Consumer Behavior

8. Motivation

José Manuel Fernández Polanco

Patricia Martínez García de Leaniz

DEPARTMENT OF BUSINESS ADMINISTRATION

AREA OF MARKETING AND MARKET RESEARCH

8.1. Definition of motivation

8.2. The motivational process

8.3. Hierarchy of needs

8.4. The ERG theory

8.5. The theory of achievement

8.1. Definition of motivation

Motivation is the mixture of wants, needs and drives within the individual which seek satisfaction through experiences or objects.

The object may be less important in absolute terms, but will be valued by the satisfaction with which it is associated, or the release of the tension of being in a wanting state.

Marketers' prime goal is trying to persuade consumers that the use of their product will satisfy a specific need or a group of needs.

Rice, C. (1993). *Behavioural aspects of Marketing*, Butterworth Heinemann., Oxford.

Unlearned or primary motivation comprises the physiological drivers for survival as an organism. Learned or secondary motives are many and varied. Secondary motivation includes relations, roles, and many other personal and social factors.

Positive motives are those we seek to satisfy, while negative motives are those we try to avoid.

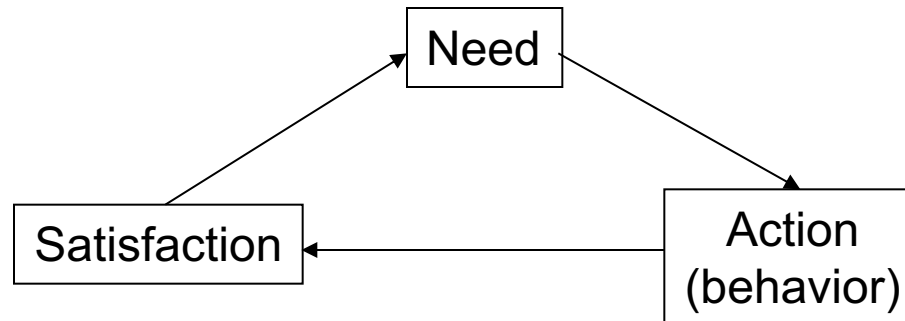Goals can be classified into general or specific. Satisfying hunger is a general need, eating a cake is a specific one.
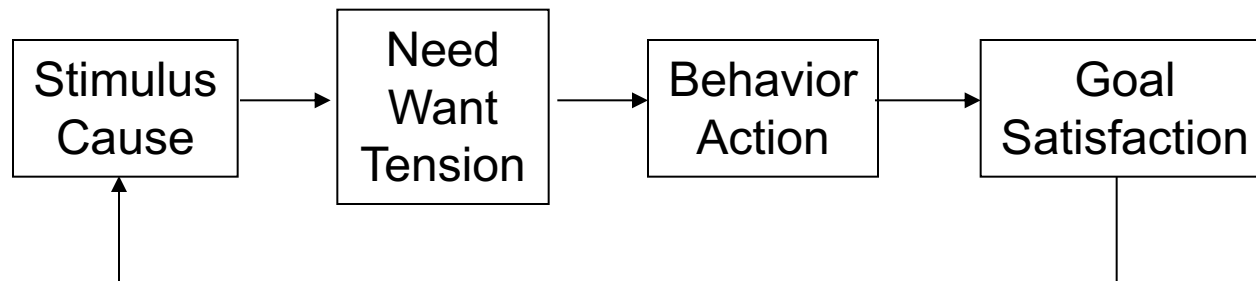
Common ideas in the theories of motivation

Causality. Human behavior is caused by forces acting on people.

Directedness. Human behavior is directed towards some goal.

Underlying behavior. One finds a want, a need, or a drive for any undertaken action.

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              Need
             ↗    ↘
   Satisfaction ← Action
                  (behavior)
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8.2. The motivational process

| Stimulus Cause | → | Need Want Tension | → | Behavior Action | → | Goal Satisfaction |

The cause is always an unsatisfied need. The recognition of the need results in tension. Achieving the goal eliminates the cause.

Some individuals will never obtain enough satisfaction to inactivate the causes, and hence motivation and behavior.

8.3. Hierarchy of needs

Human needs are grouped into five broad categories.

There is a sort of hierarchy across these categories in the sense than some groups of needs will take precedence over others when facing a situation of choice regarding which needs to satisfy.

A person's behavior will try to satisfy the lowest unsatisfied needs. However, when a need is satisfied, it is no longer a motivator. Then, the person will try to satisfy higher order needs.

Maslow, A.H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370–96.

Self-actualization – the need to realize one's potential.	**Ego**
Esteem – Recognition and appreciation from others.	**Social**
Companionship – The need for group membership.	
Security – The need to have a degree of safety, absence of physical risks.	**Survival**
Physiological – Basic to everyone's survival as a living organism.	

8.4. The ERG theory

Another hierarchical relationship between three groups of needs. Existence relates to Maxlow's physiological and security needs. Relatedness corresponds to companionship. Growth refers to esteem and self-actualization.

The ERG model suggests that:

a) The less one need is satisfied, the more important it becomes.
b) The more one level is satisfied, the greater the importance of the next level.
c) The less the higher level is satisfied, the more the importance of the lower level.

Displacement behavior. If individuals can not get what they want, they will demand more of what they can get.

Alderfer, C. P. (1969), "An Empirical Test of a New Theory of Human Needs". *Organizational Behaviour and Human Performance*, 4, 2, 142–175.

8.5. The theory of achievement

Not all needs are universal like Maxlow proposes. Some needs are socially acquired.

The need for achievement reflects the desire to meet task goals. The need for affiliation reflects the desire to develop good interpersonal relationships. The need for power reflects the desire to influence and control other people.

The intensity of these needs differs across individuals resulting in a variety of profiles according to the prevalence of any one of the three.

People with high power needs will be attracted by products which imply superiority. Those with high affiliation needs will like products approved by their social contacts. Achievers will seek products satisfying their esteem and self-actualization needs.

McClelland, D.C. (1961). *The Achieving Society*. Free Press, New York