A Theoritical Approach to the Strength of Motivation in Customer Behavior

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Abstract - The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behavior is never simple, because customers' behaviors are changeable. They may not be in touch with their deeper motivations, and they may respond to influences and change their minds at the last minute. All marketers can profit from understanding how and why consumers buy. If you do not understand your customer's motivations, needs, and preferences you will fall into some major mistakes. The need to predict consumer behavior outcomes is considered to be a very important issue for marketers. Isolated individual psychological constructs such as attitudes, motives, personality traits and learning styles have been used to identify their predictive capacity for actual consumer behavior with varying degrees of success. In this study, the strength of motivation in customer behavior was investigated in a theoretic manner.

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Dr. Yakup Durmaz[α], Ibrahim Diyarbakırlıoğlu[Ω]

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Keywords : *Costumer, Consumer, Consumer Behavior, Customer Behavior, Motivation, Motive.*

I. Introduction

It was during the 1950s, that marketing concept developed, and thus the need to study the behavior of consumers was recognized. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behavior becomes a necessity. Since consumer is a human, before we start to understand consumer behavior, we should determine human behavior. Human needs – consumer needs – are the basis of all modern marketing. Needs are the essence of the marketing concept. The key to a company's survival, profitability & growth in a highly competitive market place is its ability to identify & satisfy unfulfilled consumer needs better & sooner than the competition. The forces that drive human to buy and use products are generally straightforward, as when a person chooses what to have for lunch. As hard-core vegans demonstrate, however, even the consumption of basic food products may also be related to wide-ranging beliefs regarding what is appropriate or desirable. Among the more general population there are strong

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beliefs about genetically modified foods, which have proved difficult to alter via information campaigns. In some cases, these emotional responses create a deep commitment to the product. Sometimes people are not even fully aware of the forces that drive them towards some products and away from others. Often a person's values – his or her priorities and beliefs about the world – influence these choices.

To understand motivation is to understand why consumers do what they do. Why do some people choose to bungee jump off a bridge or go white-water rafting, whereas others spend their leisure time playing chess or gardening? Whether to quench a thirst kill boredom, or to attain some deep spiritual experience, we do everything for a reason, even if we can't articulate what that reason is (Solomon et al, 2006). In recent years, in a growing number of fields, both basic and applied, there has been a great deal of interest in the influence of affect on thinking, problem solving, and decision making. Consumer behavior, like other human endeavors, is unmistakably goal-directed (Haugtved et al, 2008).

II. Motivation Concepts

The term motivation appears to have first crept into psychologists' vocabularies in the early 1880s. Prior to that date, the more amorphous concept of the will was used by philosophers and social theorists when they discussed the antecedents and features of effortful, directed, and motivated human behavior. Early functionalist philosophers and psychologists adopted the term motivation usually in reference to voluntary action behaviors that show direction (Forgas et al, 2005). According to Webster's New Collegiate Dictionary, a motive is "something (a need or desire) that causes a person to act." Motivate, In turn, means "to provide with a motive," and motivation is defined as "the act or process of motivating." Thus, motivation is the act or process of providing a motive that causes a person to take some action. In most cases motivation comes from some need that leads to behavior that results in some type of reward when the need is fulfilled (Shanks, 2011).

The term motivation can be used in different ways, but in essence it refers to any sort of general drive or inclination to do something (Baumeister and Vohs, 2007). Motivation is the driving force within individuals that impels them to action. It is defined as the stimulation of any emotion or desire operating upon

one's will and prompting or driving it to action. Motivation is also the driving force by which we achieve our goals. According to various theories, motivation may be rooted in a basic need to minimize physical pain and maximize pleasure, or it may include specific needs such as eating and resting, or a desired object, goal, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, selfishness, morality, or avoiding mortality. Conceptually, motivation should not be confused with either volition or optimism (Seligman, 1990). Motivation is said to be intrinsic or extrinsic.(http://en.wikipedia.org/wiki/Motivation, 3.05.2011).

A person has many needs at any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, discomfort. Other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem, or belonging. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act (Kotler, 2002).

a) Intrinsic Motivation

Intrinsic motivation refers to motivation that comes from inside an individual rather than from any external or outside rewards, such as money or grades. Motivation, meanwhile, is identified as "an inner drive that reflects goal-oriented arousal" (Montgomery, http://www.saycocorporativo.com/saycoUK/BIJ/journal/Vol1No1/case_3.pdf, 30.05.2011). The motivation comes from the pleasure one gets from the task itself or from the sense of satisfaction in completing or even working on a task. An intrinsically motivated person will work on a math equation, for example, because it is enjoyable. Or an intrinsically motivated person will work on a solution to a problem because the challenge of finding a solution is provides a sense of pleasure. In neither case does the person work on the task because there is some reward involved, such as a prize, a payment, or in the case of students, a grade. Intrinsic motivation does not mean, however, that a person will not seek rewards. It just means that such external rewards are not enough to keep a person motivated. An intrinsically motivated student, for example, may want to get a good grade on an assignment, but if the assignment does not interest that student, the possibility of a good grade is not enough to maintain that student's motivation to put any effort into the project (Bainbridge, http://giftedkids.about.com/od/glossary/g/intrinsic.htm, 23.05.2011). A motive is an internal energizing force that orients a person's activities toward satisfying needs or achiving goals (Pride and Ferrell, 2000).

b) Extrinsic Motivation

Extrinsic motivation comes from outside of the individual. Common extrinsic motivations are rewards like money and grades, coercion and threat of punishment. Competition is in general extrinsic because it encourages the performer to win and beat others, not to enjoy the intrinsic rewards of the activity. A crowd cheering on the individual and trophies are also extrinsic incentives.

Social psychological research has indicated that extrinsic rewards can lead to over justification and a subsequent reduction in intrinsic motivation. In one study demonstrating this effect, children who expected to be (and were) rewarded with a ribbon and a gold star for drawing pictures spent less time playing with the drawing materials in subsequent observations than children who were assigned to an unexpected reward condition and to children who received no extrinsic reward (Lepper et al., 1973).

Self-determination theory proposes that extrinsic motivation can be internalized by the individual if the task fits with their values and beliefs and therefore helps to fulfill their basic psychological needs.

III. the Motivation Process

Motivation refers to the processes that cause people to behave as they do. From a psychological perspective motivation occurs when a need is aroused that the consumer wishes to satisfy. Motives drive purchases and all other human behavior (except reflexes) (Mcneal, 2007). The result of motivation will arise by convincing the consumer to purchase the firm products from a specific retailer (Abdallat and Emam, http://faculty.ksu.edu.sa/73944/DocLib/Consumer%20Behavior%20Models%20and%20Consumer%20Behavior%20in%20Tourism.PDF, 23.05.2011). Once a need has been activated, a state of tension exists that drives the consumer to attempt to reduce or eliminate the need. A major part of the motivation component is the individual's goal structure. The individual goals then, provide the motivation to seek out and purchase a product that will meet the consumer's need. In other words, the goal of purchasing is to satisfy a need, and the satisfaction of that need provides the motivation behind the shopping activity of the consumer. These personal and cultural factors combine to create a want, which is one manifestation of a need. For example, hunger is a basic need that must be satisfied by all; the lack of food creates a tension state that can be reduced by the intake of such products as paella, pizzas, spaghetti, chocolate biscuits, raw fish or bean sprouts. The specific route to drive reduction is culturally and individually determined. Once the goal is attained, tension is reduced and the motivation recedes (for the time being). Motivation can be described in terms of its strength, or the pull it exerts on the consumer, and its direction, or the particular way the consumer attempts to reduce motivational tension (Bettman, 1979).

Once motivation is present, and reaches a sufficient level to warrant further activity, the consumer moves into the attention phase of the process. During the attention phase, the consumer will direct their attention to information or stimuli that is relevant to the given goal or motivation that they are currently attending to. For example, if an individual is motivated to buy a

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car, then they will focus their attention on gathering information about cars or focus on car related advertising that they might otherwise ignore. This shift in activity, from simply attending to a stimulus in the environment to actively seeking information, moves the consumer from the attention phase to the information acquisition phase. This need may be utilitarian (a desire to achieve some functional or practical benefit, as when a person eats green vegetables for nutritional reasons) or it may be hedonic (an experiential need, involving emotional responses or fantasies, as when Jez thinks longingly about a juicy steak). The distinction between the two is, however, a matter of degree. The desired end-state is the consumer's goal. Marketers try to create products and services that will provide the desired benefits and permit the consumer to reduce this tension.

Whether the need is utilitarian or hedonic, a discrepancy exists between the consumer's present state and some ideal state. This gulf creates a state of tension. The magnitude of this tension determines the urgency the consumer feels to reduce the tension. This degree of arousal is called a drive. A basic need can be satisfied in any number of ways, and the specific path a person chooses is influenced both by his or her unique set of experiences and by the values instilled by cultural, religious, ethnic or national background (Solomon et al., 2006).

Activated need ultimately becomes expressed in buying behavior and consumption in the form of two types of expected benefits illustrated in Figure 1. (see Figure 1).

Figure 1 : (http://herkules.oulu.fi/isbn9514259378/html/x728.html, 20.05.2011)
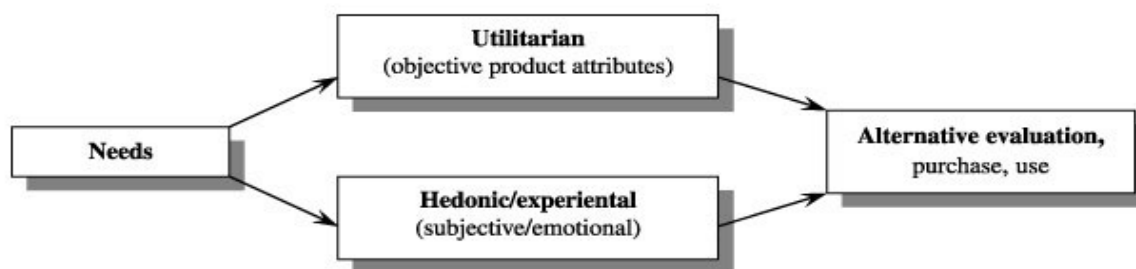
a) Utilitarian Benefits

They are objective, functional product attributes (Engel et al., 1990). Utilitarian benefits are defined as those pertaining to instrumental and functional benefits that are closer to necessities than luxuries. In the context of cell phones, for example, the phone's battery life and network coverage are utilitarian benefits (Chitturı, 2009).

b) Hedonic (Experiential) Benefits

They encompass emotional responses, sensory pleasures, daydreams and esthetic considerations (Hirschman et al., 1982). Hedonic benefits are defined as those pertaining to aesthetic and experiential benefits that are often labeled as luxuries. In the context of cell phones, aesthetic appeal from its shape and color are hedonic benefits(Chitturı, 2009).

IV. Theories of Human Motivation

a) Freud's Theory

Freud never used the term 'Instinct' to characterize human motivation despite continued misrepresentations and commentaries that claim otherwise. Instead he describes the process by which unconsciously enlisted variants emanate from their immediate, embodied sentient nature and evolve in both form and content to produce a robustly complex and over determined system of human development and social motivation. Freud's drive theory therefore remains the paragon for potentially explaining all facets of

intrapsychic and interpersonal phenomena, from the most base and primordial urges of unconscious desire to the most cultivated and exalted dimensions of mind, individuation, culture, and inter-subjective life (Mills, 2004).

Freud suggests that a person does not fully understand his or her motivation. For example, If a girl wants to purchase an expensive camera, she may describe her motive as wanting a hobby or career. At a deeper level, she may be purchasing the camera to impress others with her creative talent. At a still deeper level, she may be buying the camera to feel young and independent again (Kotler et al, 1999).

b) Maslow's theory

Maslow has introduced his Theory of Human Motivation which basically can be divided into two types, the Basic needs and the Growth Needs. The Basic Needs includes the physiological needs and the safety needs,(Yahaya,http://eprints.utm.my/6091/1/aziziyahbra hamMaslow.pdf, 24.05.2011). (see Figure 2).

Figure 2 : Maslow's hierarchy of needs (http://miraclemind.com/investors/newsletter/?a=2008_5_5, 25.05.2011).
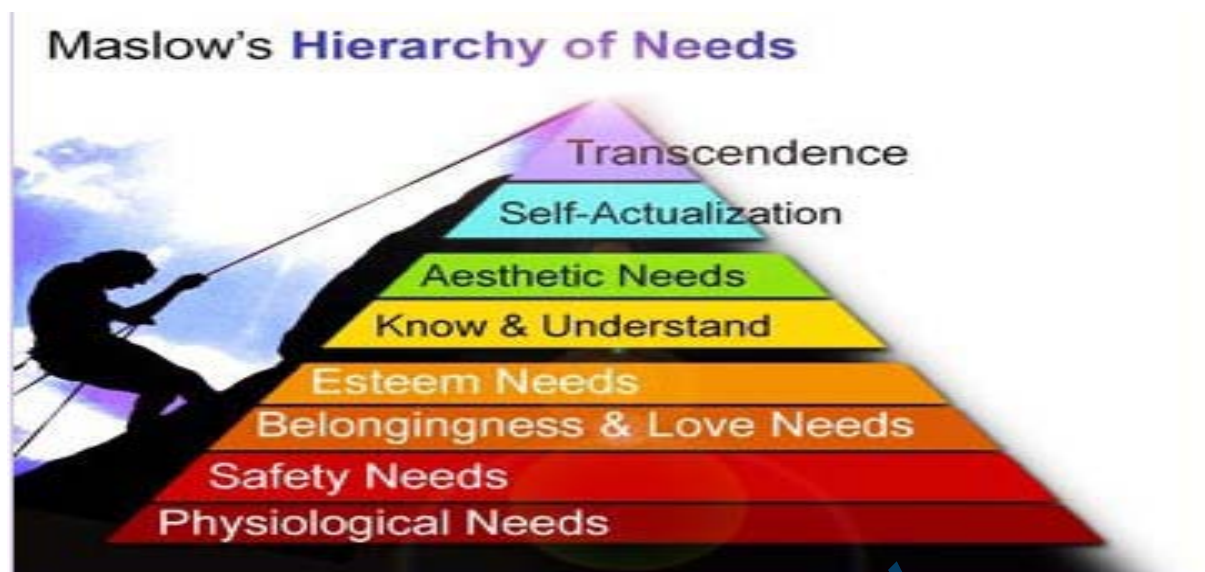
i.   The Basic Needs

There are certain conditions which are immediate prerequisites for the basic needs satisfactions. Danger to these is reacted to almost as if it were a direct danger to the basic needs themselves. Physiological needs are the biological needs of the human being for air, water, food, shelter and so on. These are the needs that human being will seek for and satisfy before the other needs in the growth needs will emerge. Physiological needs are the human instinct to survive. For example, a hungry person will be satisfied with ahearty meal, but will also be thinking of the next meal. When all physiological needs are satisfied and no longer controlling thoughts and behaviors, the needs for security can become active. Adults have little awareness of their needs for security except in times of emergency or periods of disorganization in the social structure. The feature of the needs for safety can be seen clearly in infants,(Yahaya,http://eprints.utm.my/6091/1/aziziyahbrahamMaslow.pdf, 24.05.2011).

ii.   The Growth Needs

Maslow's great insight was to place actualization into a hierarchy of motivation. Maslow also presents a hierarchy of needs which can be divided into growth needs. One must satisfy lower basic needs before progressing on to meet higher level growth needs. One these needs have been reasonably satisfied, one may be able to reach the highest level called self-actualization. Maslow's hierarchy in Growth needs includes the need for love and belonging, esteem, understanding and knowledge, aesthetics and self-actualization. In the levels of these five needs, the person does not feel the second need until the demands of the first have been satisfied or the third until the second has been satisfied, and so on (Yahaya, http://eprints.utm.my/6091/1/aziziyahbrahamMaslow.pdf , 24.05.2011).

c)   Herzberg's Theory

Frederick Herzberg developed a two-factor theory that distinguishes dissatisfiers (factors that cause dissatisfaction) from satisfiers (factors that cause satisfaction). The absence of dissatisfiers is not enough; satisfiers must be actively present to motivate a purchase. For example, a computer that comes without a warranty would be a dissatisfier. Yet the presence of a product warranty would not act as a satisfier or motivator of a purchase, because it is not a source of intrinsic satisfaction with the computer. Ease of use would, however, be a satisfier for a computer buyer. In line with this theory, marketers should avoid dissatisfiers that might unsell their products. They should also identify and supply the major satisfiers or motivators of purchase, because these satisfiers determine which brand consumers will buy (Solomon et al., 2006).

V.   Motivational Conflicts

Recall that motivational goals have valence; they can be either positive or negative. Consumers are motivated to achieve an approach object, that is, a positive state of affairs that fulfills their needs, such as refreshing drink or an enjoyable TV show (Lantos, 2011). However, not all behavior is motivated by the desire to approach a goal. Consumers may instead be motivated to avoid a negative outcome. They will structure their purchases or consumption activities to reduce the chances of attaining this end result. For example, many consumers work hard to avoid rejection, a negative goal. They will stay away from products that they associate with social disapproval. Products such as deodorants and mouthwash frequently rely on consumers' negative motivation by depicting the onerous social consequences of underarm odor or bad breath. Because a purchase decision can involve more than one source of motivation, consumers often find themselves in situations where different motives, both

positive and negative, conflict with one another. Because marketers are attempting to satisfy consumers' needs, they can also be helpful by providing possible solutions to these dilemmas (Solomon et al., 2006).

a) Approach- Approach

In the approach- approach conflict, the consumer is struggling with two desirable alternatives. This conflict generates the least amount of anxiety of the three types of customer conflicts. Although the Consumer must make a decision, each option is equally desirable and has attractive options.

For example, say a man is at an auto dealership and has decided that he likes two cars, but he only has enough money to buy one of them. Ultimately, the man will walk away from the dealership happy, but his initial need to choose creates an internal conflict and some anxiety about making the choice. Obviously, a consumer caught in an approach- approach conflict eventually will choose the most desirable option (Lake, 2009).Another Example, A consumer may want a medium size fridge with a lot of space inside** or, a fridge with a deepfreeze - double door fridge. These two choices create a conflict in the minds of the consumers (Khan, 2006).

b) Approach- Avoidance

Approach-avoidance conflicts included, firstly, the desire to please someone else; secondly, the desire to stay and complete a purchase on someone else's behalf; thirdly, the desire to complete the purchase (because of personal need for the goods) (Hogg, http://www.acrwebsite.org/volumes/ap07/13040.pdf, 20.05.201). You both want to engage in the behavior and want to avoid it. For example, Teenagers may experience an approach- avoidance conflict whether to smoke cigarettes. Although they may believe that others will think they are cool for smoking (consistent with the need for belonging), they also know that smoking is bad for them (incompatible with the need for safety) (Hoyer, 2010).

c) Avoidance - Avoidance

It happens when the consumer has to decide between two negative choices. The choices are said to be negative in relation to certain personal attributes of the consumer. The marketer can come in to make some suggestion in the decision making process to suit & help the customer to decide in its favor (http://www.scribd.com/doc/19769529/Consumer-Behaviour-2-Motivation, 23.05.2011). For example, someone might be faced with the choice of either buying new shoes to replace an old, comfortable pair, or continuing to wear the old despite the fact they are no letting in water and coming apart at the seams (Blythe, 2008).

VI. Conclusion

Motivation is a complex topic of research that has been studied from many different approaches. We have briefly summarized some of the psychological and physiological experiments that probe the role of motivation in the behavior of consumer. This study has tried to show the role and the effect of motivation of customer behavior on marketing. It has demonstrated that consumer behaviors have been heavily influenced by motivation in the marketing discipline. The need to predict consumer behavior outcomes is based on motivation. If you do not understand your customer's motivations, needs, and preferences you will fall into some major mistakes. Understanding consumer behavior is never simple but we can predict their behaviors using motivation. Motivation allows the latter to take into account internal needs and external stimuli in order to decide what should and should not be learned in a particular situation. The inclusion of concepts such as drives and motivation will be particularly important in consumer behavior.

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