

J. D Women's College

Dept of MBA

Course name- PG Vocational MBA

3rd Semester

Subject- Marketing (Consumer Behaviour)

Faculty Name- Dr. Trishna

Topic- Psychological Factors Influencing Buying Behaviour - part 2

Measurement of Motives-

Human motives are measured through qualitative research techniques to uncover their conscious and sub-conscious motivations. The purpose of **studying Motivation Research (MR)** is to identify consumer's true underlying purchase motives. (meaning- why do we as consumers buy a certain product?). MR was given by Sigmund Freud. Based on the concept that humans are not always aware of the reasons for their actions, motivation research attempts to discover the existence of **underlying feelings, attitude and emotions concerning products**, services or brand use, which influence buying behavior.

- **It** attempts to identify forces and influences that consumers may not be aware of (e.g., cultural factors, sociological forces).
- These unconscious motives (or beyond-awareness reasons) are intertwined with and complicated by **conscious motives, cultural biases, economic variables**, and **fashion trends** (broadly defined).
- Motivational research attempts to sift through all of these influences and factors to unravel the mystery of consumer behavior as it relates to a specific product or service, so that the marketer better understands the target audience and how to influence that audience.
- Motivational research is most valuable when powerful underlying motives are suspected of exerting influence upon consumer behavior. **For eg:**, why do women tend to increase their expenditures on clothing and beauty products as they approach the age of 50 to 55? The reasons may be related to the fear of the loss of youth's beauty, but marketers would never reveal these motives, because most women are not really aware of why their interest in expensive adornments increases at this particular point in their lives.

Measurement Techniques

The major motivational research techniques are **observation, focus groups, depth interview and projective technique.**

- **Observation-**

Observation is a systematic data collection approach in which the researcher uses all his sense (eye, ears etc) to examine people in natural settings. Observation can be a fruitful method of deriving hypotheses about human motives. Observation can be accomplished in-person or sometimes through the convenience of video. **The purpose is to observe consumers in buying situations.** Generally, observation must be supplemented by focus groups or depth interviews to fully understand why consumers are doing what they do.

- **The Focus Group**

The focus group in the hands of a skilled moderator can be a valuable motivational research technique. To reach its full motivational potential, the group interview must be largely nondirective in style, and the group must achieve spontaneous interaction. It is the mutual reinforcement within the group (the group excitement and spontaneity) that produces the revelations and behaviors that reveal underlying motives of the people in the group.

The Depth Interview

Depth interview is a lengthy (30 min to 1 hour), one-on-one, personal interview, conducted directly by the motivational researcher. Much of the power of the depth interview is dependent upon the insight, sensitivity, and skill of the motivational researcher. During the personal interview, the motivational researcher strives to create an empathic relationship with each respondent, a feeling of rapport, mutual trust, and understanding. The researcher creates a climate in which the respondent feels free to express his feelings and his thoughts, without fear of embarrassment or rejection. The researcher conveys a feeling that the respondent and his opinions are important and worthwhile, no matter what those opinions are. The emotional empathy between motivational researcher and respondent is the single most important determinant of an effective interview. The researcher tends to introduce general topics, rather than ask direct questions.

- **Projective techniques**

Projective Techniques can play an important role in motivational research. Sometimes a respondent can see in others what he cannot see—or will not admit—about himself. The motivational researcher often asks the respondent to **tell a story, play a role, draw a picture, complete a sentence, or associate words with a stimulus.** **Photographs, product samples, packages, and advertisements can also be used as stimuli to evoke additional feelings, imagery, and comment.**

Evaluation of Motivation research

MR had to face many criticisms due to the qualitative nature of research but it is still regarded as an important tool by marketers who want to gain deeper insights in to consumer buying behavior. MR helps in the development of new ideas for products or promotional campaigns that can reach the consumer's conscious awareness by appealing to unrecognized needs. Sometimes a motivational study is followed by quantitative research studies to measure the relative extent of those motives in the general population (research is done on a large no. of consumers.)

Other Psychological Factors influencing Buying Behavior

- **Perception** –

Perception is the process by which an individual **selects, organizes and interprets** information to create a meaningful picture of the world.

Selective attention- it means marketers have to work hard to attract consumer's notice.

Selective Distortion- it is the tendency of people to distort information that fits our pre conception

Selective Retention- the consumer is likely to remember the good points about a product they like and forget good points about competing products which they don't like.

A person's motivation to act depends upon his perception of the situation. If the situation is perceived positively the person may act positively or vice-versa. Just as individuals have perceived images of themselves they also have perceived images of products and brands. Products and services that are perceived distinctly and favourably have a much better chance of being purchased than products with unclear or unfavourable image.

Eg: a product, or product advertising, a marketing offer, an incentive etc. are perceived differently by different people due to difference in perception. The same advertisement may appeal positively to a set buyer so they may make up their mind to purchase the product, but to some it may appeal negatively so buyers will avoid it or say negative about it.

All consumers may not see marketing offers or product message in the same way as the marketers wants. **Therefore marketers must know how people perceive various marketing offers.**

- **Learning-**

Learning involves changes in a person's behavior arising out of experiences. Consumer learning is the process by which individuals acquire purchase and consumption knowledge and experiences they apply to future purchase related behavior.

Learning can **be intentional** {acquired as a careful search for information}

Learning can **be incidental** {acquired by accident or without much effort}

Most of purchase decisions depend upon self experiences or experiences Of others who's opinion carry importance in buying decisions. If an individual has satisfactory

experience of buying and using a product he is more likely to talk favourably or repeat buy the product.

Learning is produced through interplay of drives, stimuli, response and reinforcements. Learning theory helps marketers to build up demand for the product by associating it with strong drives and providing positive reinforcement.

Classic conditioning Theory on learning states that all organisms can be taught certain behavior through repetition and that it slows the process of forgetting. Though, repetition beyond what is necessary results in decline of both **attention and retention. In case if marketing efforts, repeated advertising may lead to advertising wear-out. It can be moderated by varying advertising messages.**

- **Memory**

All the information and experience individual encounter as they go through life can end up in their short term or long term memory.

Suppose a new ad campaign is launched on television. There might be various ways in which the consumers/ audience will process that ad in their memory.

- a. Some consumers may barely notice the advertisement i.e. the processing of the ad in the memory will be extremely low.
- b. The ad may catch the attention of the consumer, such that processing in the memory will be high or extremely high. Next time when the consumer goes to any store or super market the information may be available in the memory and may help the consumer make the buying choice.

Marketing can be seen as making sure that consumers have the right type of product and service experiences such that the right brand knowledge structures are created and maintained in the memory.