

# Course slides

## Chapter 3



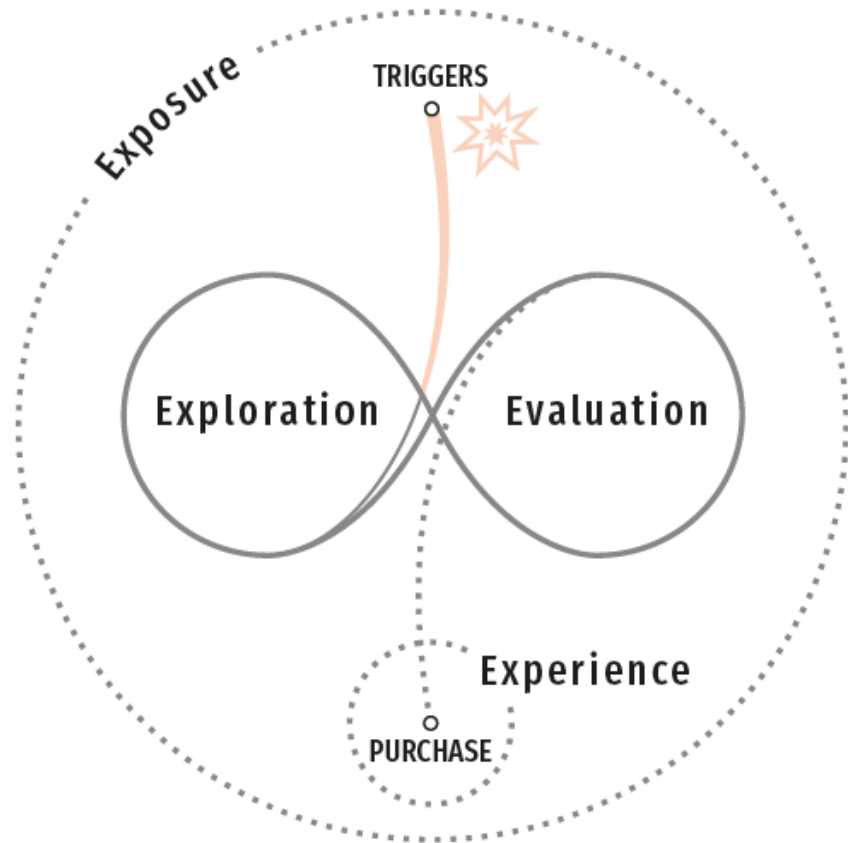
# CH3 NEEDS AND MOTIVATION

---

## TRIGGERS



# Needs, motivation and the Messy Middle



CH1 – MARKETING AND CONSUMER BEHAVIOUR

CH2 – DECISION-MAKING

**CH3 – TRIGGERS – NEEDS AND MOTIVATION**

CH4 - INTERNAL EXPOSURE – PERCEPTION

CH5 – INTERNAL EXPOSURE – MEMORY AND LEARNING

CH6 – INTERNAL EXPOSURE – ATTITUDES

CH7 – INTERNAL EXPOSURE – PERSONAL CHARACTERISTICS

CH8 – EXTERNAL EXPOSURE – SOCIAL FACTORS

CH9 – EXTERNAL EXPOSURE – SITUATIONAL FACTORS

CH10 – CHOICES, DECISIONS, AND BIASES

CH11 – EXPERIENCES DURING AND AFTER PURCHASE

CH12 – POSSESSION, DISPOSAL AND REPURPOSE

# Why does this matter?



Watch the video and consider the situation:

- What drives the consumer behavior or the marketing strategy here?
- What do people who buy condoms really buy?



# What's coming up?



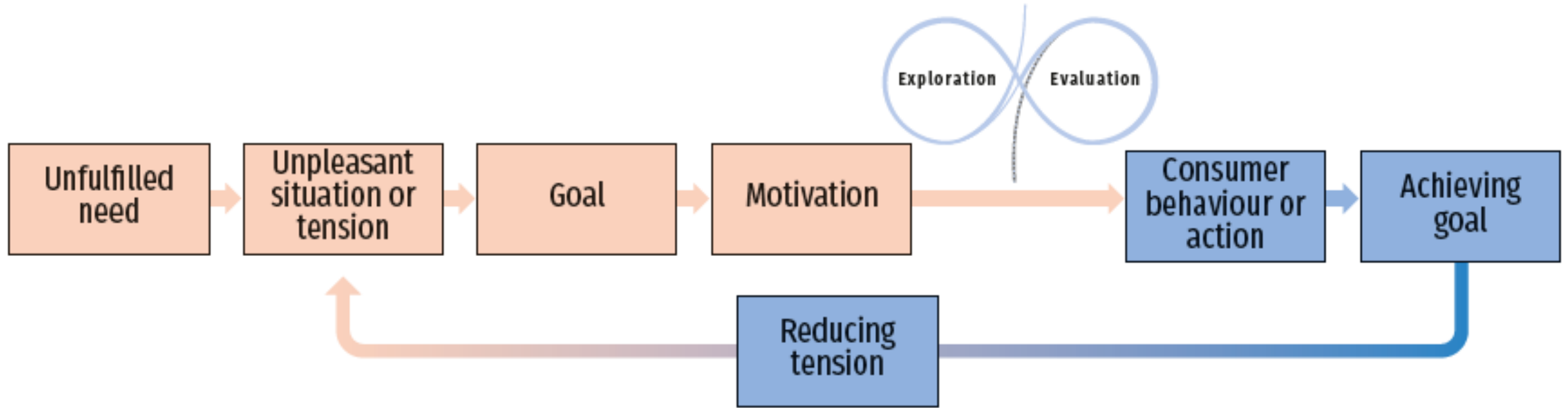
What drives consumer behaviour?

At the **core** of consumer behaviour:

→ Consumers use products to satisfy **needs**

- 1. What are needs and motivation?
- 2. Which needs can products respond to?
- 3. What helps to increase motivation and involvement?

# Interplay between needs, goals and motivations



**FIGURE 3.2**

The motivation process: needs, tension, goals, and motivation serve as Triggers for consumer behaviour.

# Interplay between needs, goals and motivations

**TABLE 3.1** Illustrations of the motivation process in action

<b>NEED</b>	<b>HEALTH</b>	<b>NUTRITION</b>	<b>INCOME AND RECOGNITION</b>
<b>Tension or unpleasant situation</b>	Feeling unfit and unhealthy	Feeling hungry	Uncertainty about career prospects
<b>Goal</b>	Lose four kilograms over the next six months	Eat something within the next hour	Obtain a degree in marketing
<b>Motivation or drive</b>	Willingness to invest time and energy in exercise	Making the effort to buy a sandwich	Investing energy in studying
<b>Consumer behaviour</b>	Purchasing a fitness subscription	Buying a sandwich at the bakery	Enrolling in a marketing course at college
<b>Achieving goal and reducing tension</b>	Achieving desired weight	Hunger disappears	Obtaining diploma and finding a job



Photo: Filip Mroz / Unsplash

## Exercise

- Which of the following are consumer needs?  
Which are not needs?

Being seen as a good mom

Clean laundry

Comfortable clothing

Luxury clothing

Cheap electricity

Sustainable electricity

Dental care products

Affordable childcare

Bank with a good mobile app

Sustainable packaging

Locally grown vegetables

Free Wi-Fi

Schoolbooks

Cheap second-hand clothing

Medicines delivered to your home

24/7 customer service

Water

Low-calorie soft drinks



# Needs: foundation of human behaviour



# Exercise



- Do you think marketers can **create needs**?



# Types of needs



**Biogenic needs**



**Psychogenic needs**

# Types of needs



Photo: Engin Akyurt / Unsplash

**Utilitarian needs**



Photo: Roberto Nickson / Unsplash

**Hedonic needs**

# Types of needs

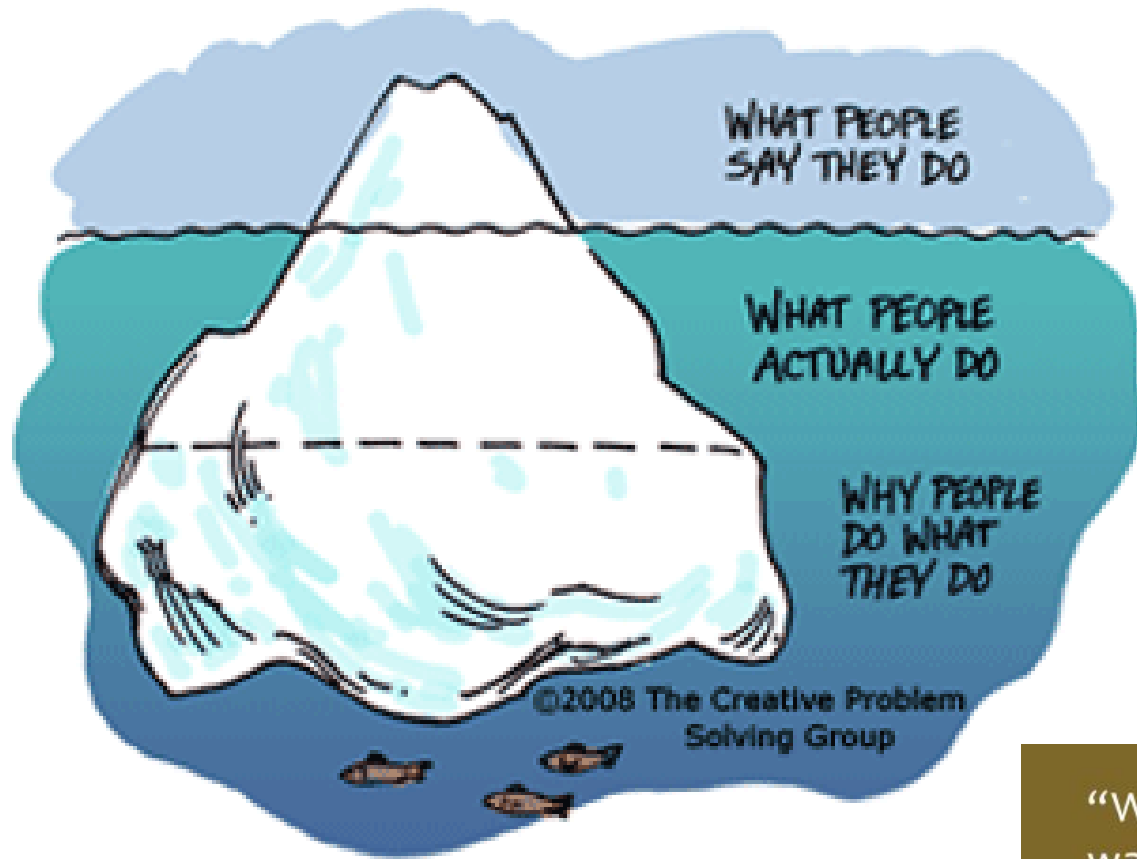


**Manifest needs**



**Latent needs**

# Types of needs – Subconscious or latent



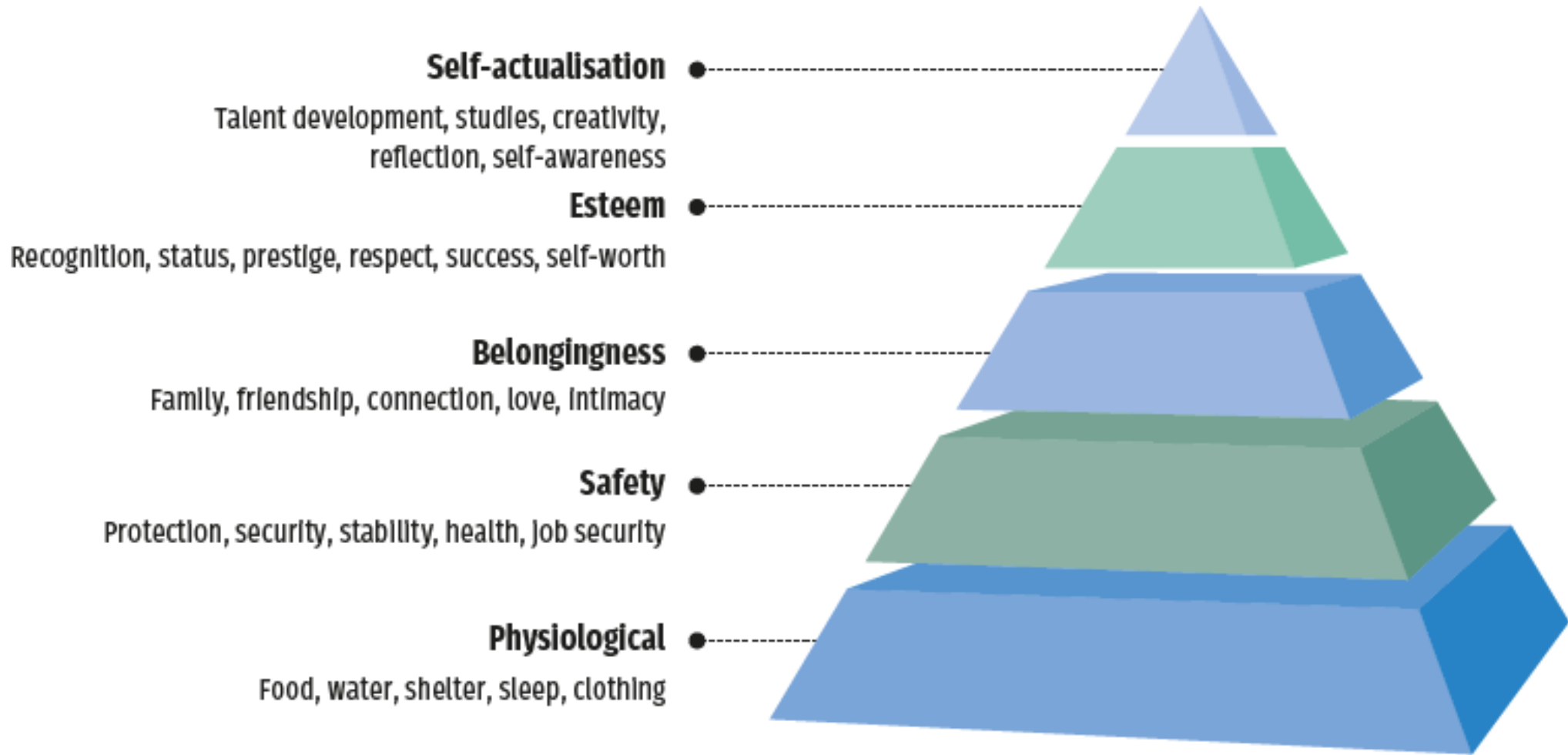
**“Consumers don’t think how they feel, they don’t say what they think and they don’t do what they say”**. - David Ogilvy, the late advertising guru.

**“We must learn what customers really want, not what they say they want or what we think they should want.”**

-Eric Ries, author of The Lean Startup



# Maslow's pyramid of needs



**FIGURE 3.3**

In Maslow's hierarchy, certain needs become relevant only once others are fulfilled.

# Maslow's pyramid of needs

**OH DEER**  
**ITS HARD TO SPEL**  
**WHEN YOUR HUNGRY**

IF YOU KEAP MAKING TYPING MISTAKES  
GRAB YOURSELF A SNIKKERS FAST



VISIT OUR FACEBOOK PAGE IF YOUR NOT SHAKING TO MUTCH 

**OBEY**  
**YOUR**  
**THIRST**

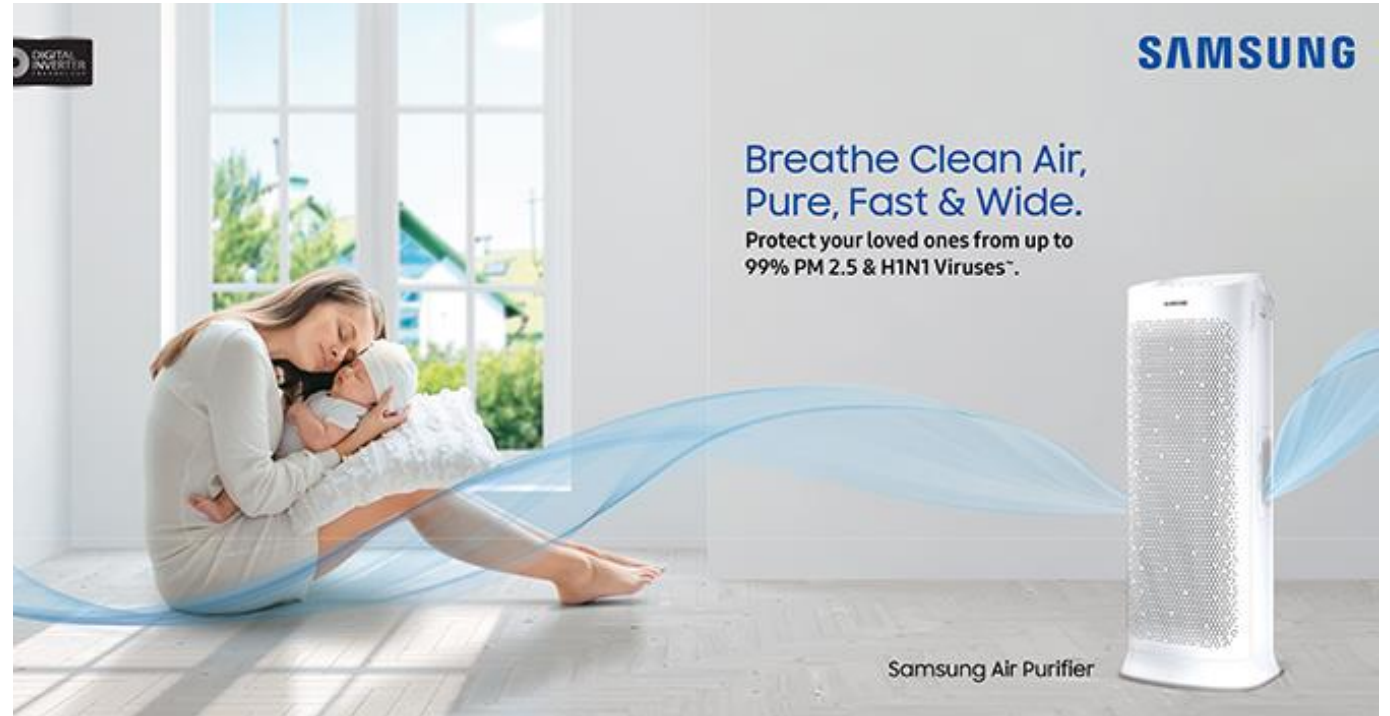


*Sprite*

**SAMSUNG**

Breathe Clean Air,  
Pure, Fast & Wide.

Protect your loved ones from up to  
99% PM 2.5 & H1N1 Viruses\*.



Samsung Air Purifier

# Maslow's pyramid of needs

The image displays three framed advertisements for IKEA's 'Sleep' product line, arranged horizontally on a wall with square tiles. Each advertisement features a different product and includes the IKEA logo and slogan 'THE WONDERFUL EVERYDAY' at the bottom.

- Left Ad:** A brown glass bottle of 'Sleep' supplements is tipped over, spilling several white, rectangular, organic-shaped pills. The bottle label reads 'Sleep NATURALLY SUPPLEMENTS FOCUS & MEMORY'. The pills are labeled 'DUMSMALVA organic pills £13/ea'.
- Middle Ad:** A yellow and pink cylindrical container of 'Sleep' is tipped over, spilling a white, crumpled sheet. The container is labeled 'SLEEP BOOSTS YOUR ENERGY'. The sheet is labeled 'DVALA 240x260 Sat sheet £13'.
- Right Ad:** A light blue jar of 'Sleep' cream is shown with a dollop of white cream on top. The jar is labeled 'SLEEP THE MOST NATURAL ANTI-AGEING REMEDY'. The cream is labeled 'SMÅSPORRE 75 YOGI 800g Jarret £16'.

Each advertisement also features the text 'Tomorrow starts tonight' and the IKEA logo at the bottom.

# Maslow's pyramid of needs



# Maslow's pyramid of needs



# Maslow's pyramid of needs



## Independent Claim Adjusters & Administration

FOCUS retains the benefits of a large firm in our capacity to handle high volume and complex claims over a large geographical area while at the same time retaining flexibility and personal tailored service. Our support staff provides experienced and knowledgeable service, which enhances and assures a smooth workflow for your claim assignment from start to finish. With 12 locations throughout the North East we are able to service all of New York State as well as servicing Vermont, Western Massachusetts, Connecticut, Northern New Jersey and Pennsylvania.

HOME OFFICE  
PO Box 447, 635 Plank Road, Clifton Park, NY 12065  
Phone: 518-383-2102 / Fax: 888-667-7292  
[www.focusadjusters.com](http://www.focusadjusters.com)

**FOCUS**  
FORT ORANGE CLAIMS UNLIMITED SERVICES  
**1-800-734-2102**



Best.  
Pet insurance.  
Ever.

Get back 90% on vet bills\* with our new Whole Pet plan.

- ✓ Simple, straightforward coverage.
- ✓ Use any vet, anywhere.

Get a quote today. [BestPetInsuranceEver.com](http://BestPetInsuranceEver.com)  
855.630.7063

 **Nationwide**  
is on your side

\*Items such as grooming, tax, waste disposal, boarding, or pre-existing conditions are not eligible for coverage. See policy documents for a complete list of exclusions. Insurance plans are offered and administered by Veterinary Pet Insurance Company in California and DVM Insurance Agency in all other states. Underwritten by Veterinary Pet Insurance Company (CA), Irvine, CA, an A.M. Best A rated company (2015), National Casualty Company (all other states), Madison, WI, an A.M. Best A+ rated company (2015), Nationwide, The Nationwide N and Eagle, and Nationwide N On Your Side are service marks of Nationwide Mutual Insurance Company. ©2015 Nationwide. T5ADV15670.

# Maslow's pyramid of needs



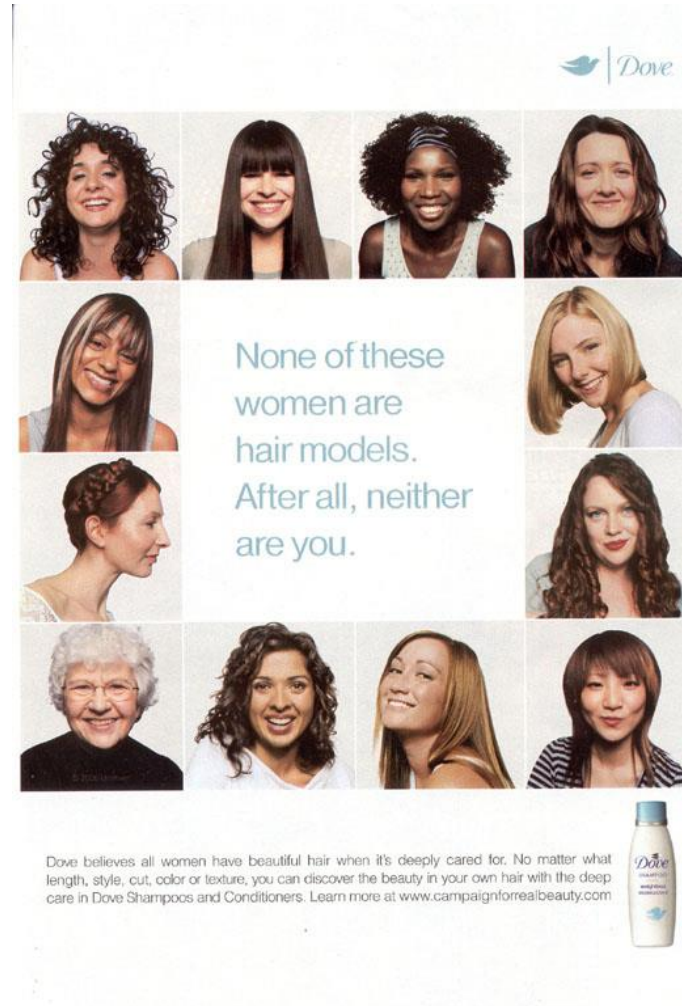
love at first touch

**#1 Choice of Hospitals\***

Wrap your baby in the most trusted comfort and protection of **Pampers Swaddlers**, the only diaper trusted to be the **#1 Choice of Hospitals.**

\*Based on sales of the newborn hospital diaper


**Pampers**  
lovesleep&play



Dove

None of these women are hair models. After all, neither are you.

Dove believes all women have beautiful hair when it's deeply cared for. No matter what length, style, cut, color or texture, you can discover the beauty in your own hair with the deep care in Dove Shampoos and Conditioners. Learn more at [www.campaignforrealbeauty.com](http://www.campaignforrealbeauty.com)



**Duluth Trading Company** ✓  
December 11 at 10:45 AM · 🌐

This year, wrap 'em in soft, cozy cotton flannel that's as comfy as it is can-do. Our Free Swingin' Flannel Shirts are built with free-movin' Underarm Gussets, deep back pleats and fits to flatter. And did we mention? They're the perfect choice for family portraits too.

Shop these customer favorites (and more!) in our Holiday Gift Guide at [bit.ly/DTCGiftGuide!](http://bit.ly/DTCGiftGuide!)



Give 'em THE WARM 'N' FUZZIES!

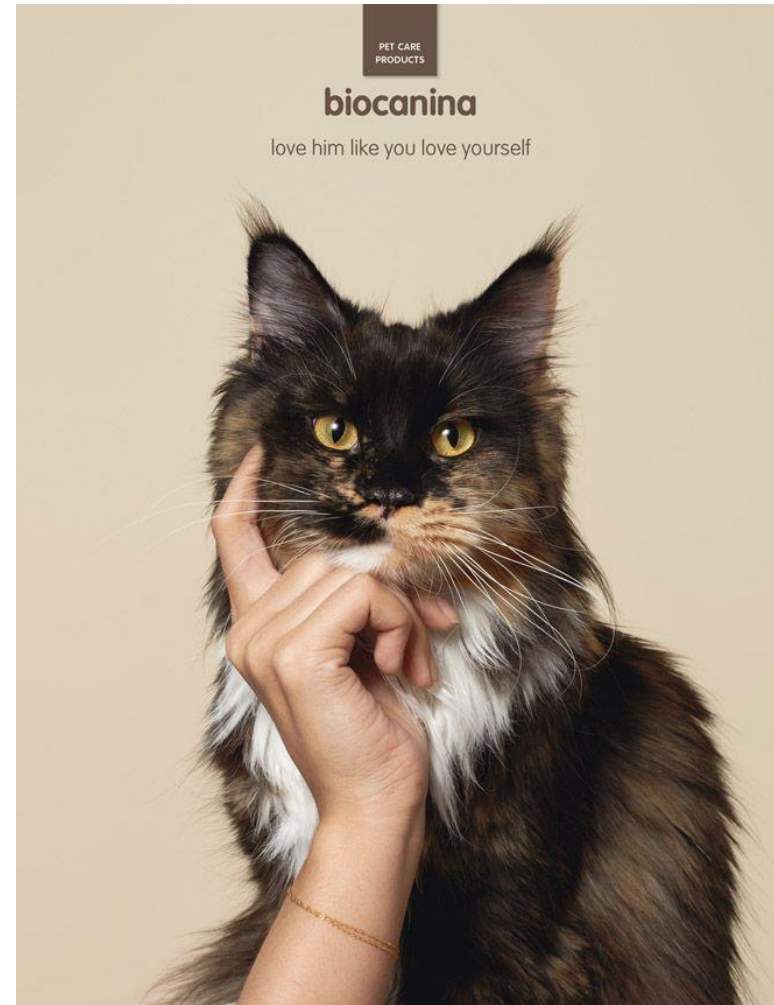
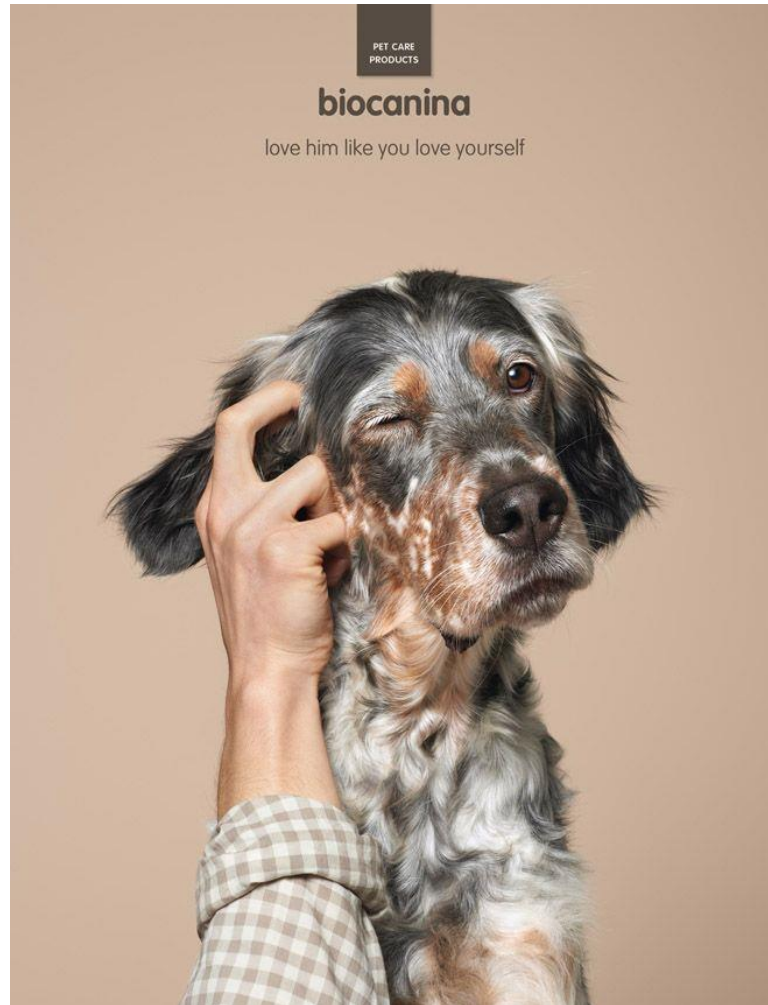


This Duluth Trading Company ad is an excellent example of how to reach people motivated by family.

# Maslow's pyramid of needs



# Maslow's pyramid of needs



# Maslow's pyramid of needs



A Mercedes-Benz

A cockpit. An engine. Two wings.  
Is it still a car?

The Mercedes-Benz SLS AMG. [www.mercedes-benz.com/sls-amg](http://www.mercedes-benz.com/sls-amg)

Mercedes-Benz

AMG

The advertisement features a red Mercedes-Benz SLS AMG with its gull-wing doors open, set against a dark background. The Mercedes-Benz logo is in the top right corner, and the AMG logo is in the bottom left corner.




My bonus is faster than your bonus.

The Ultimate Driving Machine®

M JV 4264

The advertisement shows a silver BMW sedan from a front-three-quarter view. The BMW logo is in the top right corner, and the license plate 'M JV 4264' is visible on the front of the car.


# Maslow's pyramid of needs

 **Glen Eyrie**  
Sponsored · 🌐

Your coworkers will be jealous of these "work from home" views!

Get away and work from historic Glen Eyrie Castle! Dedicated workspaces across the property, unbeatable views of nature and so much more!

You can work from anywhere....why not work from Glen Eyrie?



GLENEYRIE.ORG

**Remote work with a view!**  
Work from Glen Eyrie! Dedicated work space for overnight guests looking...

[Learn More](#)

Glen Eyrie isn't just a remote work destination. It's a place for getaways, weddings, conferences and more—but this ad is focused on a specific subset of that audience.



**BEING PROUD IS STRONG.  
MAKING OTHERS PROUD IS ARMY STRONG.**

There's strong. And then there's Army Strong. The strength that comes from the character, discipline and job training that the U.S. Army provides—as well as money for college. You'll earn the type of respect that goes beyond a salute. Find out more at [goarmy.com/strong](http://goarmy.com/strong).

  
**ARMY STRONG.**

Specialist Carlos Villarreal  
©2007 The United States Army. All rights reserved.

# Maslow's pyramid of needs

Calm

Log in [Try Calm for Free](#)

## Discover Calm

The #1 App for Meditation and Sleep

**START FREE TRIAL**

Apple  
App of the Year  
2017

The image shows a promotional banner for the Calm app. The background is a scenic landscape with a lake, forest, and mountains. The Calm logo is in the top left. In the top right, there are links for 'Log in' and 'Try Calm for Free'. The main text reads 'Discover Calm' and 'The #1 App for Meditation and Sleep'. A large blue button with white text says 'START FREE TRIAL'. On the right, a laptop displays the 'Apple App of the Year 2017' award, and a smartphone shows the app's interface with various meditation options like 'Sleep', 'Breathe', '7 Days of Soft Exhale', and '21 Days of Calm'.

# Maslow's pyramid of needs

clipperroundtheworld.com/watchmystory

#WATCH MY STORY

NIK BRBORIC, 29  
Software Engineer  
London, UK  
Geraldton Western Australia  
Circumnavigator

**ACHIEVE SOMETHING REMARKABLE**

**CLIPPER ROUND THE WORLD**

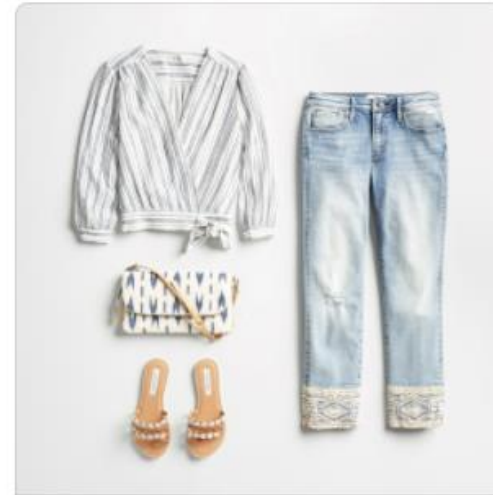
THE RACE OF YOUR LIFE

Swap your commute to become part of the only global yacht race crewed by amateurs. No sailing experience required. Training will prepare you for a life changing adventure. Sign up for a single leg, combine several or complete a full circumnavigation of the globe.

APPLY ONLINE AT: [clipperroundtheworld.com/apply](http://clipperroundtheworld.com/apply)



Looking for effortless summer-to-fall style? We'll send looks to fit you, your taste & your wallet.



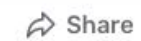
**Free-spirited & feminine**  
Free shipping. No subs...

[Learn More](#)



**Bohemian romance**  
Free shipping. No subs...

[Learn More](#)



Stitch Fix knows it's audience is comprised of people who value self-expression, as evidenced in this ad.



Photo: Huang Fish / Unsplash

# Exercise

- Imagine you are a **shoe brand**
  - Step 1: Identify and describe a target segment and a product
  - Step 2: Come up with a marketing communications strategy that appeals to basic (physiological) needs
  - Step 3: Now design a marketing communications strategy that appeals to another need level in Maslow's pyramid



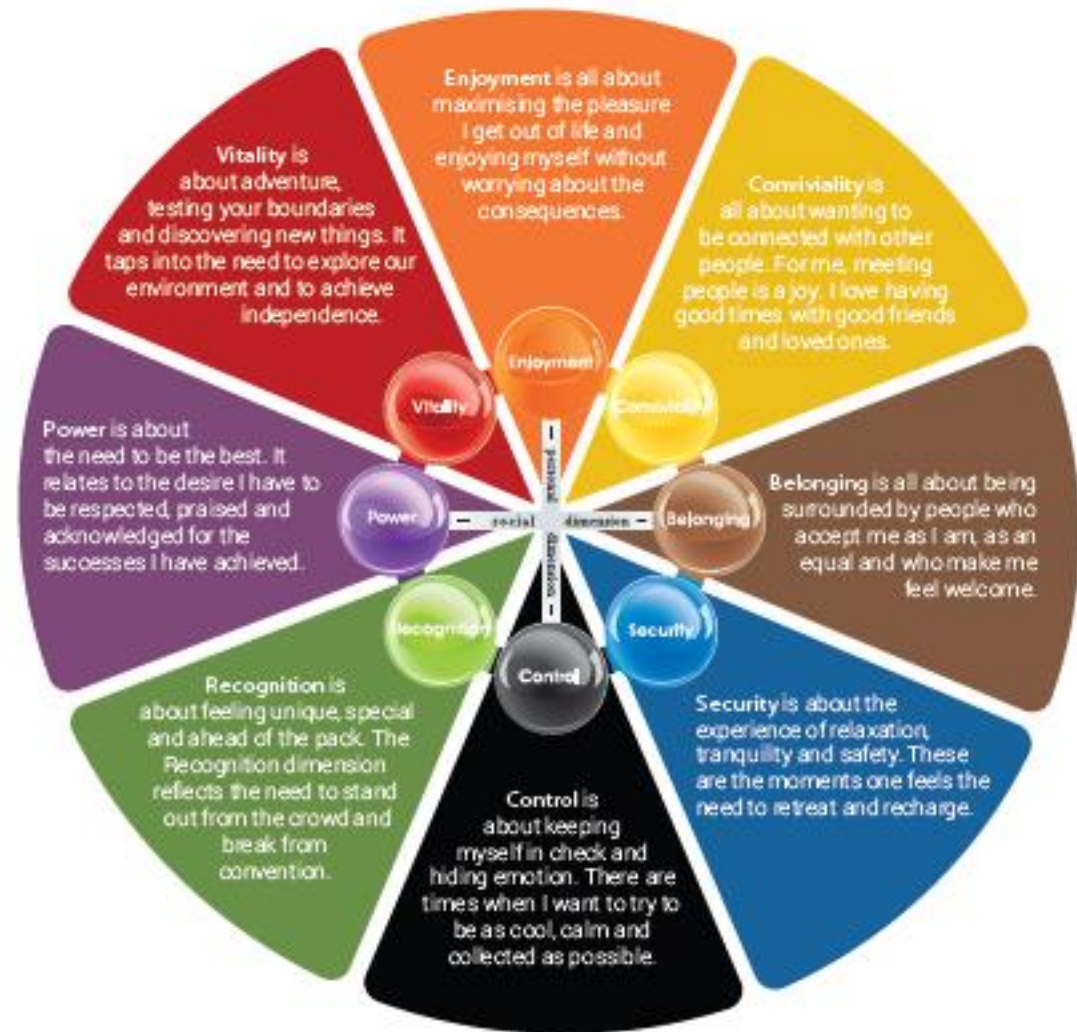


# Exercise

- What different **levels of needs** are addressed in these examples?
- Try to find more than 1 level



# Censydiam needs wheel



Censydiam needs wheel

**UNLEASH  
YOUR INNER  
IDIOT.**

**IN THE NAME  
OF PLAY**™



# Censydiam needs wheel



SMELL LIKE A MAN, MAN.

*Old Spice*

# Censydiam needs wheel



It all starts with a  
**NESCAFÉ.**

# Censydiam needs wheel



# Censydiam needs wheel



**Making space.  
Home is where it all begins.**

# Censydiam needs wheel



Worth every drop.

*Coca-Cola*  
Real Magic

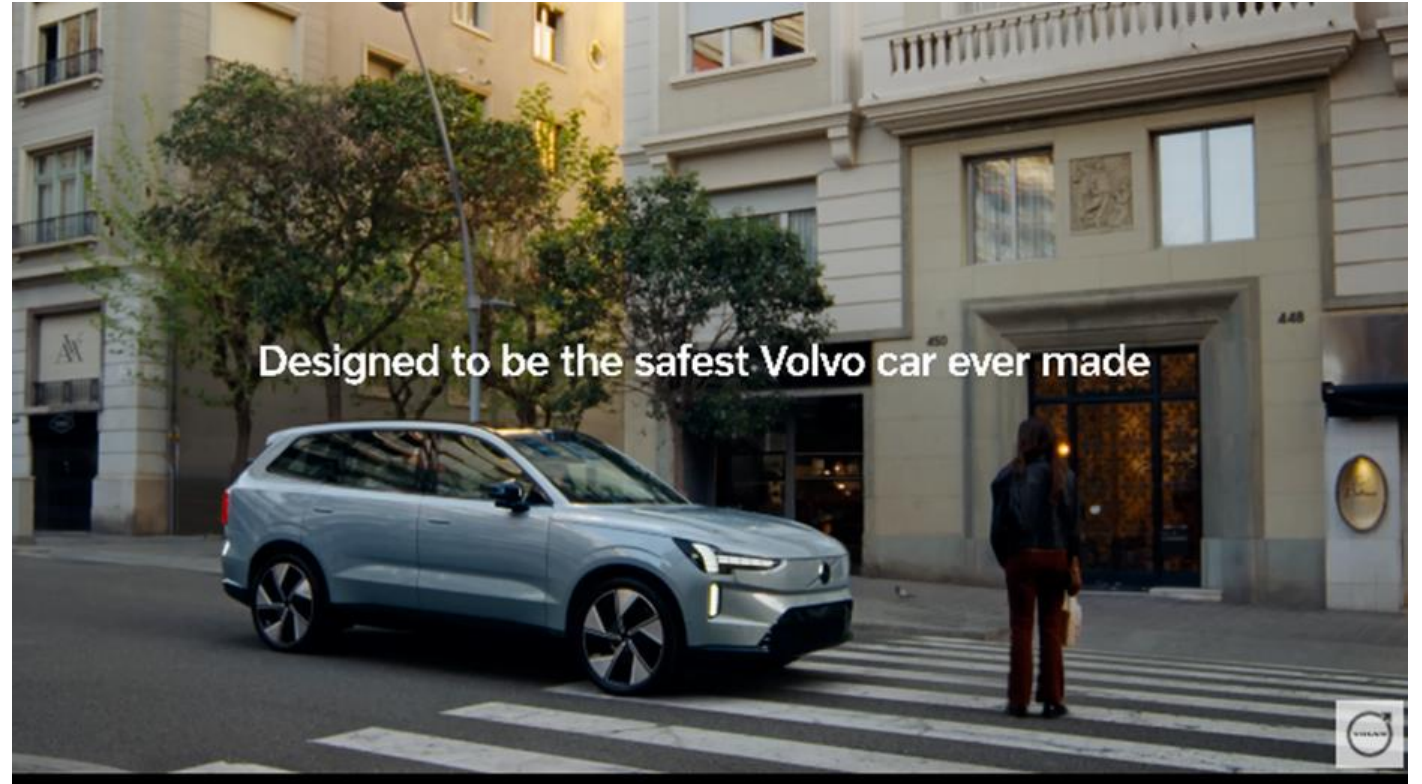
# Censydiam needs wheel



# Censydiam needs wheel



# Censydiam needs wheel



# Censydiam needs wheel

**NIVEA SUN KIDS. EVEN OUR AD PROTECTS YOUR CHILD.**

Nivea Sun Kids, which has always protected your children's skin, will now protect them even more. We have developed an ad that turns into a bracelet, allowing you to locate your children on the beach, so they can play freely. Extra protection for them. Less worries for you.

**NIVEA**

## THE PROTECTION AD

### AN AD THAT ALLOWS PARENTS TO MONITOR THE DISTANCE FROM THEIR CHILDREN ON THE BEACH.

### IDEA

Showing NIVEA SUN KIDS's protection capacity on an ad. To achieve this, we decided to protect children from another huge parents' concern: the risk of them getting lost on the beach, especially when it is crowded. That was how "The Protection Ad" started, an ad that turns into a bracelet for children to wear and be monitored by their parents' cell phone.

### HOW IT WORKS

- 1 You detach the ad's lateral, which has a built-in locator, and adjust it like a bracelet on your child's arm.
- 2 Download the app NIVEA PROTECTE on APP Store or Google Play.
- 3 Pair and identify the bracelet.
- 4 Choose the distance limit, in a radius of 32 yards, to be alerted when the child moves away.
- 5 And the radar shows when you approach or distance from your child.

The ad is made with a material that is durable and resistant to humidity, and can be used several times.

### RESULTS

- The ad became a successful idea, with both national and international recognition.
- Even with the covid-19 pandemic, the ad remained on paper by not showing up in parents' arms for a long time.
- For the first time, NIVEA SUN KIDS was the most searched for equipment, with a 62% increase in its sales volume.

8/10 is highly recommended by the ad campaign's users.

We were present at the attractive top 10 in parents' searches, competing with baby strollers, baby cribs, etc.

The bracelet has come on a great list of devices, NIVEA requires several requests for 7,000 units.

**PLEASE WATCH THE VIDEO AND TRY THE PROTECTION AD YOURSELF BY REQUESTING THE SUPPORTING MATERIAL.**

# Censydiam needs wheel

100% dermatologist tested  
skincare and makeup.



# Censydiam needs wheel

Track More Than  
Your Fitness



- Heart rate
- Sleep
- Stress
- Recovery
- Temperature

OURA

OURA

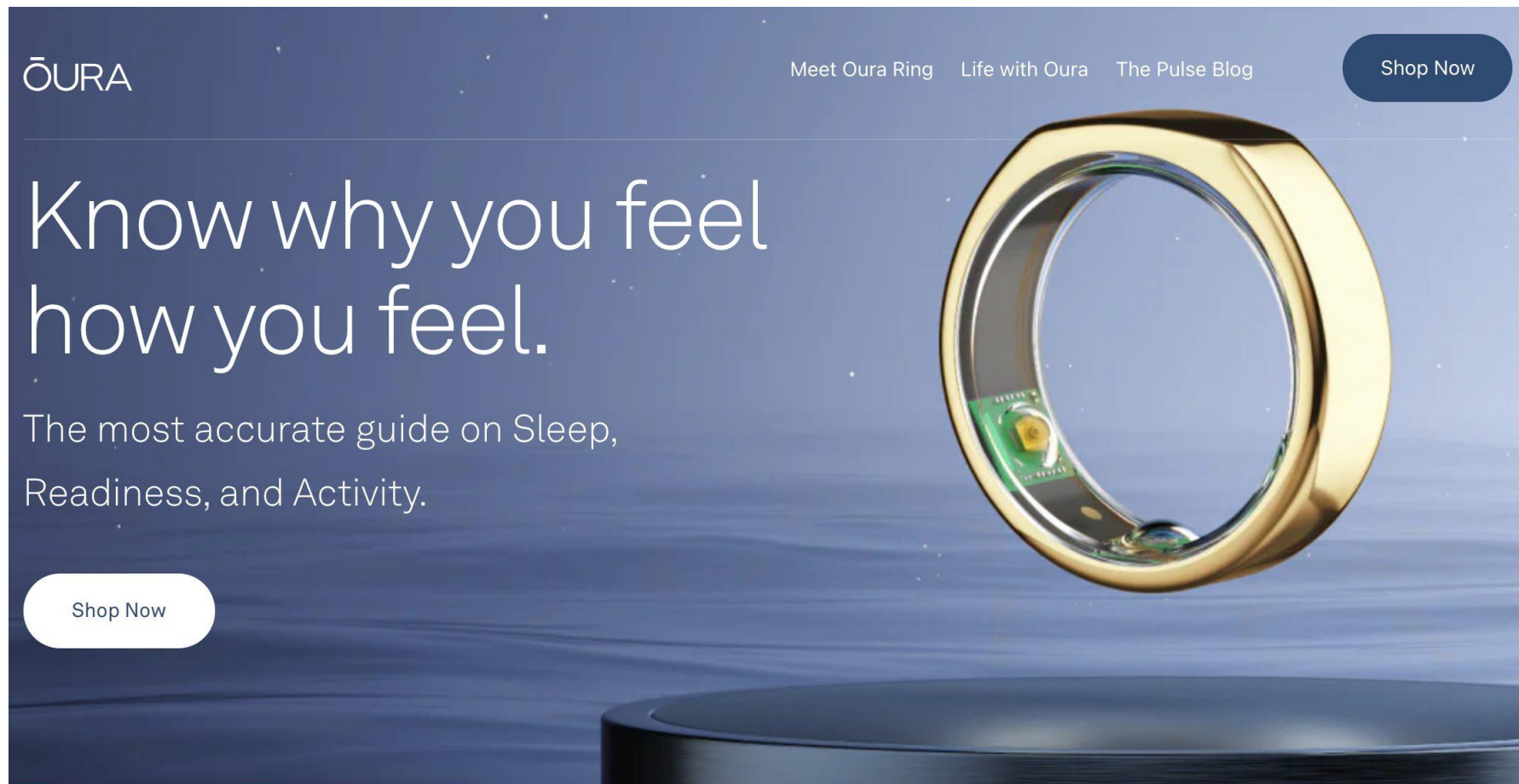
Meet Oura Ring | Life with Oura | The Pulse Blog

Shop Now

## Know why you feel how you feel.

The most accurate guide on Sleep,  
Readiness, and Activity.

Shop Now



# Censydiam needs wheel



# Censydiam needs wheel



## ABSOLUT UNIQUE

### CHALLENGE

For the upcoming autumn/winter sales peak, ABSOLUT wanted to create an inimitable product with a great pr story – and a pr roll-out that would generate a global conversation.

### SOLUTION

Through a complex interaction of human and mechanical interaction, and a carefully orchestrated randomness, we re-engineered ABSOLUT's whole bottle production process. The result: four million uniquely designed bottles, a concept that taps into the phenomena of mass produced individuality and fantastic pr content that revealed the story behind the story.

### RESULTS

- 18 out of 30 pre-defined top tier media covered the story, including Huffington Post, Fast Company, Ad Age, Hypebeast, PSFK, Contagious and Nylon.
- More than 4,000 online media posts in ten days, with an extremely positive sentiment (97%)
- All-time high consumer engagement on Facebook with 12,000+ likes and 2,400 likes in less than 24h
- Nearly 9,000,000 twitter reach
- Great market demand for ABSOLUT UNIQUE, with more than 80 markets launching the product



A rough draft of the ABSOLUT UNIQUE design.



38 colors were manually added to splash guns, spray heads and other colour-generating machines.



To create 4M unique bottles, ABSOLUT had to re-engineer its whole bottle production process.



An ABSOLUT UNIQUE story ran twice on CNN Headline News.



Coverage in top tier media such as Huffington Post, Fast Company, Hypebeast and Ad Age inspired hundreds of tweets, blog posts and articles in other media.

# Censydiam needs wheel



rolex • Volgen

Originele audio



rolex What makes a Rolex a Rolex? It's not the wheels and cogs. Not the steel we shape, the gold we forge. It's not the sum of every single part that we design, craft, polish and assemble with countless skills and constant care. It's the time it takes. The numerous days and months that are necessary until we can print this single word on each individual dial leaving our workshops: "Superlative". It's the mark of our autonomy, responsibility and integrity. This is all we make, but we make it all. So that, in time, you can make it your own.

#Rolex #Watchmaking #Perpetual

Bewerkt · 92 w.



198.854 vind-ik-leuks

11 april 2023



Aanmelden om dit leuk te vinden of hier op te reageren

# Censydiam needs wheel



HORIZONS NEVER END

LOUIS VUITTON

**Censydiam needs wheel**



**FIND YOUR GREATNESS.**



# Censydiam needs wheel





Photo: Jarritos Mexican Soda / Unsplash

## Exercise

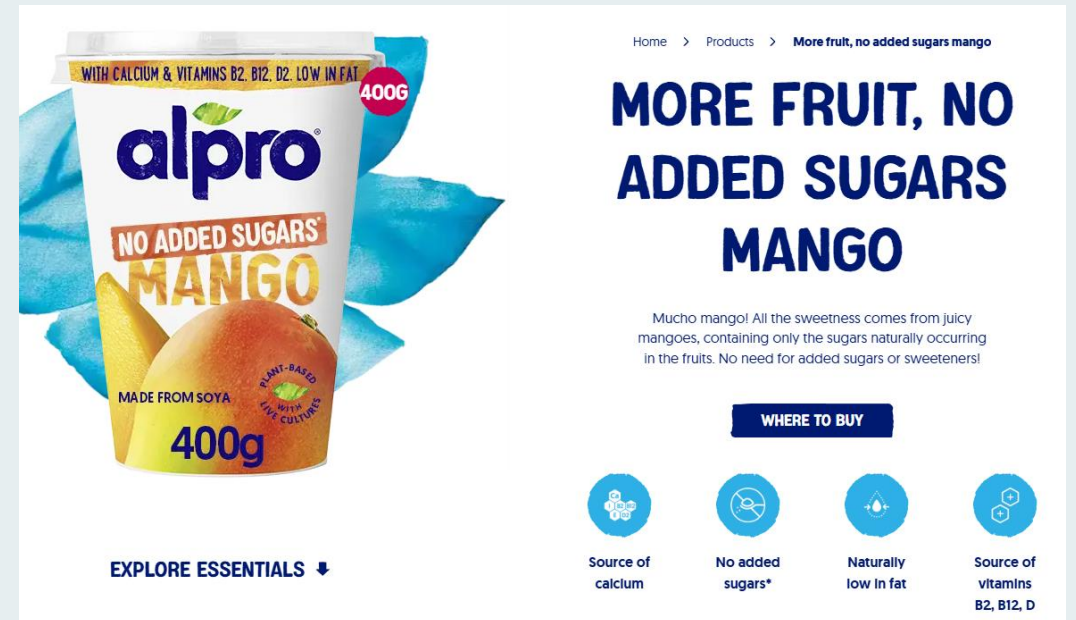
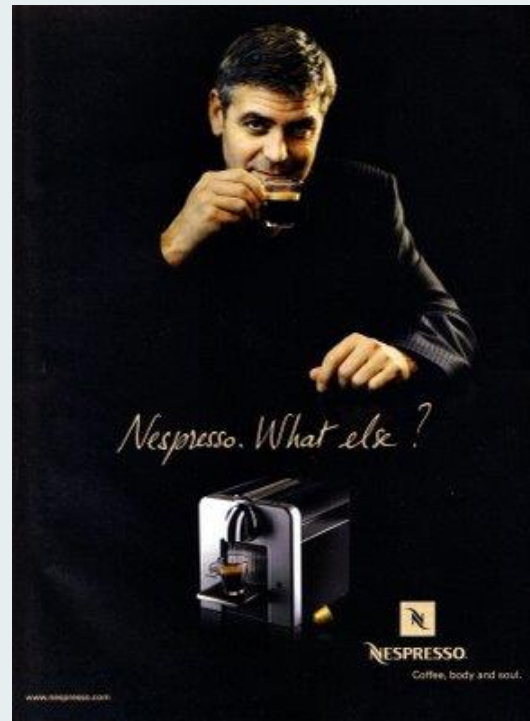
- Choose a brand that offers
  - A) Soft drinks
  - OR B) Phone and internet services
- Look up some of their campaigns and ads online. Which needs do you think they are trying to appeal to?
- **Describe the needs** that the brand addresses, using the **Censydiam compass**





# Exercise

- **Which needs** are being addressed in these examples?
- **Describe these needs**, optionally making use of the theoretical models presented earlier.



# Goals

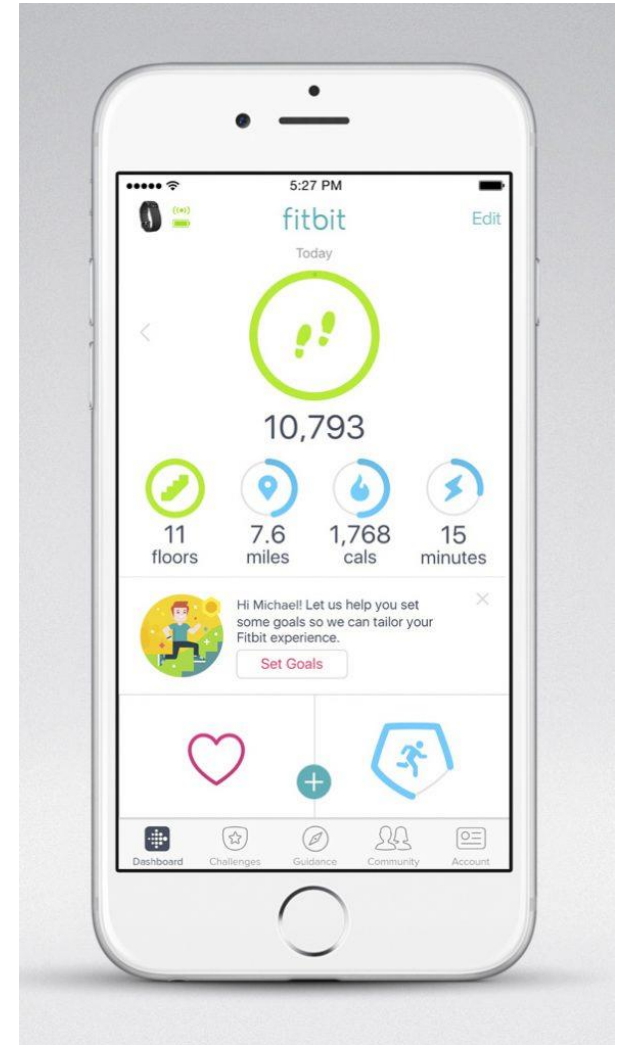
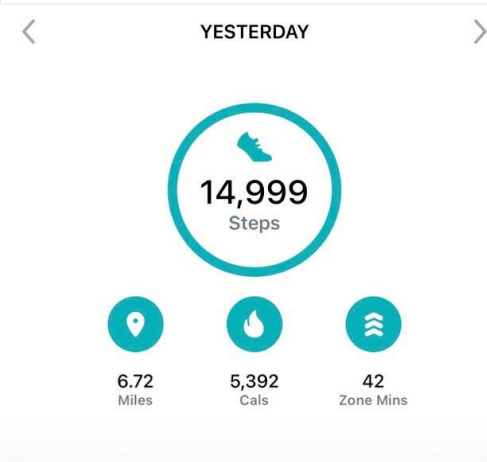




Photo: Nathan Dumlao / Unsplash

# Exercise

- Which loyalty card do you think works best? Explain why.



Image: Behavioralinsight.nl

# Goals

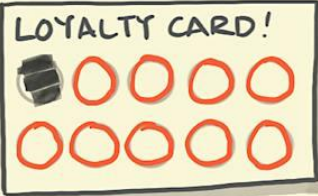
## THE GOAL-GRADIENT EFFECT

THE CLOSER WE GET TO A GOAL THE HARDER WE'LL TRY

CLOSER  
TO GOAL

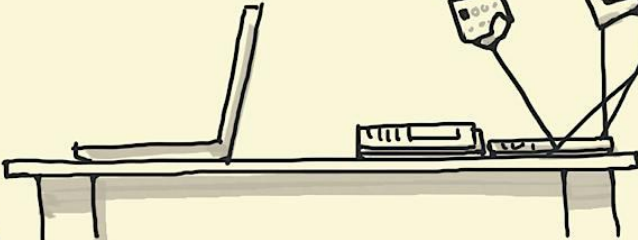
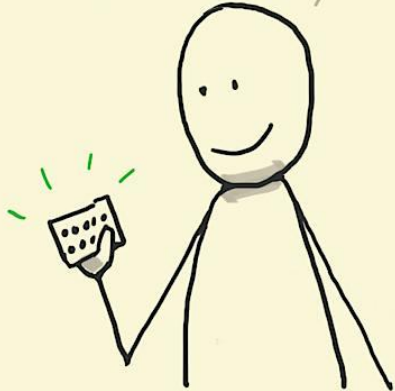


FAR  
FROM GOAL



OOH, LET'S GET A COFFEE!

NAH.



↑ MORE MOTIVATED

↓ LESS MOTIVATED

sketchplanations



## Exercise

- What is motivation, according to you?
- Reflect on what drives your behavior:
  - Why did you get up this morning?
  - Why did you decide to come to class?
  - Why are you still sitting in class rather than leaving?



# Motivation

**TABLE 3.1**

**Illustrations of the motivation process in action**

<b>NEED</b>	<b>HEALTH</b>	<b>NUTRITION</b>	<b>INCOME AND RECOGNITION</b>
<b>Tension or unpleasant situation</b>	Feeling unfit and unhealthy	Feeling hungry	Uncertainty about career prospects
<b>Goal</b>	Lose four kilograms over the next six months	Eat something within the next hour	Obtain a degree in marketing
<b>Motivation or drive</b>	Willingness to invest time and energy in exercise	Making the effort to buy a sandwich	Investing energy in studying
<b>Consumer behaviour</b>	Purchasing a fitness subscription	Buying a sandwich at the bakery	Enrolling in a marketing course at college
<b>Achieving goal and reducing tension</b>	Achieving desired weight	Hunger disappears	Obtaining diploma and finding a job

# Types of motivation



Intrinsic



Extrinsic

# Types of motivation

## Extrinsic Motivation

Motivated to perform an activity to earn a reward or avoid punishment



## Intrinsic Motivation

Motivated to perform an activity for its own sake and personal rewards



# Types of motivation



Positive



Negative

# Types of motivation

Motivation can be positive (approach) or negative (avoidance)



Why do people brush their teeth?

## Positive / Approach:

- To feel fresh
- To make teeth white

## Negative / Avoidance:

- To avoid bad breath
- To avoid cavities
- To avoid yellow teeth
- To avoid disapproval from the dentist

# Types of motivation



# Types of motivation



## WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP TURN THE TIDE ON PLASTIC POLLUTION AT [WWW.SURFRIDER.ORG/RAP](http://WWW.SURFRIDER.ORG/RAP)

SURFRIDER and the SURFRIDER LOGO are registered service marks of Surfrider Foundation. Copyright © 2011 Surfrider Foundation. All rights reserved. "Rise Above Plastics" is a trademark of Surfrider Foundation. All other trademarks are the property of their respective owners.



**NOTHING'S QUICKER.**  
New Ajax easy lift out wipes. Take on mess single-handedly.

**Need space?**  
**HEMNES**  
4 compartment shoe cabinet  
(107x101 cm) white  
**248**,-

# Exercise



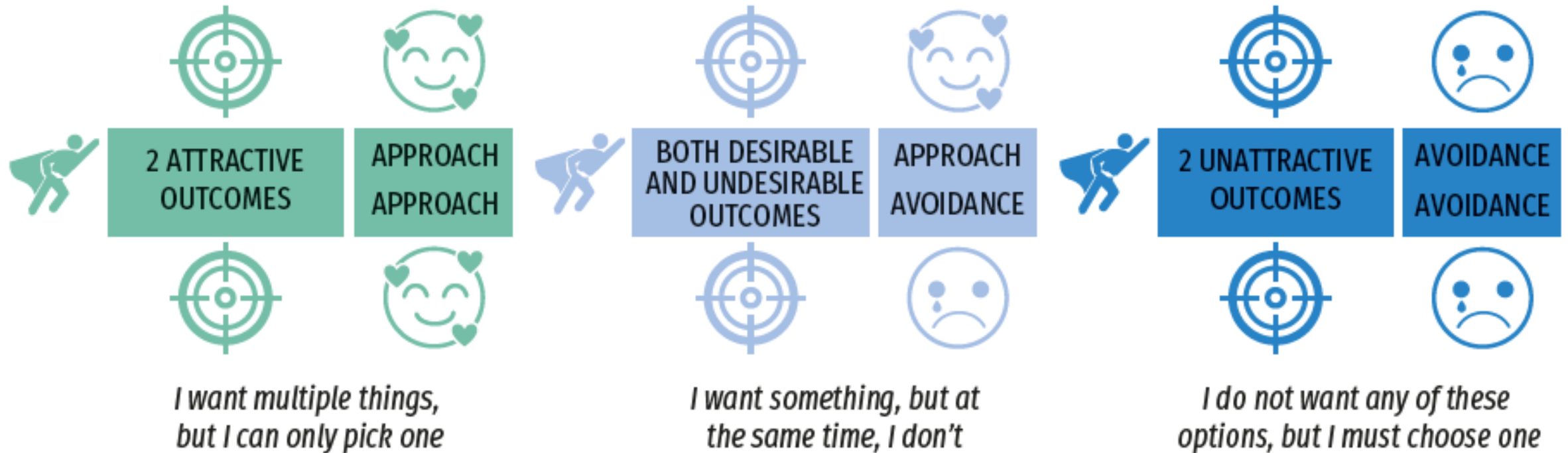
- Do you think advertising campaigns for deodorants appeal to positive or negative motivation?
- Explain.



# High purchase motivation



# Motivation conflicts



**FIGURE 3.5**

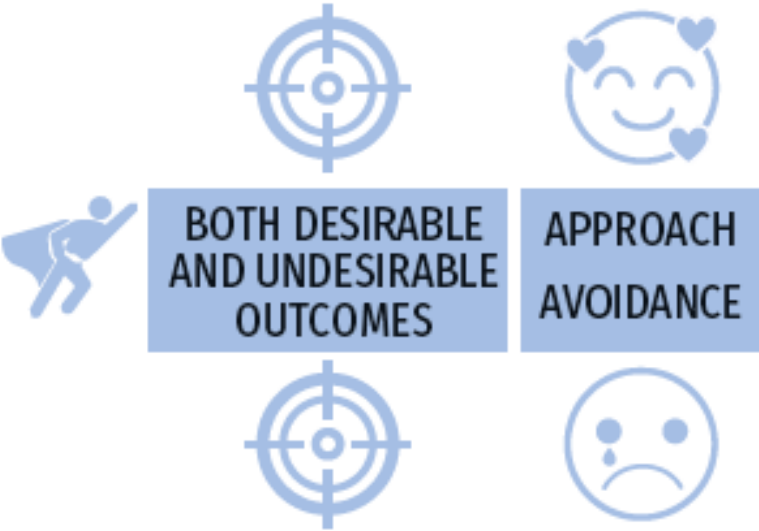
Motivation conflicts can occur when a person feels multiple motivations.

# Motivation conflicts



Photo: Priscilla Du Preez / Unsplash

# Motivation conflicts



BOTH DESIRABLE AND UNDESIRABLE OUTCOMES

APPROACH AVOIDANCE

*I want something, but at the same time, I don't*



Photo: Bohdan Malitskiy/ Shutterstock

# Motivation conflicts

**GUILT-FREE,  
DELICIOUS,  
HEALTHY.**

**EXPLORE**



# Motivation conflicts



*I do not want any of these options, but I must choose one*



Photo: Jacob Zerdzicki / Unsplash

# Involvement

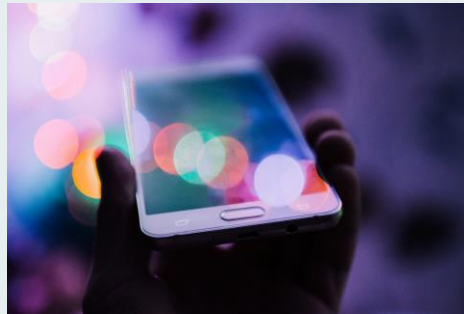




Photo: Detail / Unsplash

# Exercise

- Do the following products fall into the **low engagement** and low motivation category? Or **high engagement** and high motivation?
- Explain why.



# Motivation, involvement, risk

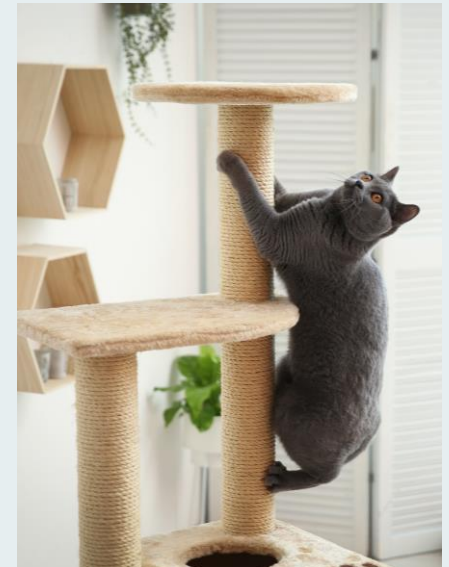
**TABLE 3.2** Perceived risks

<b>TYPE OF RISK</b>	<b>EXAMPLE</b>
Financial risk	<i>I might lose money.</i> The risk of wasting or losing money or having too little budget left. Expensive purchases such as a car, an investment, or a dishwasher.
Functional risk	<i>The product might not perform as expected.</i> The risk of the product malfunctioning or not working as promised. Newly launched innovations, but also common products such as stain removers, computers, or second-hand cars.
Physical risk	<i>I might harm myself.</i> The risk that the product is harmful or dangerous. Motorcycles, flammable substances, or hair dye.
Social risk	<i>I wonder what others think of this.</i> The risk that using a product might diminish one's status, popularity, or self-confidence. Socially visible or symbolic products such as clothing, jewellery, car, home, or sports equipment.
Psychological risk	<i>This might be bad for my self-image or well-being.</i> The risk that the product may have a negative impact on well-being, self-image, or status. The product might not fit the image. Branded products, designer clothes, cosmetic treatments.
Time risk	<i>How much time will I need to invest before I can use the product?</i> The risk that considerable time may be required to make a product functional or to have it delivered and ready for use. New software, a self-assembly cabinet, a full year's enrolment in a fitness centre.



# Exercise

- What kinds of risks can arise when purchasing...



# Lowering perceived risk

Ontdek hier snel de  
NIEUWE COLLECTIE  
**WOODY** →



GRATIS VERZENDING  
vanaf 40€

GRATIS RETOUR

5% KORTING  
op volgende aankoop

✉ info@moutonaalst.be  
☎ 053 21 42 42



**BOSCH**

**FREE**  
**4 Year Warranty**  
on selected Bosch Appliances



**4 year**  
EXCLUSIVE  
WARRANTY

Awards 2012  
**Which?**  
Best Home Appliance Brand



**Vègètal**  
BIO COLOUR  
100% Herbal  
Hair Colour

Pure Ayurvedic  
preparation

Dark Brown

No pPD  
No Ammonia  
No Peroxide

**Vègètal**  
BIO COLOUR

AN HYPOALLERGENIC FORMULA FOR SENSITIVE SKIN TOO

# Lowering risk perception

**Fights Stains & Odour**  
**Loves Fabrics & your Skin**

with plant-based  
surfactants, bioenzymes,



## PRODUCT FEATURES

**Full UHD 4K  
Media Support**

**Provides Audio  
Extraction Capabilities**

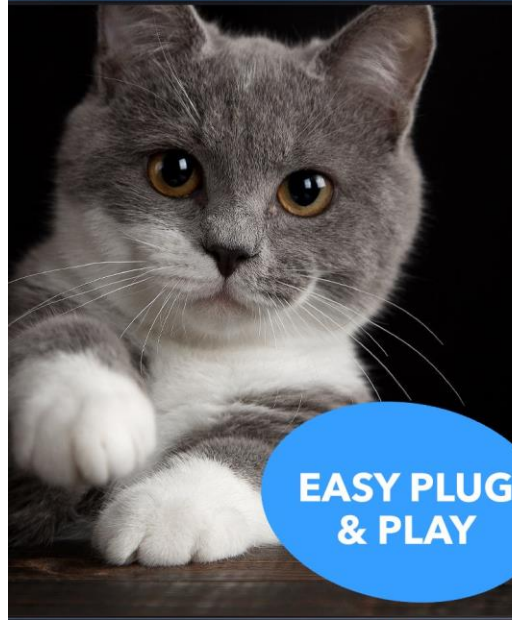
**Power Over LAN**

**Extends 4K Media  
Playback up to 400ft  
at 4K signal, or up to  
500ft with 1080P**

**EASY PLUG  
& PLAY**



Includes  
IR emitters  
& IR receiver



# Heightening perceived risk



# Heightening perceived risk

**ESTIMATES FROM 2017-2018 FLU SEASON**

- 48.8 MILLION PEOPLE SICK
- 22.7 MILLION CLINIC VISITS
- 959,000 HOSPITALIZATIONS
- 79,400 DEATHS

**FIGHT THE FLU!**

**TIPS FOR THIS INFLUENZA SEASON:**

- GET VACCINATED!
- WASH YOUR HANDS!
- COVER YOUR COUGH!
- DON'T TOUCH YOUR FACE!
- STAY HOME IF SICK!

**Food waste hurts our planet**

Join the fight to end food waste at [food.cloud/climate](https://food.cloud/climate)

**FoodCloud**

# Heightening perceived risk





Photo: Loic Leray / Unsplash

# Exercise

- What **risk** is there?
- How is the perceived risk **increased or decreased**?



Remember your vacation. Not the medical bills.

The last thing you want to bring home is a huge hospital bill. So next time you travel down south, take along BCAA Travel Insurance and bring back souvenirs instead of debt. Plus, BCAA members always save 7%. For more information call 310-2345, visit [bcaa.com/travelinsurance](http://bcaa.com/travelinsurance) or stop by your nearest BCAA sales centre.



Relax. We've got it covered.

**There's Always That Guy Who Paid Less For His Flight. BE THAT GUY**  
Flights, Accommodation, Tours, Holiday Car Hire, Travel Insurance Available, Cruises, Rail Journeys, Experiences/Activities/Attractions



**BRIGHT WORLD TRAVEL**

**Fairy lasts 2x longer than the next best-selling brand**

# Complexity of needs and the motivational process



# What were the main points?



What do you remember about...

- Subconscious needs?
- Needs according to Maslow?
- Needs according to Censydiam?
- Positive and negative motivation?
- Motivation conflicts?
- Involvement and risk perception?

# How is this applied?



## Some practical tips:

- Needs and benefits in marketing messages

FEATURE	BENEFIT
Weighs only 500 grams	No back pain
5-year warranty	Worry-free and risk-free
1 Gigabyte	1,000 photos on your phone
Made of wool	Stay warm when it gets colder

- Resolving motivation conflicts
- Solving subconscious problems
  - Why? > Why? > Why? > ...

H3

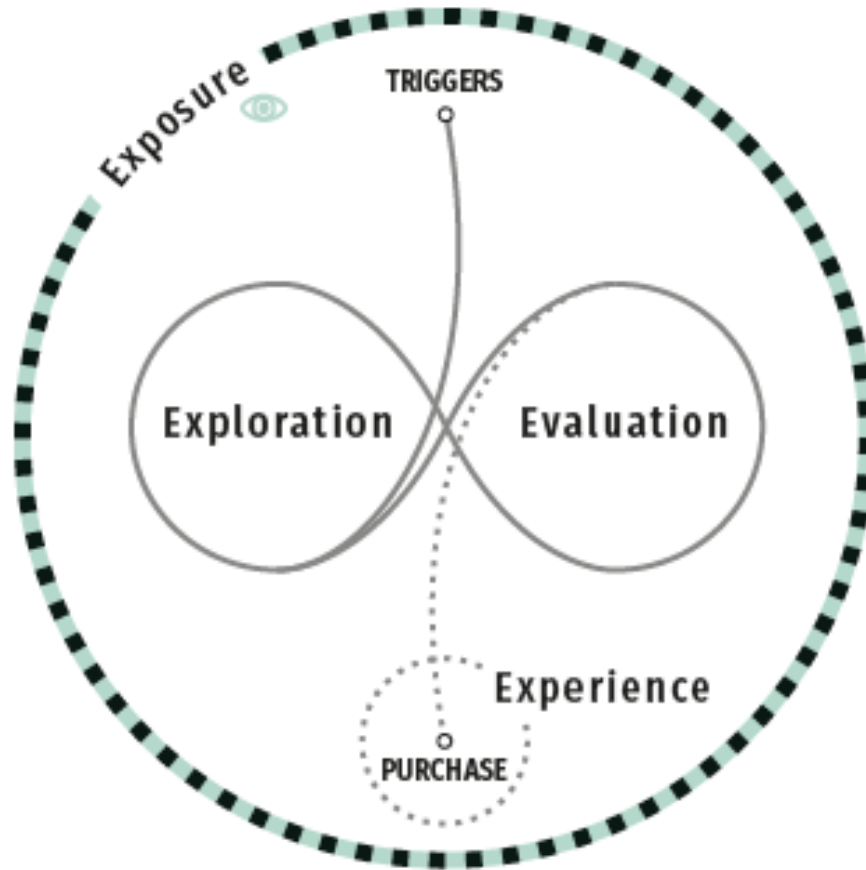
NEEDS AND  
MOTIVATION

Essence

Pro tips

Context

# What's next?



CH1 – MARKETING AND CONSUMER BEHAVIOUR

CH2 – DECISION-MAKING

CH3 – TRIGGERS – NEEDS AND MOTIVATION

**CH4 - INTERNAL EXPOSURE – PERCEPTION**

CH5 – INTERNAL EXPOSURE – MEMORY AND LEARNING

CH6 – INTERNAL EXPOSURE – ATTITUDES

CH7 – INTERNAL EXPOSURE – PERSONAL CHARACTERISTICS

CH8 – EXTERNAL EXPOSURE – SOCIAL FACTORS

CH9 – EXTERNAL EXPOSURE – SITUATIONAL FACTORS

CH10 – CHOICES, DECISIONS, AND BIASES

CH11 – EXPERIENCES DURING AND AFTER PURCHASE

CH12 – POSSESSION, DISPOSAL AND REPURPOSE



# CH3 NEEDS AND MOTIVATION

---

END

