


Motivation & Emotion



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Learning Outcomes

- LO¹** Understand what initiates human behavior.
- LO²** Classify basic consumer motivations.
- LO³** Describe consumer emotions and demonstrate how they help shape value.
- LO⁴** Apply different approaches to measuring consumer emotions.
- LO⁵** Understand how different consumers express emotions in different ways.
- LO⁶** Define and apply the concepts of schema-based affect and emotional contagion.

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LO¹

Understand what initiates human behavior.

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LO¹ Motivations

- The inner reasons or driving forces behind human action as consumers are driven to address real needs.
- Human motivations are oriented toward two key groups of behavior:
 - **Homeostasis** – the body naturally reacts in a way so as to maintain a constant, normal blood stream.
 - **Self-improvement** – changing one’s current state to a level that is more ideal.

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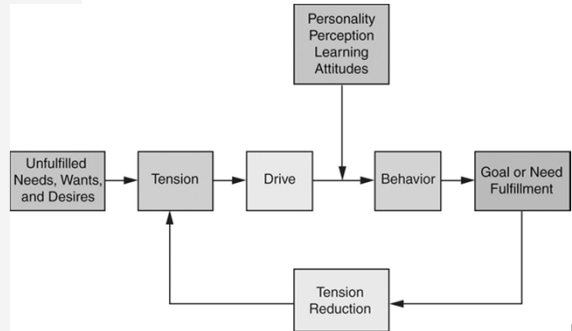
LO¹ Motivation as a Psychological Force

- **Motivation** is the driving force within individuals that impels them to action.
- **Needs** are the essence of the marketing concept. Marketers do not create needs but can make consumers aware of needs.



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LO¹ Model of the Motivation Process



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    graph LR
      A[Unfulfilled Needs, Wants, and Desires] --> B[Tension]
      B --> C[Drive]
      C --> D[Behavior]
      D --> E[Goal or Need Fulfillment]
      E --> F[Tension Reduction]
      F --> B
      G[Personality Perception Learning Attitudes] --> C
  
```

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LO¹ Types of Needs

- **Innate Needs**
 - Physiological (or biogenic) needs that are considered primary needs or motives
- **Acquired Needs**
 - Learned in response to our culture or environment. Are generally psychological and considered secondary needs

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LO¹ Goals

- The sought-after results of motivated behavior
- **Generic goals** are general categories of goals that consumers see as a way to fulfill their needs
- **Product-specific goals** are specifically branded products or services that consumers select as their goals

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The Selection of Goals

- The goals selected by an individual depend on their:
 - Personal experiences
 - Physical capacity
 - Prevailing cultural norms and values
 - Goal's accessibility in the physical and social environment

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Discussion Questions

- What are three generic goals you have set for yourself in the past year?
- What are three product-specific goals you have set in the past year?
- In what situations are these two related?
- How were these goals selected? Was it personal experiences, physical capacity, or prevailing cultural norms and values?

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Motivations and Goals

Positive	Negative
<ul style="list-style-type: none"> • Motivation <ul style="list-style-type: none"> • A driving force toward some object or condition • Approach Goal <ul style="list-style-type: none"> • A positive goal toward which behavior is directed 	<ul style="list-style-type: none"> • Motivation <ul style="list-style-type: none"> • A driving force away from some object or condition • Avoidance Goal <ul style="list-style-type: none"> • A negative goal from which behavior is directed away

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LO¹ Blogger's Motivation

Construct	Items
Blogging for self-expressing	I use my blog to free my mind when I am moody. I express myself by writing in my blog. My blog is the place where I express what I feel.
Blogging for life documenting	I use my blog as my diary to document my life. By writing text and posting video/audio files, I keep a record of my life.
Blogging for commenting	I'm willing to comment on what other bloggers say. I'd like to respond to other blogs that I read (no matter if I know of the blogger or not). I'd like to receive people's comments on what I post on my blog.
Blogging for forum participating	Blogging helps me to make more like-minded friends. In my blogroll I have friends with whom I can share things. By blogging I interact with a set of blogs that have contents similar to what I put in my blog.
Blogging for information seeking	Blogging helps me extract information behind events that interest me. Blogging helps me explore more information about products and/or services. To me it is convenient to search for information by blogging.

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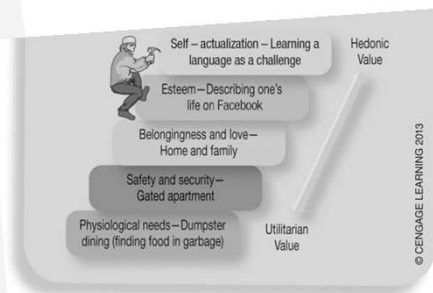
LO¹ The Dynamics of Motivation

- Needs are never fully satisfied
- New needs emerge as old needs are satisfied
- People who achieve their goals set new and higher goals for themselves

LO²

Classify basic consumer motivations.

LO² An Illustration of Consumer Motivations According to Maslow's Hierarchy



LO² Utilitarian and Hedonic Motivations Lead to Consumer Behaviors

EXHIBIT 5.2 Utilitarian and Hedonic Motivations Lead to Consumer Behaviors

Utilitarian Motivations Lead to	Hedonic Motivations Lead to
Joining LinkedIn to network professionally	Joining Facebook to have fun spreading "news"
Buying a tank of gas for the car	Driving the car fast on a curvy road even when not rushed
Choosing to shop with retailers that are seen as useful and easy to use	Choosing to shop with retailers that are seen as fun and exciting
Using air freshener to cover up a strange smell in the apartment	Using air freshener because one really enjoys the smell
Going gift shopping out of a sense of obligation to give a gift	Giving a gift to enjoy the giving process and the joy the recipient experiences when opening the gift

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LO² Consumer Involvement

Represents the degree of personal relevance a consumer finds in pursuing value from a given consumption act.

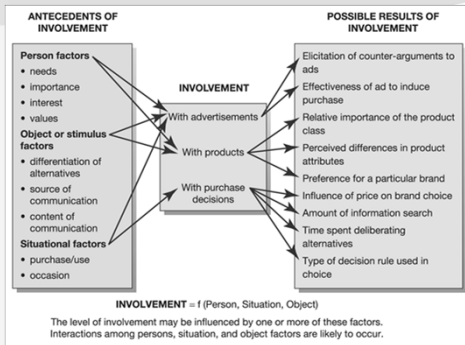
- Types:
- Product
 - Shopping
 - Situational
 - Enduring
 - Emotional

LO² Typical High and Low Product Involvement

High Product Involvement	Low Product Involvement
Dresses	Detergents
Televisions	Facial soap
Champagne	Toothpaste
Bras	Yogurt

LO²

Consumer involvement



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LO²

Involvement

Is this high involvement or irrational behavior?



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LO³

Describe consumer emotions and demonstrate how they help shape value.

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LO³

Emotions

- Psychobiological reactions to appraisals.
 - **Psychobiological** because they involve psychological processing and physical responses.
 - Create **visceral responses** – certain feeling states are tied to behavior in a very direct way.

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LO³

Cognitive Appraisal Theory

- Describes how specific types of thoughts can serve as a basis for specific emotions.
- Cognitive appraisals:
 - Anticipation
 - Agency
 - Equity
 - Outcomes

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LO³

Visceral Responses to Emotions by Consumers

Type of Appraisal / Situation	Emotion	Behavioral Reaction
Anticipation appraisal—Consumer waits while doctor examines X-rays	Worry	Grim face with turned-down eyebrows and cheeks. Hands likely near face. Consumer would rather avoid situation.
Outcome appraisal—Consumer wins a contest	Joy	Genuine smile including turned-up cheeks and eyebrows and open hands. The consumer approaches the situation.
Equity appraisal—Consumer sees one customer receive faster and better service than he or she receives	Anger	Turned-down cheeks and eyebrows with clenched fists and hunched back. The consumer seeks to approach an agent of the company.
Agency appraisal—Consumer sees a waiter sneeze near a food preparation area	Disgust	Pinched-in facial expression and turned head. The body naturally withdraws (avoids) the situation.
Outcome appraisal—Consumer shows up at an important party inappropriately dressed	Embarrassment	Face blushes (turns red and feels hot), head covers, and a strong desire to flee is experienced.

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LO³ Emotion Terminology

- **Mood** – a transient (temporary and changing) and general affective state.
 - **Mood-congruent judgments** – the value of a target is influenced in a consistent way by one's mood.
- **Affect** – represents the feelings a consumer has about a particular product or activity.

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LO³ Bad-Mood Consumers Seek Out Employees with Bad Moods



Dueling moods: What will happen here?

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LO⁴

Apply different approaches to measuring consumer emotions.

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LO⁴ Measuring Emotion

Autonomic measures

Self-report measures

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LO⁴ PANAS and PAD

PANAS

- positive-affect-negative-affect scale
- assesses a person's emotional state

PAD

- pleasure-arousal-dominance
- used to study retail atmospherics

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LO⁵

Understand how different consumers express emotions in different ways.

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LO⁵ Emotions

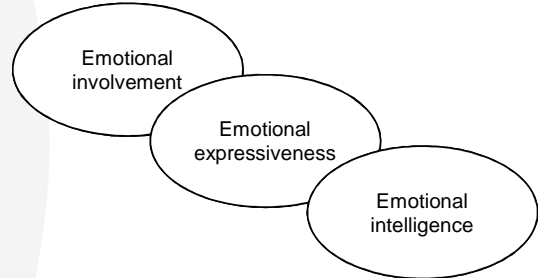
What is this consumer feeling?



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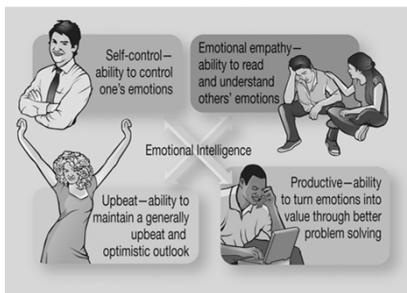
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LO⁵ Differences in Emotional Behavior



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LO⁵ Emotional Intelligence Consists of Multiple Elements



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LO⁶

Define and apply the concepts of schema-based affect and emotional contagion.

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LO⁶ Emotion and Cognitive Learning Interplay

Semantic writing

- Consumers link concepts for memory retrieval.
- The active process and storage of knowledge is influenced by emotions.
- When marketing presents a product that evokes emotions, consumer recall is likely to increase.

Mood-congruent recall

- Events are associated with moods.
- When a mood can be controlled by marketing, consumers evaluations of a product can be influenced.

Nostalgia

- Events in the past may be remembered more positively than they were in reality.
- Consumers can make purchases based on nostalgic feelings brought up about the past by the product.

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LO⁶ Schema-Based Affect

Emotions become stored as part of the meaning for a category.

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LO⁶

Examples of Schema-Based Affect

Schema	Affect	Typical Consumer Reaction
Disney	Joyfulness, fun	Consumers have increased brand equity and lower price sensitivity for Disney products.
Individual countries (United Kingdom, France, United States, Japan, Israel, China)	Consumers may have slightly different affect associated with each country	Consumers are less favorable toward products manufactured in countries for which that consumer's schema evokes negative affect.
Telemarketing	Aggravation	Consumers often hang up quickly as a built-in avoidance response.
Baby	Tenderness, warmth	Products associated with babies are viewed more favorably.
Sports star	Excitement	Consumers may generalize excitement to products and services endorsed by the star.
Stereotypes	Each stereotype evokes slightly different affect	The affect associated with the stereotype can cause consumers to be more or less willing to approach and may alter information processing.

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LO⁶

Aesthetic Labor

To generate a specific emotional reaction from consumers, employees carefully manage their personal appearance.

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LO⁶

Self-Conscious Emotions

Specific emotions that result from some evaluation or reflection of one's own behavior, including pride, shame, guilt, and embarrassment.

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LO⁶

Emotional Contagion

- **Emotional contagion** – represents the extent to which an emotional display by one person influences the emotional state of a bystander.
- **Emotional labor** – workers have to overtly manage their own emotional displays as part of the requirements of the job.
- **Product contamination** – refers to the diminished positive feelings someone has about a product because another consumer has handled the product.

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