

# CONSUMER BEHAVIOR

How Humans Think, Feel, and Act in the Marketplace

www.mycbbook.com

Experience  
Consume  
Interact

Virtual Fashion Show

Digital Oasis

I feel

I feel

I Act  
I Act  
I Act

Yesterday, I sinned again at the Krispy Kreme. I am the hedonist, the slacker, the achiever, the bohemian, the fashionista, and, yes, the libersexual too, sometimes all at once. Once a week I raid the supermarket, satisfying my foodie instincts. But my pure pleasure is my weekly pilgrimage to the mall. 24/7 I sing, I saunter, I mix, I master, all thanks to my sleek MP3 player. I am ready for the virtual consumption world—e-shopping, e-community, e-fashion show, e-everything. My heart throbs for my Pumas, my Mini, and my Seven7. I know what happens here doesn't really stay here, but I love to pretend it does. I am the consummate consumer and this book is my biography. Welcome to my life, my world. My CB Book

Welcome to Consumption World  
Inside the Mind of the Consumer  
The Consumer's Environment  
Consumer as a Chooser and Shopper  
Consumer Diversity  
Consumer Behavior in the New Age

Banwari Mittal

Morris

Sharon  
Beatty

Priya  
Raghubir

Arch  
Woodside

## Chapter 2

### Consumer Motivation, Emotion, and Involvement

A Sample of 11 slides only

MyCBBook

PART



# M.O.T.I.V.A.T.I.O.N.

**MOTIVATION** Human Drive  
to Attain a Goal Object.

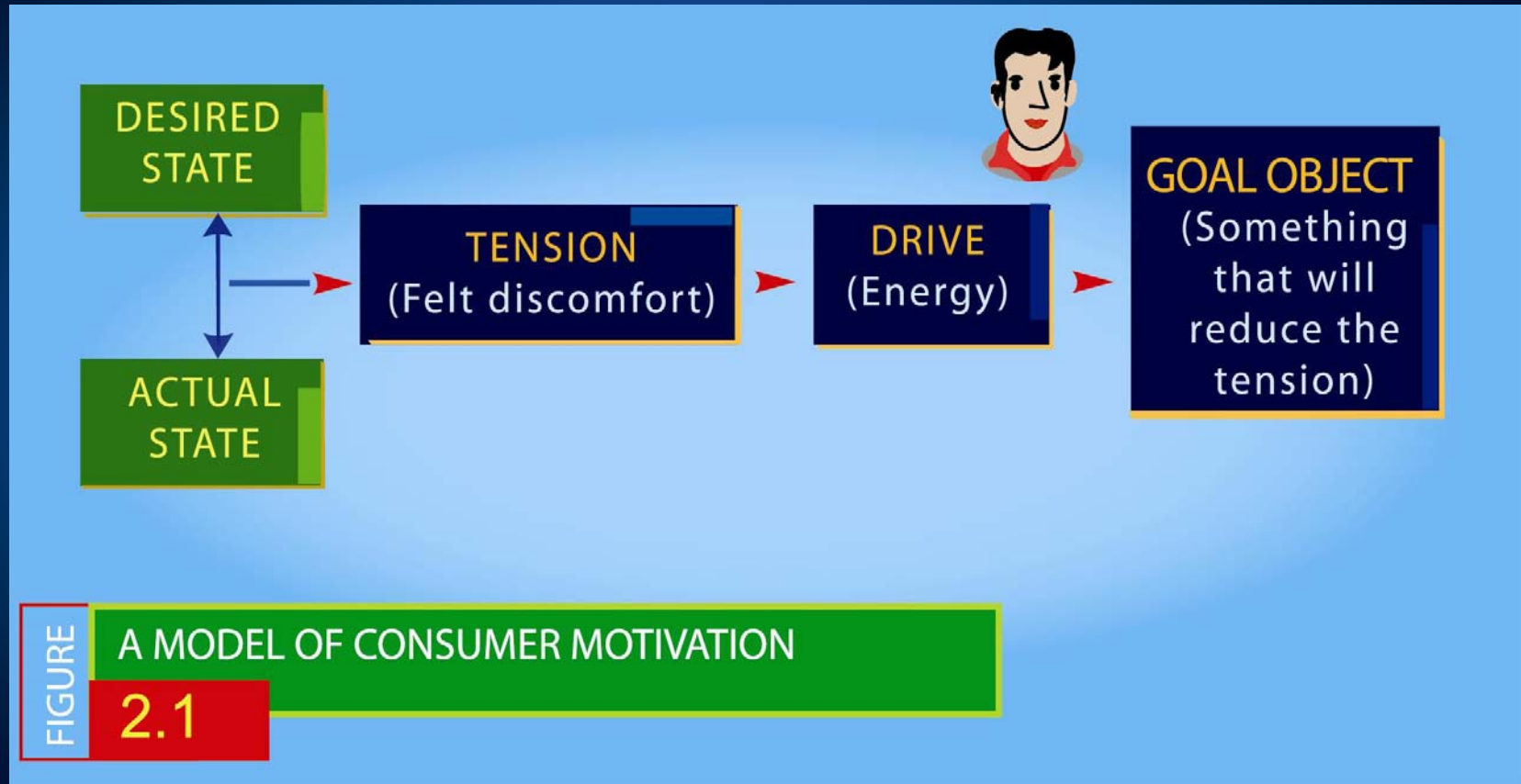
**DRIVE** Energy That Impels  
Us to Act.

**Goal Object** Something We Seek, That  
Which We Judge Will Bring Us  
Comfort/Value

**Purposive Behavior:** Expenditure of  
Energy toward a Goal Object.



# M.O.T.I.V.A.T.I.O.N.



FIGURE

A MODEL OF CONSUMER MOTIVATION

2.1

# M.O.T.I.V.A.T.I.O.N.

## Motives and Needs – How Are They Related?

**Need (= Felt Deprivation) +**

**Drive to Achieve Desired State = Motivation**

### ORIGINS of Needs

- ✓ Innate
- ✓ Learned

---

- ✓ Biogenic
- ✓ Psychogenic

---




**DISCUSS : Where Do Learned Needs Come From?  
And Psychogenic Needs?**

# M.O.T.I.V.A.T.I.O.N.

- ✓ Approach Motivation
  - ✓ Avoid Motivation
- 
- ✓ Approach-Avoid Conflict
  - ✓ Approach-Approach Conflict
  - ✓ Avoid-Avoid Conflict

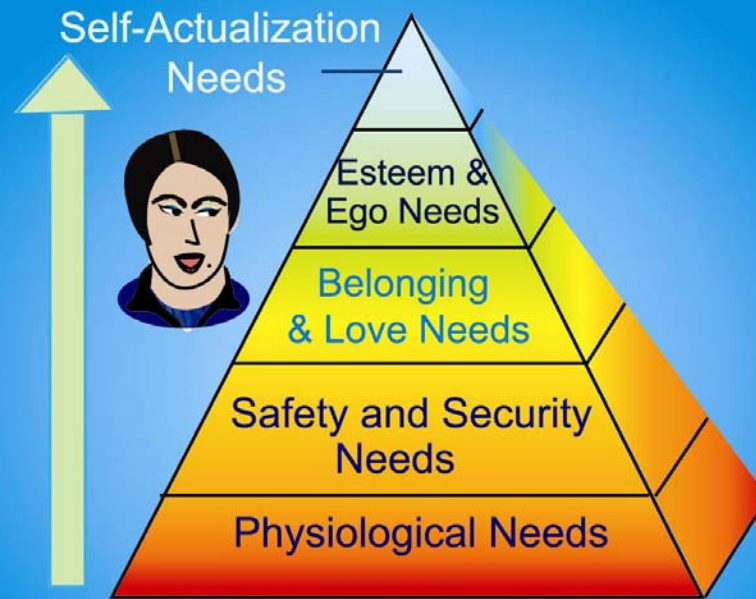


Doesn't Every Product Present an Approach-Avoid Conflict?

A Compromise?

For Marketers: A Product Improvement Opportunity

# M.O.T.I.V.A.T.I.O.N.



FIGURE

MASLOW'S HIERARCHY OF NEEDS

2.2



# RESEARCHING CONSUMER MOTIVES

	Conscious	Unconscious
<b>Public</b>	<b>1</b>	<b>X</b>
<b>Private</b>	<b>2</b>	<b>3</b>

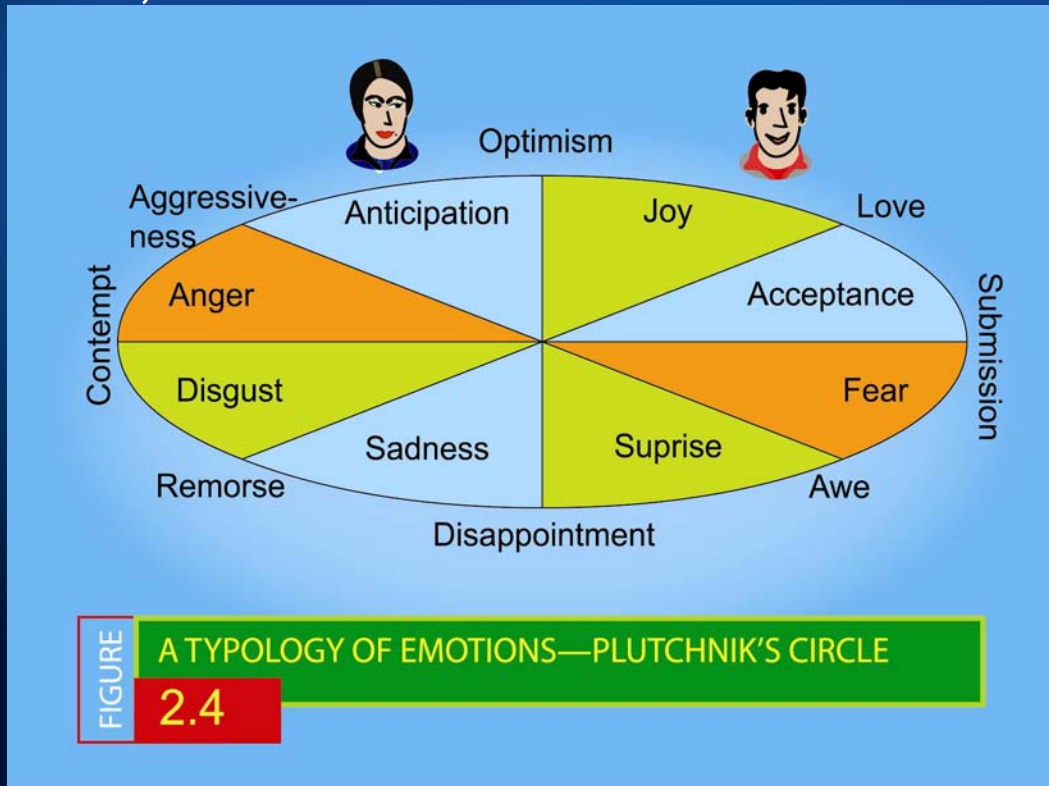
<b>1. Undisguised Questioning</b>	<b>3. Disguised, Unguarded (Natural) response (Unconscious Projection)</b>
<b>2. Disguised Questioning (Conscious Projection)</b>	
✓ <b>Third Person</b>	✓ <b>Word Association</b>
✓ <b>Mason Haire Technique</b>	✓ <b>Sentence Completion</b>
	✓ <b>Story Completion</b>
	✓ <b>Mason Haire Technique</b>

# CONSUMER EMOTIONS

EMOTIONS Sudden Surge of Feelings

This Sudden Surge produces Strong Drive to Approach the Source of that Feeling

Thus, Emotions serve as Motivation



FIGURE

A TYPOLOGY OF EMOTIONS—PLUTCHNIK'S CIRCLE

2.4



# CONSUMER INVOLVEMENT

The Degree of Interest a Consumer Finds in a Product or object

## Types of Involvement

- ✓ Enduring Involvement
- ✓ Situational Involvement
- ✓ Purchase Decision Involvement

## Deep Involvement

- ✓ See Mini Ad

Who Will This Ad Appeal to?





# CONSUMER INVOLVEMENT

## Types of Involvement

- ✓ Enduring Involvement
- ✓ Situational Involvement
- ✓ Purchase Decision Involvement

## Enduring Involvement in MYCBBOOK

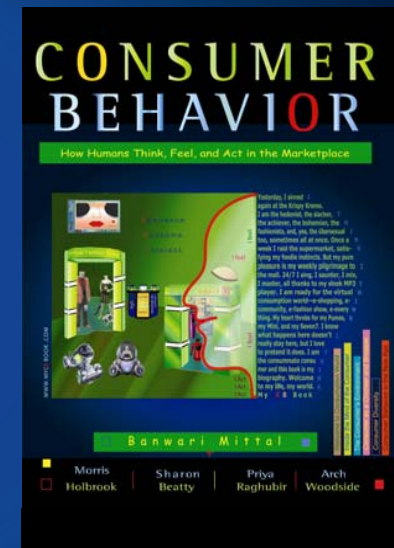
Yes \_\_\_

No \_\_\_

## Deep Involvement

- ✓ Could anyone have a deep involvement in MYCBBOOK?

Who? Why or Why Not?





# CONSUMER INVOLVEMENT

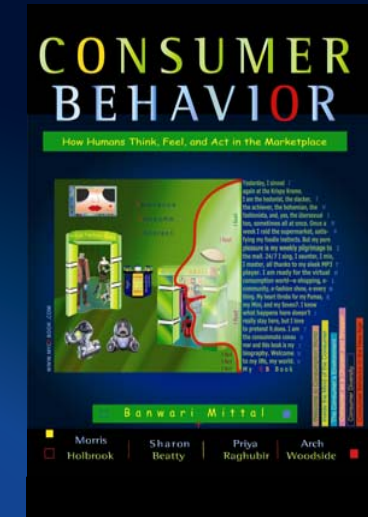
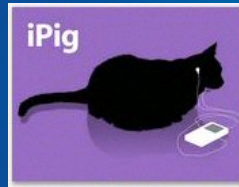


Deep

Enduring

Situational

None



# CONSUMER INVOLVEMENT

*The Most Important Concept in Consumer Behavior*



**Remember, this was only a  
sample of 11 slides.**

**Full set is available to  
qualifying professors upon  
request.**