

# Module 2: Lecture Notes Part III

## Overview

In this section of the module, we will explore, motivation, and emotion play a role in consumer behavior.

Below fun music video to start off class lecture:

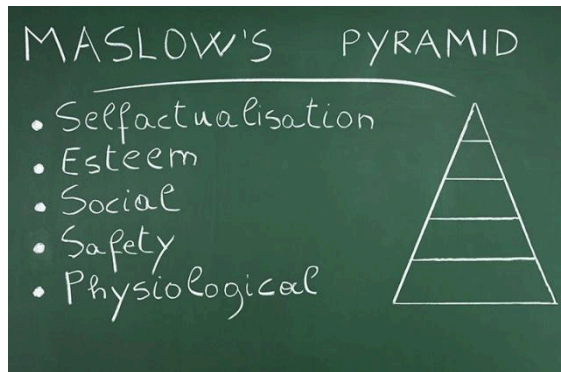


## Do you have the Drive?

The knowledge that something is required to either retain one's existing status or improve one's living status is what triggers human activity, or consumer behavior. This phenomenon is captured by the idea of homeostasis. Consumer motivations are the underlying causes or impetuses of human behavior because customers are compelled to meet legitimate wants. Needs are the first stage in the consumption process.

## I believe in Maslow

There are several ways to categorize consumer motives. Maslow's hierarchy of needs offers a system for categorizing and ranking consumer wants. Physical needs come first, then needs for belonging, safety, esteem, and status, and finally needs for self-actualization.



*Additionally, it is helpful to separate consumer motives into two categories: utilitarian motivations and hedonic motivations. Utilitarian motivations drive the pursuit of utilitarian value. The needs for consistency, attribution, categorization, objectification, autonomy, stimulation, desired outcomes (teleological), utility, tension reduction, expression, ego defense, reinforcement, assertion, affiliation, identification, and modeling were developed by McGuire into a more comprehensive set of motives.*

Great video gives a great overview of motivation that reinforces previous terms and concepts in previous modules.



### Motivation and how it relates to marketing strategy

*Consumers frequently acknowledge the motivations driving their activity and are aware of them. These are clear motivations. They can be found using conventional marketing research methods, such as direct inquiry. These motivations can be appealed to through direct marketing. Other times, customers are hesitant or unable to acknowledge the factors impacting them. These are covert intentions. Techniques for motivation research, such as word association, sentence completion, and picture reaction, can be*

*used to identify them. Direct marketing appeals are permissible, but indirect appeals are frequently required. Many buying scenarios involve both overt and covert motivations.*

Consumer views that a product, brand, or advertisement is relevant or intriguing lead to involvement, a motivating condition. Marketing professionals must modify their methods according to the level (high versus low) and kind (enduring versus situational) of involvement displayed by their target audience. Consumer requirements have a significant impact in determining involvement.

Motivational conflict can happen because of the numerous causes and diverse conditions that consumers encounter. The consumer in an approach-approach conflict must decide between two alluring options. When there is an approach-avoidance conflict, the buyer who buys a certain product must deal with both advantages and disadvantages. And finally, the consumer is presented with two bad options in an avoidance-avoidance conflict.

According to the regulatory focus theory, consumer behavior varies depending on whether promotion- or prevention-focused reasons are more prominent. Consumers want happy outcomes, think more abstractly, base their decisions more on feeling and emotion, and choose speed over accuracy when promotion-focused reasons are more prominent. Consumers aim to avoid undesirable consequences, think more concretely, base their judgments more on substantial information, and favor accuracy over speed when prevention-focused reasons are more prominent. Which motive set is more prominent might vary based on contextual, individual, and marketing considerations.

## Emotion



Emotions are psychobiological reactions to human appraisals. Emotions are considered psychobiological because they involve psychological processing and physical responses. Emotions result from cognitive appraisals, and each emotion creates visceral responses so that they are tied to behavior in a very direct

way. The close link between emotion and behavior means that marketing success is determined by the emotions that consumption creates because consumers value positive emotional experiences. Emotions are particularly intricately linked to hedonic (pleasurable) value.

There are numerous methods for quantifying emotion. Autonomic measures can record emotional experience by detecting changes in the body's chemistry, such as perspiration or neurological activity, because emotion is visceral in origin. Unfortunately, these actions frequently obstruct the normal perception of emotion and are intrusive.

Consumers' emotional responses and emotional responses to other consumers are influenced by a variety of individual differences. For instance, individuals who exhibit high levels of the personality attribute neuroticism frequently exhibit unpleasant emotions at relatively high levels. Consumers' emotional involvement is also likely to differ in each particular consumption setting. Consumers who are highly emotionally invested can feel strong emotions while they are consuming and may even enter a state of flow. Customers also express their emotions in a variety of ways. Men and women often experience the same levels of emotion, but women are more likely to communicate their emotions. Consumers that are extremely invested can experience flow. There is a lot of value created by these encounters.

Pause and ask the question please provide examples on how customers use emotion to engage with a company?

### Utilizing Emotion within Marketing Strategy

Products are positioned and designed by marketers to elicit positive and negative emotions. Additionally, consumers must deal with upsetting marketing circumstances like poor service and defective goods. Depending on several variables, the various coping methods may be advantageous to the company or harmful, thus marketers must consider both their responses to failure and the service-setting design to lessen client stressors. To boost attention, processing speed, recall, and brand preference through classical conditioning or direct evaluation, advertisements often contain emotionally charged content.

The link below is to a great article that leads into a 57-minute webinar that goes into detail and provides real-world examples on how emotion ties into marketing strategy. This would be great for to discuss as a class and pause at certain time to draw out some connections and takeaways or can have them watch the entire video and have them do some reflective questions at the end.

[Increase customer engagement by creating emotional marketing experiences](#)