

Consumer Behavior

Week 4

SESSION 7

Purpose of consumption

11. Consumer Motives

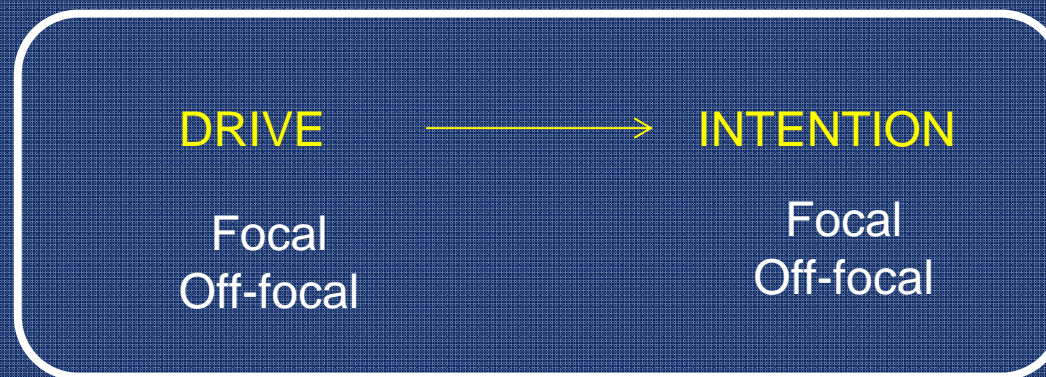
Purpose: understand what drives consumers

New Age Consumer Motives

If one consumes, it is because one is motivated to consume whether digitally or analogically or both.

Thus, consumer motivation is the dynamic drive or stimulus or arousal it is the cause one has for the achievement of a consumer intention as effect.

Consumption is thus causal.



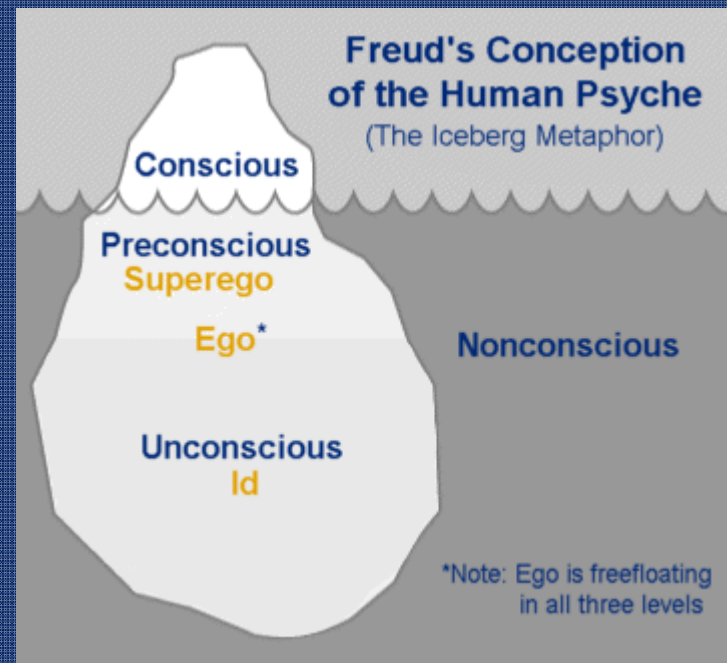
Consumer motivation therefore depends on:

- The nature of drives: focal (i.e. conscious and known) or off-focal (i.e. opaque, unconscious, unknown)
- The nature of the intentions to be achieved: focal (i.e. specified) or off-focal (i.e. unspecified)
- The nature of the cultural and social context



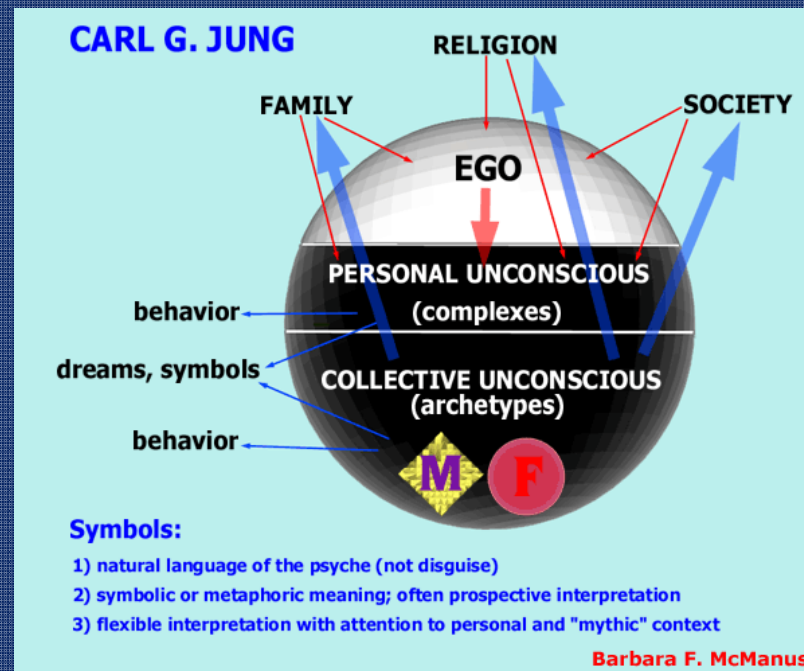
Motivation has been described in the following theories:

- Motivation results from the interplay of three forces, namely the unconscious – id, the social and cultural values – superego, and the conscious – ego (Freud)



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- Motivation results from the particular archetype (i.e. social templates found in the collective unconscious) in use (Jung)



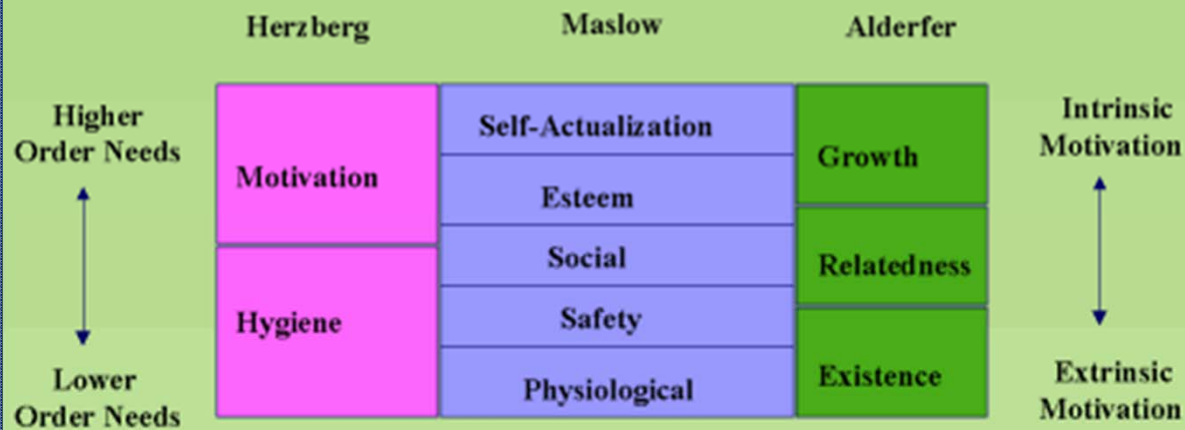
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- Motivation results from the achievement of intentions leading to intentions of a higher order (i.e. a hierarchy of intentions ranging from physiological, protective, cultural, self-centered, self-fulfilling (Maslow))



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Comparison of Motivation Theories



Types of drives include:

- Achievement: the consumer motive to accomplish a specified intention – e.g. finding a job on LinkedIn
- Power: the consumer motive to control others or processes – e.g. posting job-related information to convince the community of acquired skills



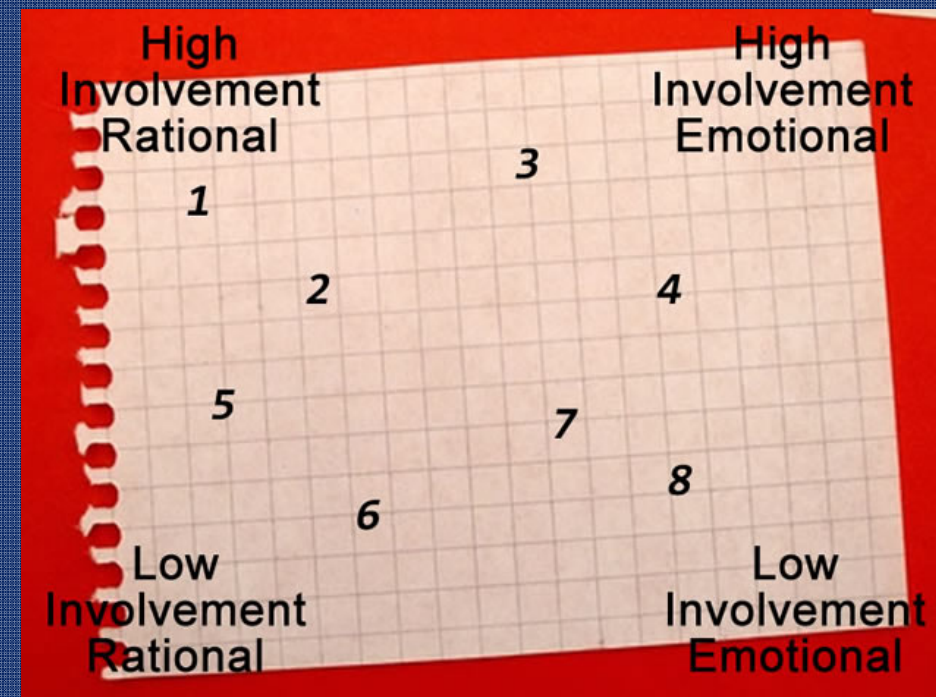
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- Uniqueness: the consumer motive for novelty and differentiation – e.g. post some particulars so as to render the profile more attractive
- Affiliation: the consumer motive to socialize – e.g. post affiliations to clubs
- Self-esteem: the drive for maintaining a positive view of oneself – e.g. make postings with assertiveness

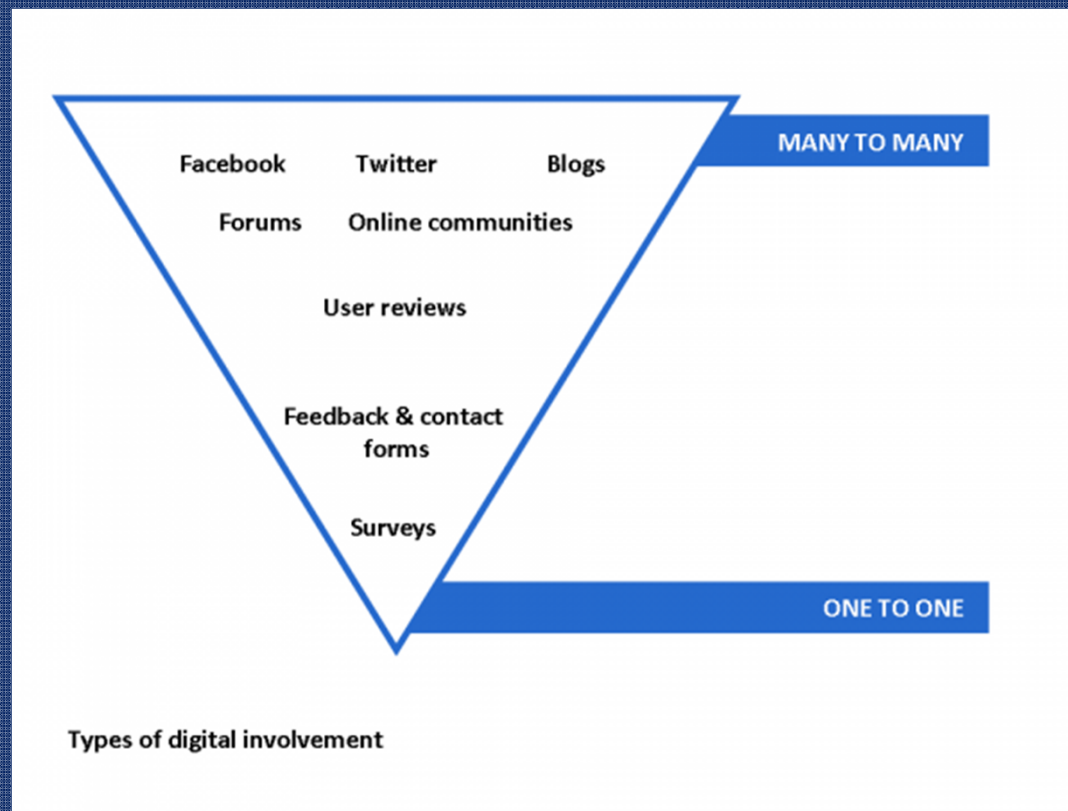
The outcome of motivation is consumer involvement. It is the degree and kind of participation one has with digital and analog products.

Consumer involvement can be:

- Cognitive (rational)
- Affective (emotional)



Consumer participation defines the digital involvement consumers have with others in the digital environment, ranging from one-to-one to many-to-many.



Consumer involvement also defines brand loyalty.

10 most popular online brands by UK Unique Audience (UA) ranked by UA growth October 2006 – October 2007

Overall Rank	Brand	UK Unique Audience Growth Oct 06 - Oct 07	UK UA Oct 07 (millions)
8	YouTube	84%	9.9
10	Wikipedia	50%	9.5
7	Amazon	21%	11.8
1	Google	19%	27.8
5	BBC	8%	16.1
2	MSN/Windows Live	7%	21.7
4	Yahoo!	5%	16.3
6	eBay	4%	14.4
3	Microsoft	-3%	17.0
9	Apple	-6%	9.6

10 fastest growing online brands by UK Unique Audience (UA)*: October 2006 - October 2007

Rank	Brand	UK Unique Audience Growth Oct 06-Oct 07	UK UA Oct 07	UK UA Oct 06	UK Active Reach Oct 07	Nature of service
1	RockYou!	2,106%	1,900,189	86,139	5.8%	Social network tool
2	Facebook	1,646%	7,825,148	448,211	23.9%	Social network
3	Slide	649%	3,164,590	422,445	9.7%	Social network tool
4	HOT or NOT	503%	866,300	143,658	2.7%	Face rating / dating
5	Veoh	399%	659,877	132,367	2.0%	Videos
6	TravelRepublic	313%	557,231	135,007	1.7%	Travel agency
7	Metro Lyrics	306%	426,679	105,005	1.3%	Music lyrics
8	Bunnyhero Labs	297%	551,305	138,737	1.7%	Social network tool
9	LinkedIn	282%	461,212	120,705	1.4%	Professional network
10	About.com	265%	582,359	159,673	1.8%	Information / reference

Source: Nielsen Online, UK NetView, home & work data, including applications, October 2006-October 2007
 *Minimum requirement: Oct 06 Unique Audience ≥ 85,000. E.g. between Oct 06 & Oct 07, RockYou!'s UK Unique Audience grew by 2,106% from 86,139 to 1.9 million (now visited by 6% of Britons online)

TIPS TO BUILD YOUR ONLINE BRAND



Mid-term