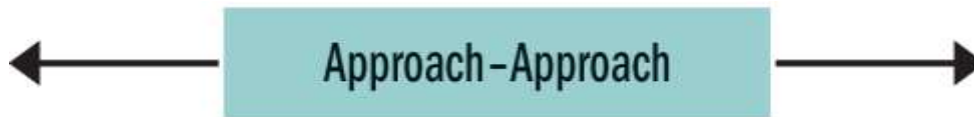
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- We are born with a need for certain elements necessary to maintain life such as food, water, air, and shelter. These are **biogenic needs**. We have many other needs, however, that are not innate. We acquire **psychogenic needs** as we become members of a specific culture. These include the needs for status, power, and affiliation.
  - Psychogenic needs reflect the priorities of a culture, and their effect on behavior will vary from environment to environment.
  - We also can be motivated to satisfy either utilitarian or hedonic needs. When we focus on a **utilitarian need**, we emphasize the objective, tangible attributes of products, such as miles per gallon in a car; the amount of fat, calories, and protein in a cheeseburger; or the durability of a pair of blue jeans. **Hedonic needs** are subjective and experiential; here we might look to a product to meet our needs for excitement, self-confidence, or fantasy perhaps to escape the mundane or routine aspects of life.

# Motivational Conflicts

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- 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

# Figure 4.1 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

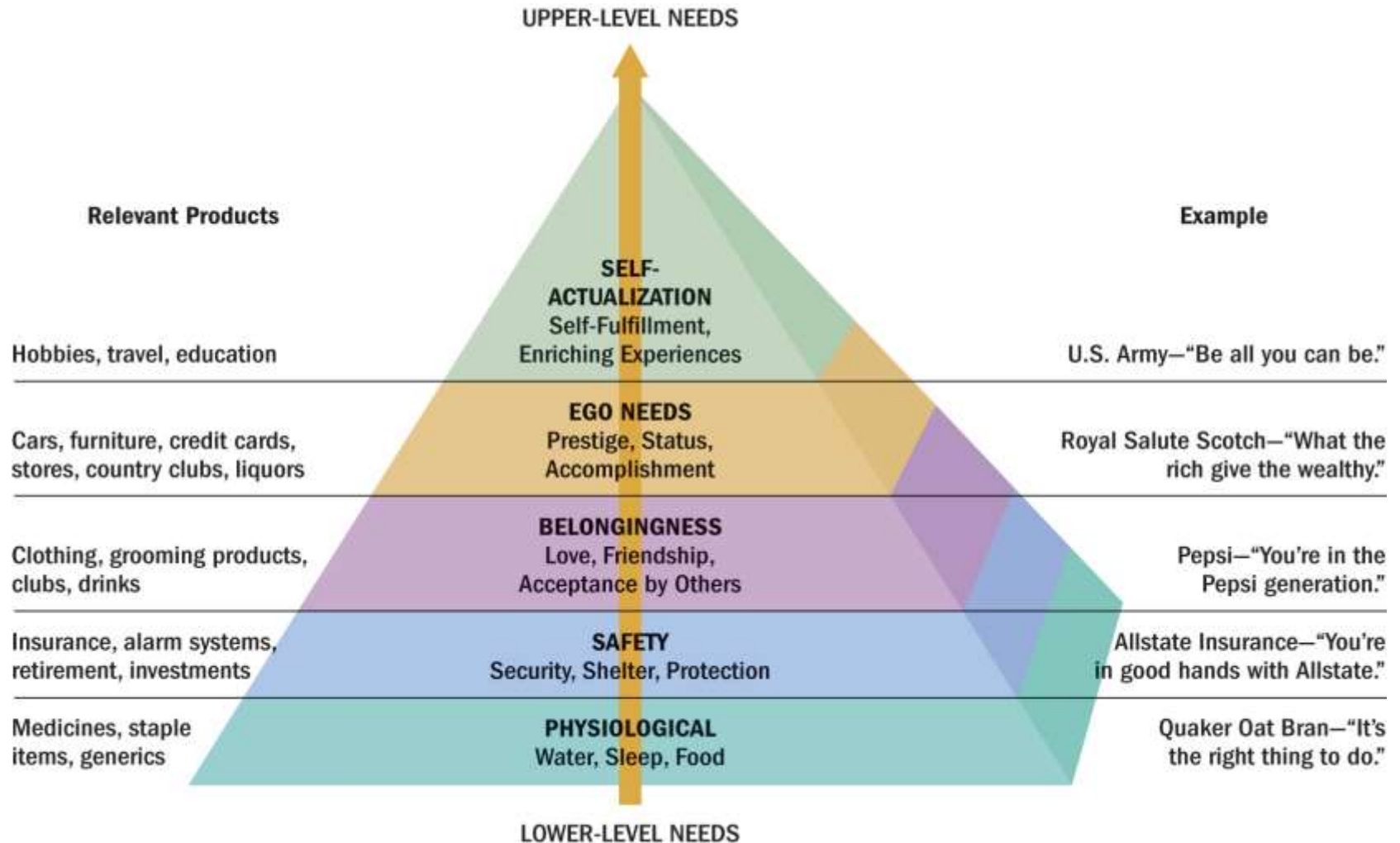
Assert one's individual identity

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

**Table 4.1** Major motives for consumption as identified by Ernest Dichter

<b>Motive</b>	
<b>Power - masculinity-virility</b>	Power: Sugary products and large breakfasts (to charge oneself up), bowling, electric trains, hot rods, power tools Masculinity-virility: Coffee, red meat, heavy shoes, toy guns, buying fur coats for women, shaving with a razor
<b>Security</b>	Ice cream (to feel like a loved child again), full drawer of neatly ironed shirts, real plaster walls (to feel sheltered), home baking, hospital care
<b>Eroticism</b>	Sweets (to lick), gloves (to be removed by woman as a form of undressing), a man lighting a woman's cigarette (to create a tension-filled moment culminating in pressure, then relaxation)
<b>Moral purity - cleanliness</b>	White bread, cotton fabrics (to connote chastity), harsh household cleaning chemicals (to make housewives feel moral after using), bathing (to be equated with Pontius Pilate, who washed blood from his hands), oatmeal (sacrifice, virtue)
<b>Social acceptance</b>	Companionship: Ice cream (to share fun), coffee Love and affection: Toys (to express love for children), sugar and honey (to express terms of affection) Acceptance: Soap, beauty products
<b>Individuality</b>	Gourmet foods, foreign cars, cigarette holders, vodka, perfume, fountain pens
<b>Status</b>	Scotch, ulcers, heart attacks, indigestion (to show one has a high-stress, important job!); carpets (to show one does not live on bare earth like peasants)
<b>Femininity</b>	Cakes and cookies, dolls, silk, tea, household curios
<b>Reward</b>	Cigarettes, candy, alcohol, ice cream, cookies
<b>Mastery over environment</b>	Kitchen appliances, boats, sporting goods, cigarette lighters
<b>Disalienation (a desire to feel connectedness to things)</b>	Home decorating, skiing, morning radio broadcasts (to feel 'in touch' with the world)
<b>Magic - mystery</b>	Soups (having healing powers), paints (change the mood of a room), carbonated drinks (magical effervescent property), vodka (romantic history), unwrapping of gifts

# Levels of Needs in the Maslow Hierarchy



# For Reflection

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- Some studies show that an activity can satisfy every level of Maslow's hierarchy. What does this say about the hierarchy?
  - I like to work in the soil (physiological)
  - I feel safe in my garden (safety)
  - I can share my produce with others (affiliation)
  - I can create something of beauty (esteem)
  - My garden gives me a sense of peace (self-actualization)

## Learning Objective 2

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- 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.

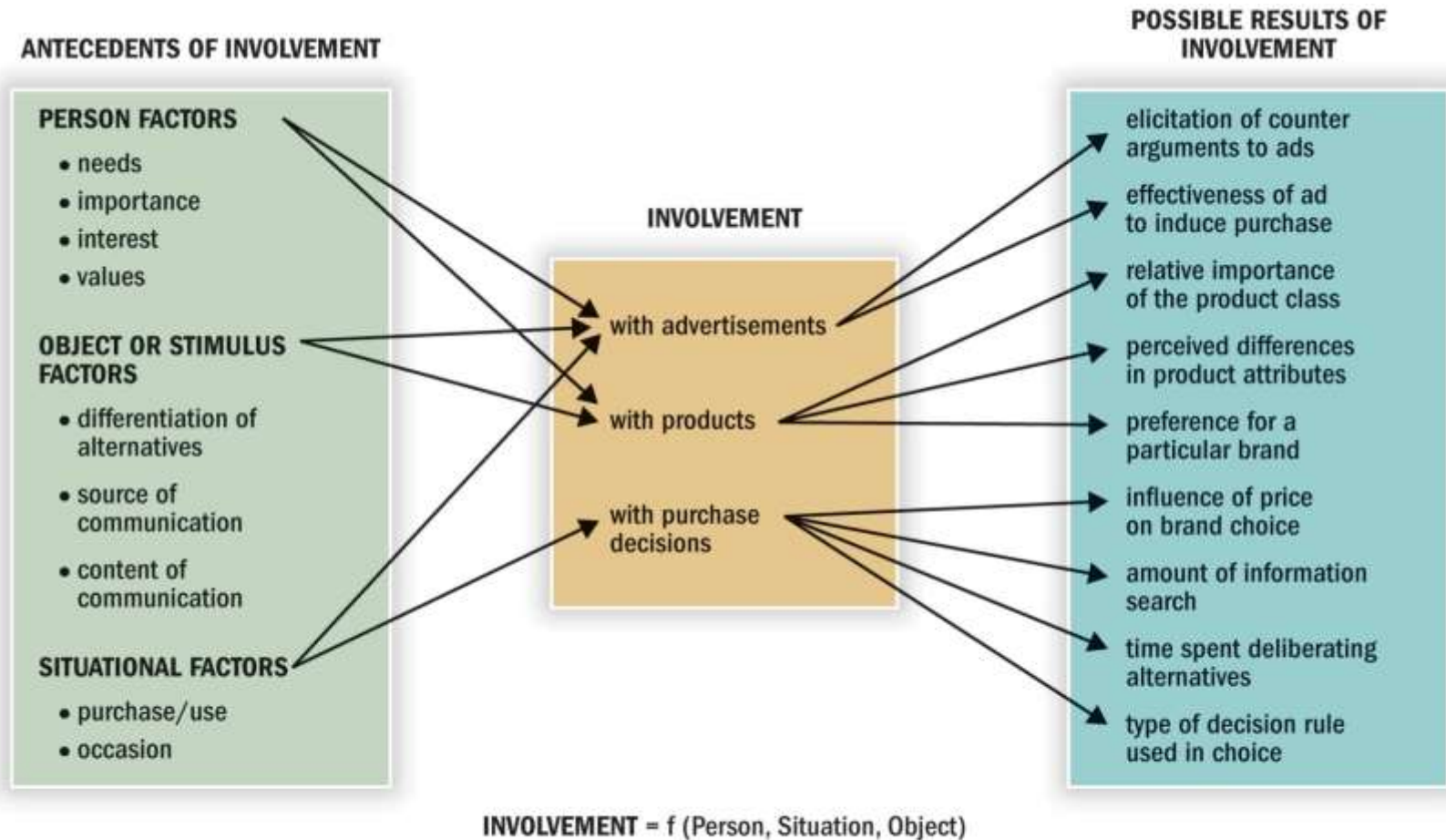


# Consumer Involvement

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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 his fiancée dumped him

# Figure 4.3 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.

# Table 4.1 Measuring Involvement

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

# Levels of Involvement: From Inertia to Passion

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- Inertia is consumption at the low end of involvement; decisions made out of habit (lack of motivation)
- Flow state occurs when consumers are truly involved
  - Sense of control
  - Concentration
  - Mental enjoyment
  - Distorted sense of time

# 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

**Table 4.3** Involvement profiles for a set of French consumer products

	Importance of negative consequences	Subjective probability of mispurchase	Pleasure value	Sign value
Dresses	121	112	147	181
Bras	117	115	106	130
Washing machines	118	109	106	111
TV sets	112	100	122	95
Vacuum cleaners	110	112	70	78
Irons	103	95	72	76
Champagne	109	120	125	125
Oil	89	97	65	92
Yogurt	86	83	106	78
Chocolate	80	89	123	75
Shampoo	96	103	90	81
Toothpaste	95	95	94	105
Toilet soap	82	90	114	118
Detergents	79	82	56	63

Average product score = 100.

## For Reflection

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- Describe your level of involvement with the “product” and devise some marketing opportunities to reach this group.

## Learning Objective 3

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- Our deeply held cultural values dictate the types of products and services we seek out or avoid.



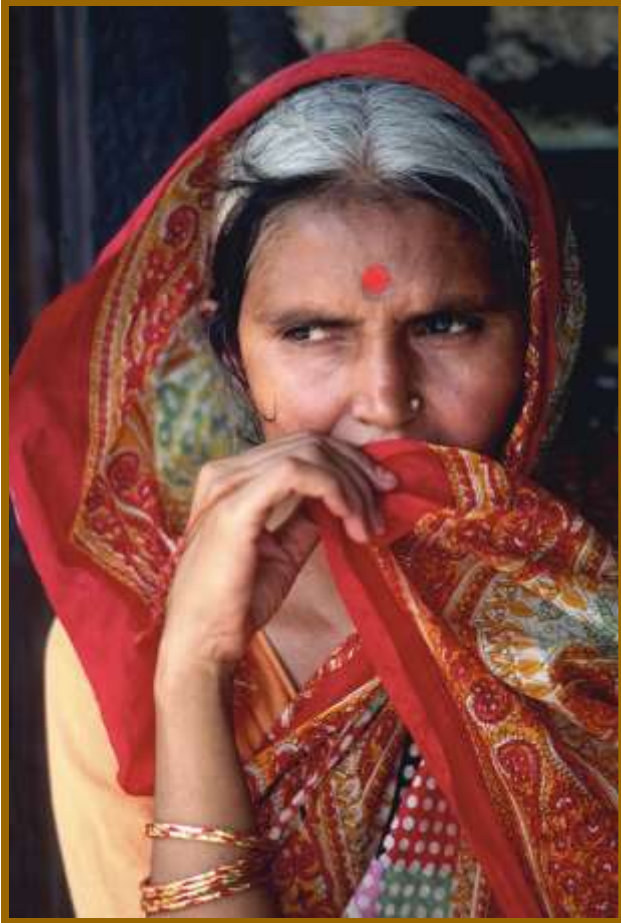
# Consumer Values

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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

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

## For Reflection

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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?

## Learning Objectives 4 and 5

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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.
- Products that succeed in one culture may fail in another if marketers fail to understand the differences among consumers in each place.

# Hofstede's Cultural Dimensions

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- Power distance
- Individualism
- Masculinity
- Uncertainty avoidance
- Long-term orientation

## Table 4.2 Terminal and Instrumental Values

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<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>

# List of Values (LOV)

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- 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

# Means-End Chain Model

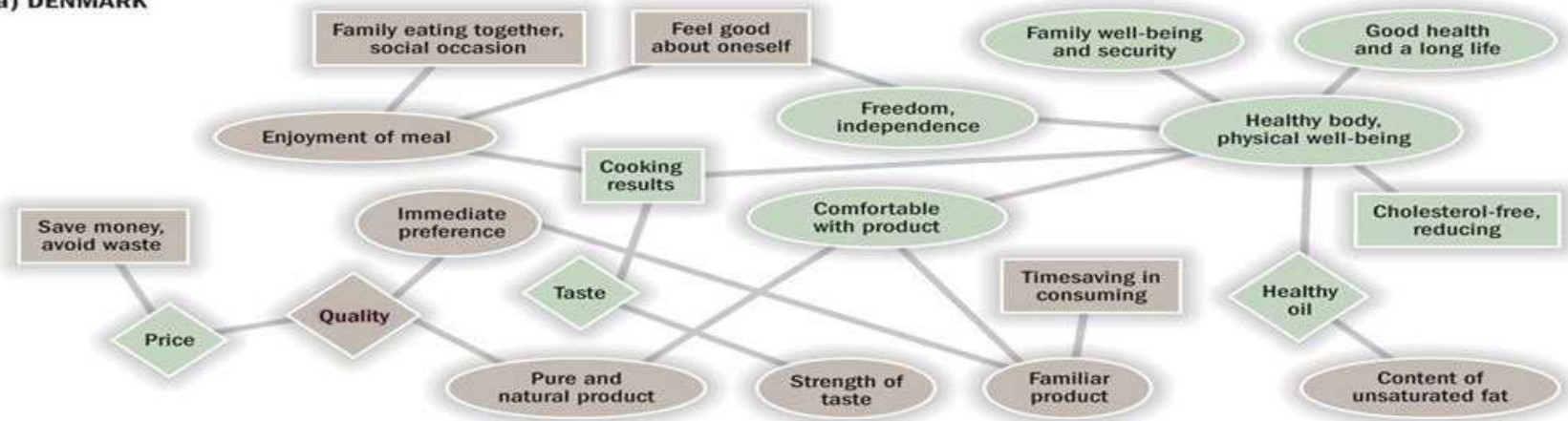
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- Very specific product attributes are linked at levels of increasing abstraction to terminal values
- Alternative means to attain valued end states
- Laddering technique uncovers consumers' associations between specific attributes and general consequences

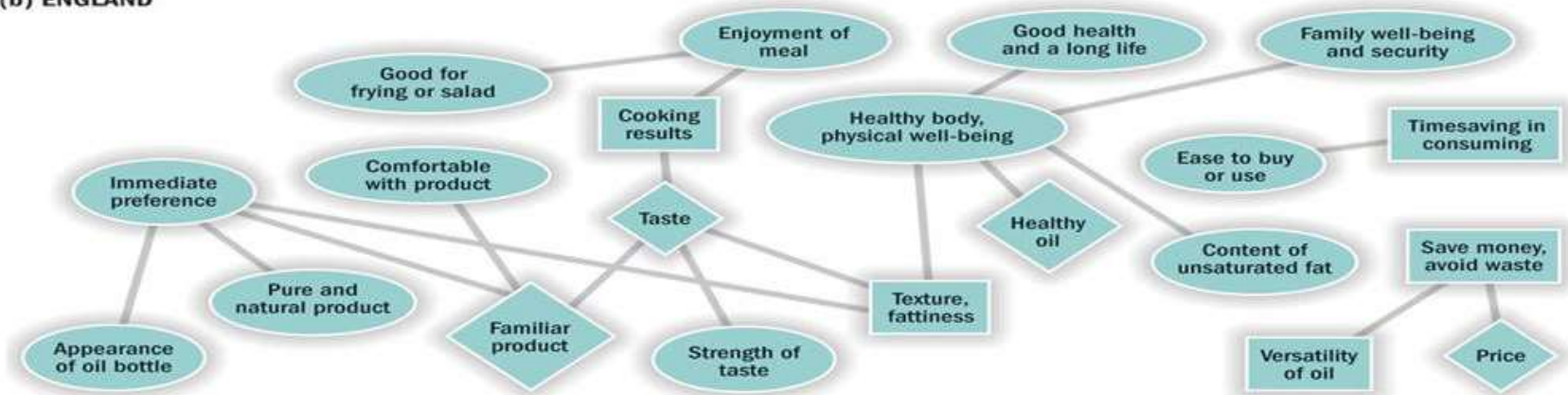


# Figure 4.4 Hierarchical Value Maps for Vegetable Oil in Three Countries

(a) DENMARK



(b) ENGLAND



# Learning Objective 6

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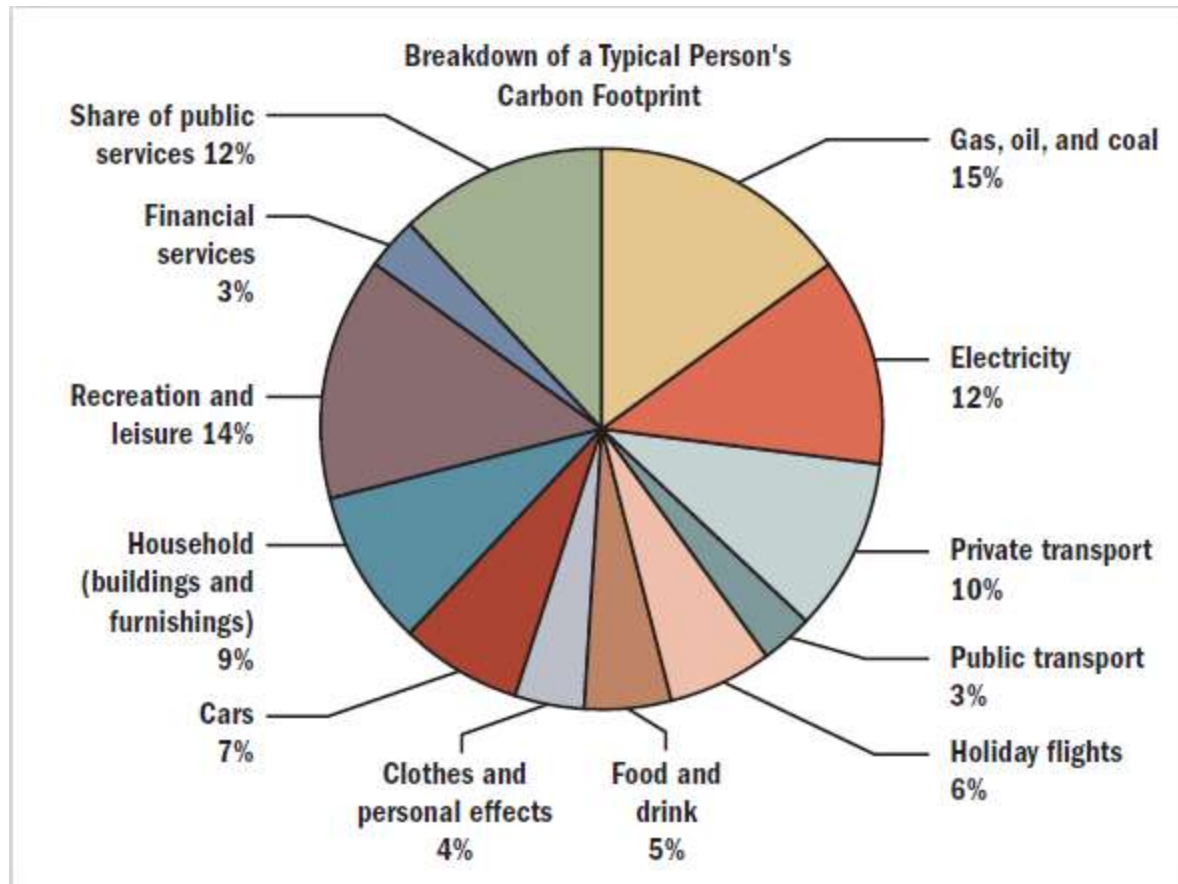
- Western cultures have a huge impact around the world, although people in other countries don't necessarily ascribe the same meanings to products we do.

# Conscientious Consumerism

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- Conscientious consumerism is a focus on personal health merging with a growing interest in global health
- LOHAS (lifestyles of health and sustainability)
  - Worry about the environment
  - Want products to be produced in a sustainable way

# Carbon Footprint Breakdown



# 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

# Chapter Summary

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- Products address a wide range of consumer needs.
- How we evaluate a product depends on our involvement with that product, the marketing message, and the purchase situation.
- Our cultural values dictate the products we seek out and avoid.
- Consumers vary in how important possessions are to them.