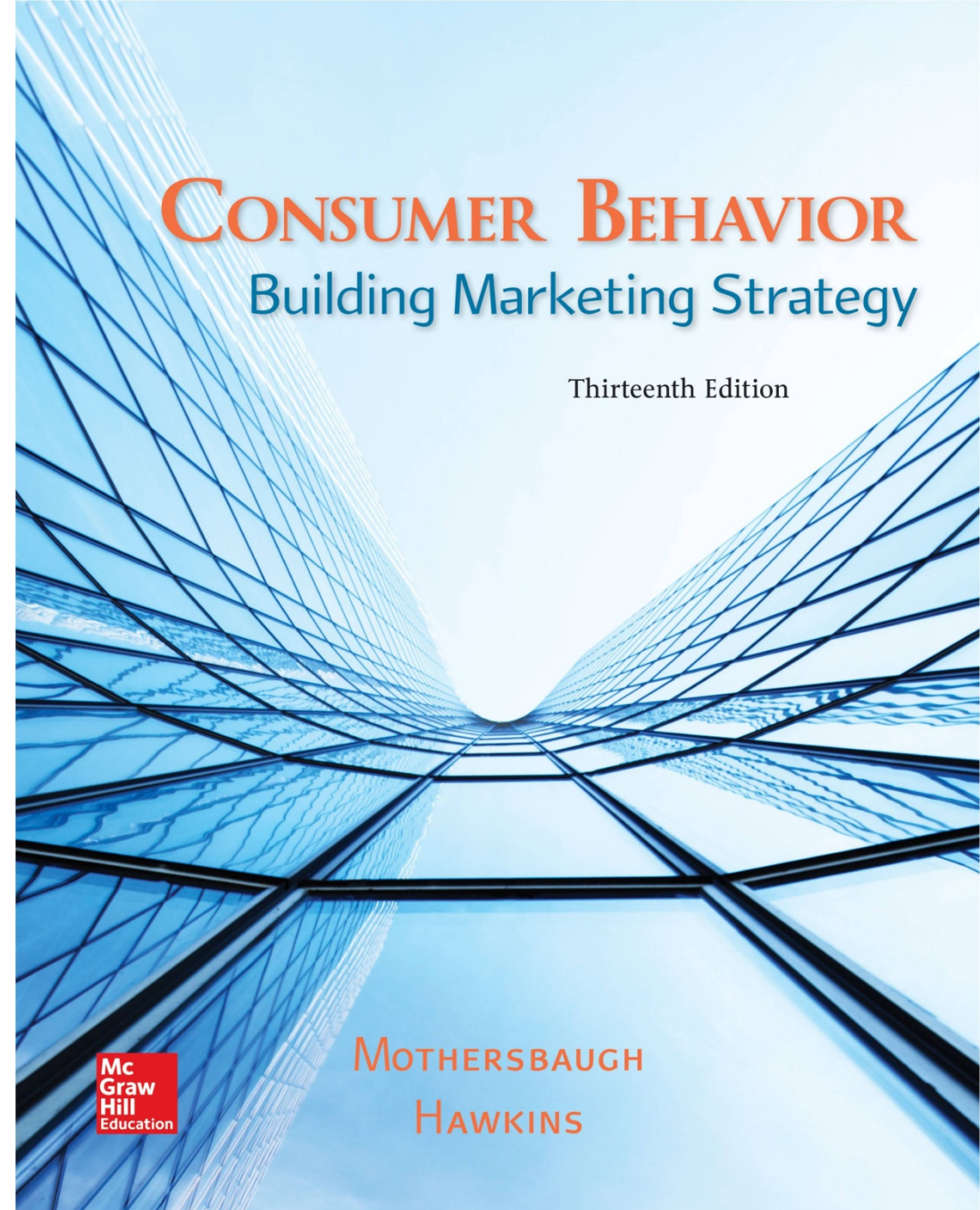


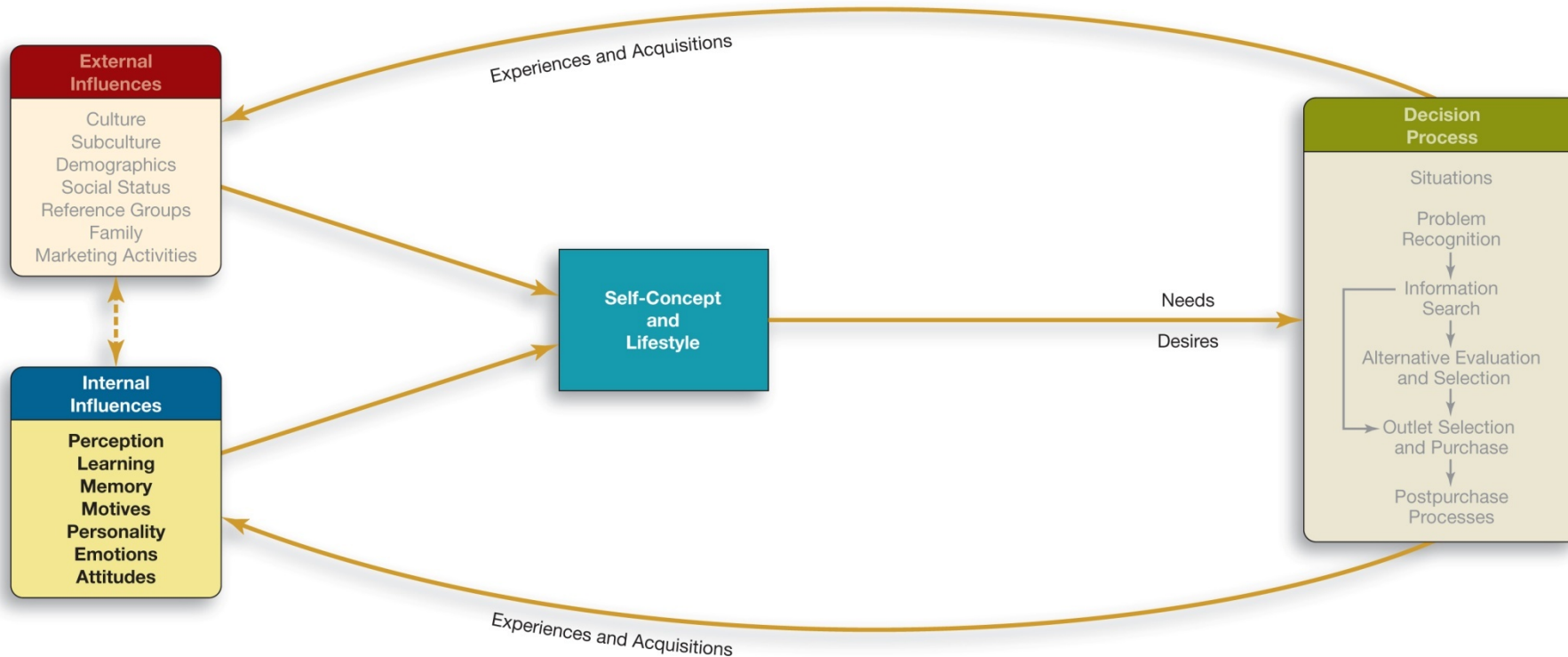
CHAPTER 10

Motivation, Personality, and Emotion



PART III: INTERNAL INFLUENCES

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The Nature of Motivation

Motivation is the reason for behavior.

A motive is a construct representing an unobservable inner force that stimulates and compels a behavioral response and provides specific direction to that response.

The Nature of Motivation

Two useful motivation theories:

1. Maslow's Hierarchy of Needs
 - A macro theory designed to account for most human behavior in general terms.
2. McGuire's Psychological Motives
 - A fairly detailed set of motives used to account for specific aspects of consumer behavior.

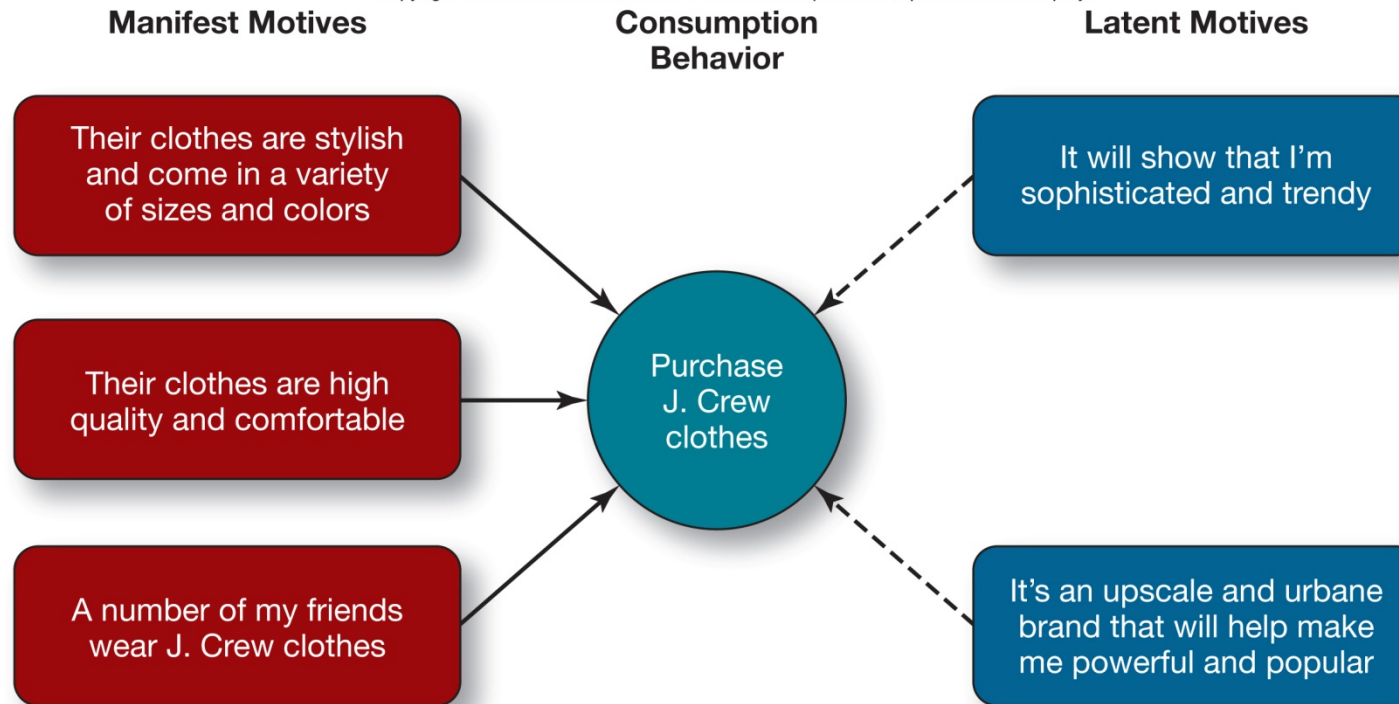
Recall your last purchase over \$100.

Write 5 reasons or motivations for why you bought the item.

Motivation Theory and Marketing Strategy

Latent and Manifest Motives in a Purchase Situation

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← The linkage between behavior and motives that are known and freely admitted

← The linkage between behavior and motives that either are unknown or are such that the consumer is reluctant to admit or reveal them

Add 1 or 2 more motivations now that you know a little more about the subject.
Write "M" for Manifest or "L" for Latent beside each.

Motivation Theory and Marketing Strategy

Marketing Strategies Based on Motivation Conflict

Three types of motivational conflict:

1. Approach-Approach Motivational Conflict
 - A choice between two attractive alternatives
2. Approach-Avoidance Motivational Conflict
 - A choice with both positive and negative consequences
3. Avoidance-Avoidance Motivational Conflict
 - A choice involving only undesirable outcomes

Motivation Theory and Marketing Strategy

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Differences in Regulatory Focus

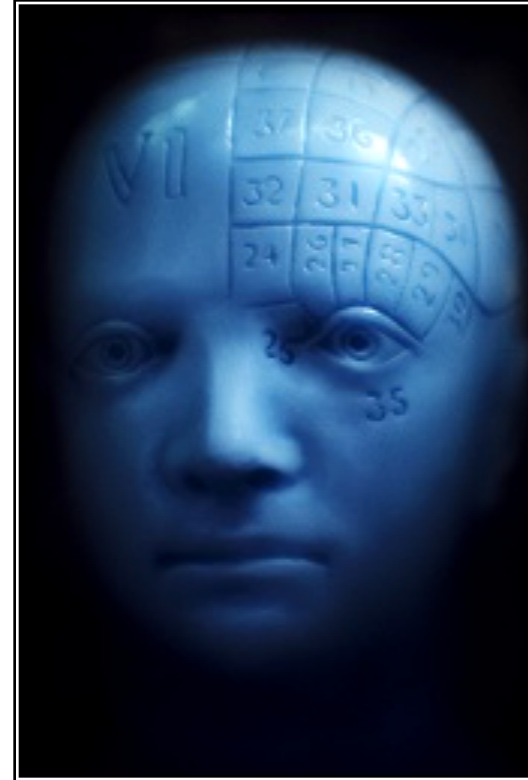
TABLE 10-2

Dimension	Promotion-Focused	Prevention-Focused
<i>Motives</i>	Hopes, wishes, aspirations Regulate nurturance needs Growth and development	Obligations, responsibilities Regulate security needs Status quo
<i>Characteristics</i>		
• Time	Long-term focus	Short-term focus
• Mental imagery	Abstract	Concrete
• Desired steady state	Change	Stability
• Desired feelings	Fun and enjoyment	Safety and security
• Failure emotions	Dejection	Agitation
• Desired self-trait	Creativity	Self-control
• Self-concept	Independent	Interdependent
<i>Decision Making</i>		
• Style	Eager style to maximize gains	Vigilant style to minimize losses
• Meta-goals	Speed over accuracy	Accuracy over speed
• Ad cue effects	Affect and emotion	Product facts
• Choice of compromise brand	Lower probability	Higher as compromise brand is less extreme and thus less risky
• Importance of “fit” in brand extensions	Less important	More important as fit reduces risk

Personality

Personality is an individual's characteristic response tendencies across similar situations.

While motivations are the energizing and directing force that makes consumer behavior purposeful and goal directed, the personality of the consumer guides and directs the behavior chosen to accomplish goals in different situations.



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Personality

1. Multitrait Approach

- The Five-Factor Model is the most commonly used by marketers and identifies five basic traits that are formed by genetics and early learning.

2. Single Trait Approach

- Consumer Ethnocentrism
- Need for Cognition
- Consumers' Need for Uniqueness

Personality

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The Five-Factor Model of Personality

TABLE 10-3

Core Trait	Manifestation
Extroversion	Prefer to be in a large group rather than alone Talkative when with others Bold
Instability	Moody Temperamental Touchy
Agreeableness	Sympathetic Kind to others Polite with others
Openness to experience	Imaginative Appreciative of art Find novel solutions
Conscientiousness	Careful Precise Efficient

Personality

Single-Trait Approach:

1. Consumer Ethnocentrism
 - Reflects an individual difference in consumers' propensity to be biased against the purchase of foreign products.
2. Need for Cognition (NFC)
 - Reflects an individual difference in consumers' propensity to engage in and enjoy thinking.
3. Consumers' Need for Uniqueness
 - Reflects an individual difference in consumers' propensity to pursue differentness relative to others through the acquisition, utilization, and disposition of consumer goods.

Use of Personality in Marketing Practice

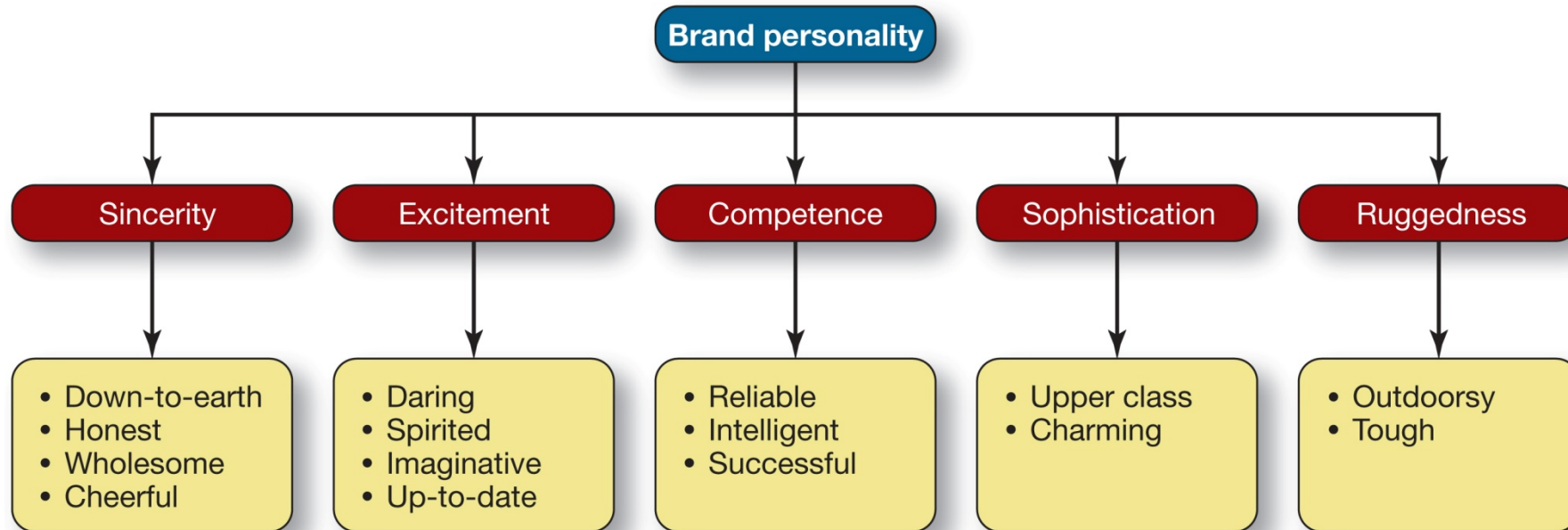
Brand image is what people think of and feel when they hear or see a brand name.

Brand personality is a set of human characteristics that become associated with a brand and are a particular type of image that some brands acquire.

Use of Personality in Marketing Practice

Dimensions of Brand Personality

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Use of Personality in Marketing Practice

Communicating Brand Personality

Three important advertising tactics:

1. Celebrity Endorsers
2. User Imagery
3. Executional Factors

Emotion

Emotion is the identifiable specific feeling, and affect to refer to the liking/disliking aspect of the specific feeling.

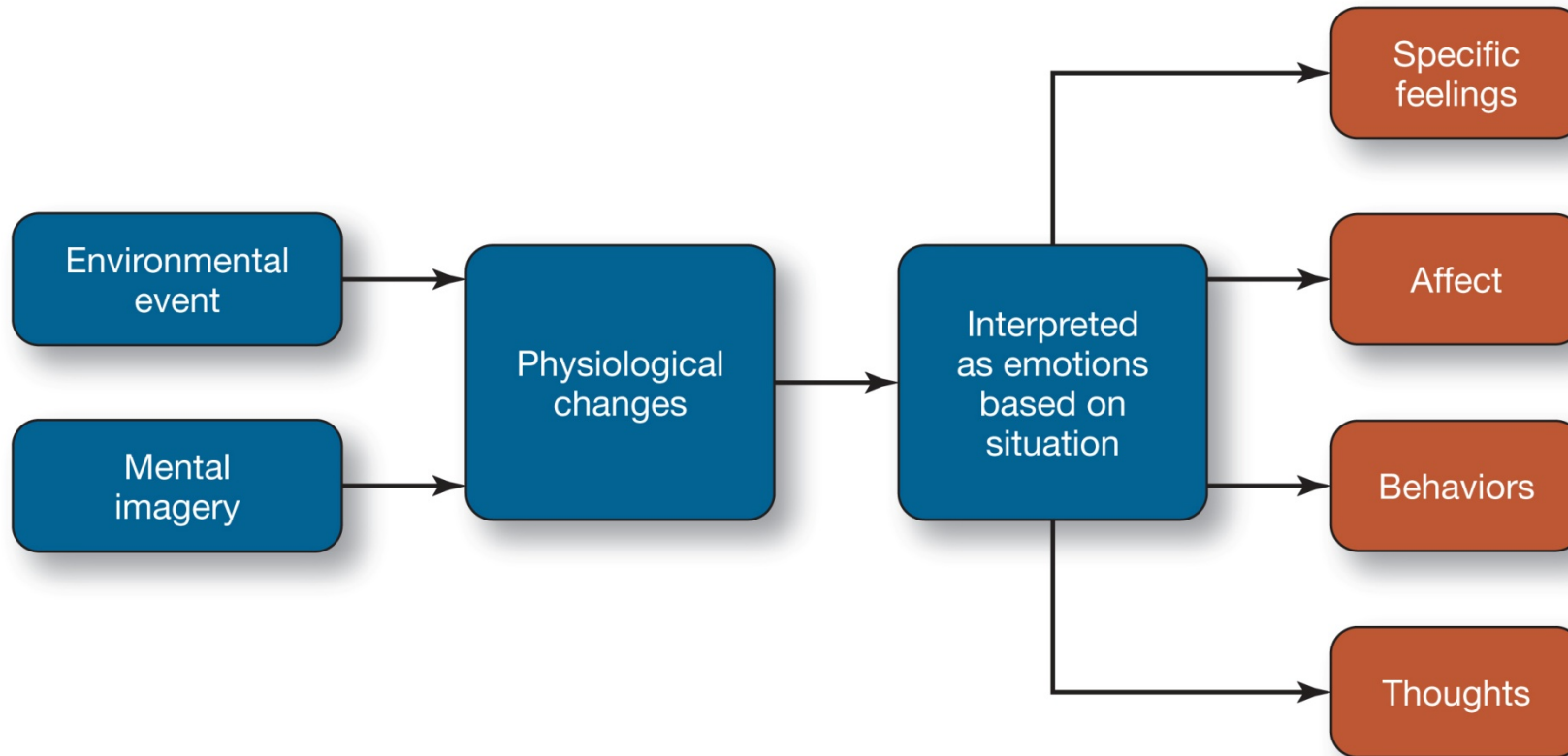
Emotions are strong, relatively uncontrolled feelings that affect behavior.

- They are strongly linked to needs, motivation, and personality.
- Unmet needs create motivation which is related to the arousal component of emotion.
- Personality also plays a role, e.g., some people are more emotional than others, a consumer trait referred to as affect intensity.

Emotion

Nature of Emotions

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Emotion

Dimensions of Emotion

- Pleasure
- Arousal
- Dominance

Emotions and Marketing Strategy

- Emotion Arousal as a Product Benefit
 - Consumers actively seek products whose primary or secondary benefit is emotion arousal.
 - Gratitude or the emotional appreciation for benefits received is a desirable consumer outcome that can lead to increased consumer trust and purchases.
- Emotion Reduction as a Product Benefit
 - Marketers design or position many products to prevent or reduce the arousal of unpleasant emotions.

Emotions and Marketing Strategy

- Consumer Coping in Product and Service Encounters
 - Active coping
 - Expressive support seeking
 - Avoidance
- Consumer Emotional Intelligence is an important determinant of effective consumer coping

Emotions and Marketing Strategy

- Emotion in Advertising
 - Emotional content in ads can enhance attention, attraction, and maintenance capabilities.
 - Emotional messages may be processed more thoroughly due to their enhanced level of arousal.
 - Emotional ads may enhance liking of the ad itself.
 - Repeated exposure to positive-emotion-eliciting ads may increase brand preference through classical conditioning.
 - Emotion may operate via high-involvement processes especially if emotion is decision relevant.