

## **Module - 6**

# **CONSUMER BEHAVIOR**

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## **MODULE 6: PSYCHOLOGICAL INFLUENCES ON CONSUMER DECISION MAKING**

### **MODULE 6: PSYCHOLOGICAL INFLUENCES ON CONSUMER DECISION MAKING (19 hours)**

- 6.1 Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement**
- 6.2 Consumer Learning**
- 6.3 Personality, Self-concept and Self-image**
- 6.4 Consumer Perception, Risk and Imagery**
- 6.5 Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change**
- 6.6 Consumer Communication**

### **Introduction:**

While making decisions related to purchase activity, consumers vary amongst each other. They also differ within themselves across buying situations. This is because the dynamics that operate while consumer decision making are significantly different. The consumer decision making process is impacted by (i) individual determinants that are specific to an individual and his self; these primarily take the form of psychological influences; and, (ii) group influences that are general across a class(es) of customers and take the form of sociological influences. This module deals with the psychological influences on consumer decision making. Such psychological influences include the forces that impact consumer decision making; these are (i) Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement; (ii) Consumer Learning; (iii) Personality, Self-concept and Self-image; (iv) Consumer Perception, Risk and Imagery; (v) Consumer Attitude; and (vi) Consumer Communication.

## **MODULE 6.1:**

### **CONSUMERS NEEDS & MOTIVATION, EMOTIONS AND MOOD, CONSUMER INVOLVEMENT (5hours)**

#### **MODULE 6.1: CONSUMERS NEEDS & MOTIVATION, EMOTIONS AND MOOD, CONSUMER INVOLVEMENT (5hours)**

**6.1.1 Definition and Meaning of Consumer Needs and Motivation**

**6.1. 2 Nature and Diversity of Consumer Needs, Goals and Motivation**

**6.1.3 Motivational Theories and their Implication for Marketers**

**6.1.4 Motivational Research and its Applicability: Implications for  
Marketers**

**6.1.5 Definition and Meaning of Consumer Emotions and Moods**

**6.1.6 Emotions and Moods and Implications for Marketers**

**6.1.7 Meaning, Nature and Types of Consumer Involvement**

**6.1.8 Mechanism underlying the Consumer Involvement Process**

**6.1.9 Consumer Behavior Models based on Involvement**

**6.1.10 Consumer Involvement and Implications for Marketers**

## **LESSON – 13**

### **CONSUMER NEEDS AND MOTIVATION I**

#### **Instructional Objectives:**

After completion of this lesson, the student shall know about:

#### **6.1.1 Definition and Meaning of Consumer Needs and Motivation**

#### **6.1. 2 Nature and Diversity of Consumer Needs, Goals and Motivation**

#### **6.1.1 DEFINITION AND MEANING OF CONSUMER NEEDS AND MOTIVATION:**

At the heart of marketing, lies what is referred to as a consumer need. Consumer needs are the quintessence of the marketing concept. Psychologists and consumer researchers agree that human beings have the same needs; however, these needs gets translated differently into different wants, resulting in varied motives. With consumers being different and unique to each other, it is important that the marketers understand the various needs, and provide relevant product and service offerings that blend with the consumer(s) segment(s) and their wants. An understanding of human needs and motives would also help marketers understand and to predict consumption behavior.

The two terms “need” and “want” often used interchangeably hold two different meanings. A need is a state of felt deprivation while a want is a desire for a specific satisfier.

**Example:** A person is hungry.

Need: Hunger

Want: The person may desire Chapaati Sabji or a Dosa or a Sandwich. The various options are the wants.

A want may further get translated into a brand too, eg., the person desires a Dosa but from Sagar Ratna Restaurant or a Udupi.

While needs lie at the core of marketing, marketers can never create needs. Needs pre-exist a marketer. They are already known and experienced by consumers. At times, however consumers fail to identify needs as the needs lie at the sub conscious level and remain unfelt. In such cases, a marketer can just help a consumer identify such needs.

**Example:** People have always sweated, perspired and smelt of body odour. People did not become conscious of the social embarrassment till companies introduced deo sprays and sticks, eg. Rexona, Ponds etc, and began to play advertisements that depicted social appeals like embarrassment amongst friends and relatives at parties and social gatherings.

Also most of the times, human needs are dormant and lie at a latent state. They get aroused suddenly by (i) stimuli internal to the individual and his physiology; Example: a person feels hungry and moves towards a restaurant to buy some food (ii) stimuli in the external environment; Example: a person smells the aroma of freshly baked cakes and enters the bakery to buy some cakes. The marketer could also formulate strategies that help trigger such needs. Example: A banner or a hoarding informing people of a food festival at attractive prices can trigger off a desire amongst people to try out newer dishes and cuisine, Or the display of a newly launched car, can encourage customer trail and subsequent purchase.

As consumers begin to identify and feel that a need exists, there occurs an inner urge or a drive towards taking an action so as fulfill the need. This inner urge and the impelling action to put in efforts to attain a goal and fulfill the need and thereby attempt at satisfaction is referred to as motivation. The term “motivation” has been derived from the Latin word “movere” which means “to move”. In terms of consumer behavior, when a consumer realizes that there exists a state of felt deficiency (need), it gets translated into a variety of options (wants) from which a consumer may chose. The need/want lead to a

state of tension in the mind of the consumer and an urge/drive to act (buy/consume), so as to fulfill the need or want. This manifests itself into a goal, which is actually the behavior (act to purchase or consume), which puts an end to the urge to act. The entire action may ultimately lead to feelings of satisfaction, neutrality or dissatisfaction. Thus, the study of consumption behavior begins with when an individual recognizes a need and begins to take action to satisfy it. What he desires is an ultimate goal i.e. satisfaction of a need/want.

Consumer motivation is the urge or drive to satisfy needs through product purchase and its consumption. “The needs, wants, drives, and desires of an individual that lead him or her toward the purchase of products or ideas. The motivations may be physiologically, psychologically, or environmentally driven.” (Source: American Marketing Association).

The entire need → want → goal → action → satisfaction chain comprises the cognition, affect and behavior components within an individual; however, the process gets started with cognition, and therefore marketers need to inform and educate the consumers about their product/service offerings and the marketing mix.

### 6.1.2 NATURE AND DIVERSITY OF CONSUMER NEEDS, GOALS AND MOTIVATION:

**6.1.2.1 Needs** are primarily of two types, viz., physiological needs and psychological needs. People possess and experience a variety of such needs simultaneously.

**a) Physiological needs:** As the name suggests, these needs arise out of our physiology and are also called as primary or biological or biogenic needs; eg. Need for food, water, sleep, air, shelter etc. We are born with such needs and these are innate in nature. In order to survive, these needs must be fulfilled. As human beings are all similar, thus, we are also similar in so far as these needs are concerned.

**b) Psychological needs:** These needs arise out of our sociology and psychology and as such they are also called secondary or psychogenic needs; eg. Need for affiliation, power, recognition, esteem and status, etc. During the period of socialization, we acquire such needs; and human beings differ amongst each other in so far as these needs are concerned.

**6.1.2.2 Goals:** The goal is manifested after the need and want are identified. In fact our actions to purchase/ consume are all goal directed. A goal is the ideal state that a person desires as he thinks that it would help him satisfy a need. A product/service offering and the value proposition is a means to provide such benefits that the consumer utilizes to achieve his goals.

Goals are of two types, generic goals and product-specific goals.

**a) Generic goals:** Generic goals can be defined as the general category of goals that consumers see as a means to satisfy their needs and wants. For example, a consumer may want to buy a cell phone.

b) Product-specific goals: These are specifically branded products or services that the consumers select to fulfill the generic goal. For example, the consumer would want to buy a Nokia or a Samsung.

### **The nature of goals can be explained as follows:**

**a) Multiplicity and Selection of Goals:** A need/want may be fulfilled through attainment of various goals. For example, thirst may be quenched with water, a fruit juice, a cola; and even within fruit juice, the choice could vary amongst many like orange juice, lime juice, or mixed fruit juice.

A consumer is thus exposed to a multiplicity of goals that could all be equally appropriate and attractive. However, the awareness about such multiple goals would vary from person to person based on learning and experience. Even the selection of a goal out of the many would vary across people as it would depend on factors like his purchasing power, personal preferences and choices, experience of self as well as social influences, lifestyle and values, and socio-cultural norms and practices.

**b) Conflicting needs and goals:** A consumer may often find himself amidst conflicting needs and goals at the same time or at various times, and this leads to what is referred to as an intra individual conflict, something that the person feels within himself. Conflicting goals could lead to three types of intra individual conflict:

**i) Approach-approach conflict:** In the approach-approach conflict, the consumer finds himself in a situation where he has to make a choice between two desirable alternatives each of which are equally attractive. However, due to constraints, he cannot choose both the options. Example: A person wants to buy fulfill his esteem need. He can either buy a Merc or a BMW, but cannot buy both because of his limited resources. Another example could be that a person is hungry and is tempted to have both a pizza and a burger.

**ii) Approach-avoidance conflict:** Here the consumer is faced with an option that has both a positive and a negative to it, i.e., the goal presents something attractive, yet something unattractive to it. Thus the person is both attracted towards a goal as well as repelled by it. For example, a person wants to buy a new television set with the best of features and quality sound. He is presented with various alternative brands. He is tempted to buy a Sony Bravia but he also knows that it would cost a premium and would be more expensive than other brands. While Sony as a brand depicts high quality, it also costs more. The situation would further get complicated if the dealer informs him of a scheme that if he leaves Sony and buys a Samsung TV, he gets a free DVD player. This is called a double approach-avoidance conflict. Another example is that a lady wants to have an ice-cream but is also concerned about the fact that it would mean adding to calories and weight.

**iii) Avoidance-avoidance conflict:** The avoidance-avoidance conflict involves choosing between two equally unattractive and undesirable alternatives; it is a situation where you choose between the devil and the deep sea. The consumer is faced with two options, each of which he wants to discard. For example, the doctor prescribes to a patient of a long drawn treatment based on medicines with lower rate of success as against another option of a surgical procedure with high risk of post operative complications.



### 6.1.2.3 Motives and Motivation:

Motives can be rational as well as emotional.

**a) Rational:** When consumer motives are objective, and when selection of goals is made on the basis of objective criteria, they are referred to as rational motives. These criteria could be price, size, weight etc.

**b) Emotional:** When consumer motives are subjective, and when selection of goals is made on the basis of personal and subjective criteria, like appearance and looks, colour, aesthetics etc., they are referred to as emotional motives

Motivation can take a positive as well as a negative form and correspondingly a positive and negative direction respectively.

**a) Positive motivation:** The person is driven towards an object/condition/situation. Example: A person goes to the gym three times a week to build up his body and muscles so that he can look good. The object in question (gym, work out, good body) is referred to as an approach object. His behavior is directed towards achievement of a positive goal, which is fitness, body building and great looks.

**b) Negative motivation:** Here, the person is driven away from an object/condition/situation, and the corresponding effects of non usage. For example, a person decides to buy Pepsodent toothpaste for his child as it helps fight germs and tooth decay whole day long. His behavior is directed towards the object (Pepsodent) to avoid a negative goal, which is tooth decay.

**Note:**

- Needs and wants exhibit multiplicity. Various kinds of physiological and psychological needs have been proposed and listed; while physiological needs are few and universal, psychological needs are many and varied.
- A person may experience many needs and wants simultaneously and one may be sacrificed at the cost of the other.
- Needs/wants/goals/motives vary from person to person. They also vary within a person across situation to situation.
- Needs/wants are never fully satisfied. Wants are satisfied temporarily but needs are never satisfied. They keep on emerging. As one need is satisfied, another emerges and so forth, and as they emerge, they trigger off desire and motives.
- Needs/wants/goals/motives grow, develop and change in response to an individual and his environment.
- Needs and wants may also lie dormant. They may suddenly trigger owing to physiological factors, social factors, and/or external environmental factors.
- Success and failure to fulfill needs and wants also affect the future choice of goals.

## REFERENCES FOR FURTHER READING:

1. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
2. Lindquist, J.D. and Sirgy, J.M., Shopper, Buyer and Consumer Behavior, Theory and Marketing Applications, Second Edition, 2003, Biztantra.
3. Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
4. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
5. Wells W.D. and Prensky, D., Consumer Behavior, 1996, John Wiley & sons, Inc.

## FAQS (FREQUENTLY ASKED QUESTIONS):

### **Ques 1 Distinguish between a Need and a Want.**

**Ans 1** The two terms “need” and “want” often used interchangeably hold two different meanings. A need is a state of felt deprivation while a want is a desire for a specific satisfier.

**Example:** A person is hungry.

**Need:** Hunger

**Want:** The person may desire Chapaati Sabji or a Dosa or a Sandwich. The various options are the wants.

A want may further get translated into a brand too, eg., the person desires a Dosa but from Sagar Ratna Restaurant or a Udupi.

**Ques 2 Explain the Need-Want-Goal-Satisfaction Process in the context of Consumer Behavior.**

**Ans 2** As consumers begin to identify and feel that a need exists, there occurs an inner urge or a drive towards taking an action so as to fulfil the need. This inner urge and the impelling action to put in efforts to fulfill the need and attempt at satisfaction is referred to as motivation. In terms of consumer behavior, when a consumer realizes that there exists a state of felt deficiency (need), it gets translated into a variety of options (wants) from which a consumer may choose. The need/want leads to a state of tension in the mind of the consumer and an urge to act (buy/consume), so as to fulfill the need or want. This manifests itself into a goal, which is actually the behavior (act to purchase or consume), which puts an end to the urge to act. The entire action may ultimately lead to feelings of satisfaction, neutrality or dissatisfaction. Thus, the study of consumption behavior begins with when an individual recognizes a need and begins to take action to satisfy it. What he desires is an ultimate goal i.e. satisfaction of a need/want.

**Ques 3 Discuss the nature of forces that operate in Motivation.**

**Ans 3** Needs are primarily of two types, viz., physiological needs and psychological needs. People possess and experience a variety of such needs simultaneously.

-Needs and wants exhibit multiplicity. Various kinds of physiological and psychological needs have been proposed and listed; while physiological needs are few and universal, psychological needs are many and varied.

-A person may experience many needs and wants simultaneously and one may be sacrificed at the cost of the other.

-Needs/wants/goals/motives vary from person to person. They also vary within a person across situation to situation.

-Needs/wants are never fully satisfied. Wants are satisfied temporarily but needs are never satisfied. They keep on emerging. As one need is satisfied, another emerges and so forth, and as they emerge, they trigger off desire and motives.

-Needs/wants/goals/motives grow, develop and change in response to an individual and his environment.

-Needs and wants may also lie dormant. They may suddenly trigger owing to physiological factors, social factors, and/or external environmental factors.

-Success and failure to fulfill needs and wants also affect the future choice of goals.

## SELF EVALUATION TESTS/QUIZZES:

### Section A True/false:

1. The two terms “need” and “want” are synonymous.
2. Marketers can create needs.
3. Psychologists and consumer researchers agree that human beings have the same needs; however, these needs get translated differently into different wants, resulting in varied motives.

### Section B Fill up the blanks:

1. A \_\_\_\_\_ is a state of felt deprivation.
2. This inner urge and the impelling action to put in efforts to fulfill a need by purchase and consumption of a product/service offering is called \_\_\_\_\_.
3. The \_\_\_\_\_ conflict is a situation where you choose between the devil and the deep sea.

### Section C Multiple choice questions:

1. The entire need → want → goal → action → satisfaction chain comprises which of the following components:
  - a) cognition
  - b) affect
  - c) behavior
  - d) all of the above.

**2. Which of the following is a correct statement?**

- a) Motivation can take a positive as well as a negative form
- b) Psychological needs are few and universal
- c) Needs and wants never lie dormant.
- d) All of the above

**Section D Short answers:**

- 1. Mention the two types of needs.
- 2. Conflicting goals could lead to three types of intra individual conflict. Name them.

**KEY**

**Section A True/false:**

- 1. False
- 2. False
- 3. True

**Section B Fill up the blanks:**

- 1. Need
- 2. Consumer Motivation
- 3. Avoidance-avoidance

**Section C Multiple choice questions:**

- 1. d
- 2. a

**Section D Short Answers:**

- 1. Primary/physiological/biogenic and secondary/psychological/psychogenic needs
  - 2. Approach-approach, approach avoidance, avoidance-avoidance conflict
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