



Chapter 3

Consumer needs and motivation

Multiple choice questions

1. _____ is/are the basis of all modern marketing.
 - a. Profit growth
 - b. Human needs
 - c. Technology
 - d. Psychology

Answer: b

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

2. The key to a company's survival, profitability and growth in a highly competitive marketplace is:
 - a. to continue to increase quality and forgo profits.
 - b. to continue to identify and satisfy unfulfilled consumer needs better and sooner than the competition.
 - c. to sell what it's good at making.
 - d. to convince consumers that they should buy more products.

Answer: b

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

3. When a marketer defines their market in terms of the needs they presume to satisfy, rather than in terms of the products they sell, this is known as the:

- a. selling concept.
- b. marketing concept.
- c. product concept.
- d. production concept.

Answer: b

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

4. Concerning the consumer as an individual, which of the following four statements is false?
- a. Consumers seek different pleasures and thus spend their money differently.
 - b. Human needs are the basis of all modern marketing.
 - c. Marketers do not create needs.
 - d. A firm's success is dependent on satisfying previously satisfied needs.

Answer: d

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

5. The greatest benefit of operating by the marketing concept is marketers:
- a. will understand that diversity exists.
 - b. will find a ready market for their products.
 - c. can determine the best way to create needs.
 - d. may be able to identify previously filled needs.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

6. The driving force within individuals that impels them to action is:
- a. motivation.
 - b. drive.
 - c. behaviour.
 - d. learning.

Answer: a

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

7. Which of the following statements regarding consumer motivation and needs is false?
- a. The specific goals consumers elect and the patterns of action they undertake to achieve their goals are the result of individual thinking and learning.
 - b. Marketers who understand motivational theory attempt to influence consumers' physical behaviours.
 - c. Consumers reduce tension from the unfulfilled need or want through behaviour that they anticipate will fulfil their needs and thus relieve them of the stress they feel.
 - d. The drive that consumers have to fulfil their need comes both consciously and subconsciously.

Answer: b

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

8. An individual may wish to improve his/her performance in a particular sport. Which factor might influence his/her motivation to purchase a certain product to improve their performance?
- a. The feeling that an unfulfilled need exists.
 - b. A state of tension is perceived to exist.
 - c. Learning from previous experiences is recalled.
 - d. All of the above may influence motivation.

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

9. All of Lisa's friends have purchased handbags by a new popular brand. The anxiety that motivates her to buy a handbag by the same brand would best be described as:
- a. cognitive processes.
 - b. tension.
 - c. goal fulfilment.

d. angst.

Answer: b

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

10. The needs for food, water and shelter are:

- a. acquired needs.
- b. innate needs.
- c. secondary needs.
- d. product-specific needs.

Answer: b

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

11. Wishing to join the same sports club your parents belonged to, wanting branded mineral water and wanting a house suitable for entertaining people, are all examples of what kind of needs?

- a. Innate needs.
- b. Acquired needs.
- c. Physical needs.
- d. Well-developed country needs.

Answer: b

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

12. Which of the following is not a way in which needs are generally classified?

- a. Physiological.
- b. Innate.
- c. Generic.
- d. Primary.

Answer: c

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

13. An office worker is hungry and goes to his local café to buy a sandwich to eat. This person's action was driven by a(n):

- a. product-specific need.
- b. acquired need.
- c. secondary need.
- d. innate need.

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

14. Another term for biological needs is _____ needs.

- a. innate
- b. acquired
- c. secondary
- d. psychogenic

Answer: a

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

15. _____ needs are needs that we learn in response to our culture or environment. They may include the need for self-esteem, prestige, affection, power or learning.

- a. Psychological
- b. Innate
- c. Environmental
- d. Acquired

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

16. If a person tells her colleagues she wants to go on a holiday, without specifying where to, she is stating a _____ goal.

- a. product-specific

- b. generic
- c. stable
- d. achievement

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

17. When a particular need is satisfied by a single brand of shirt, that goal is a:

- a. generic goal.
- b. accessibility goal.
- c. physical capacity goal.
- d. product-specific goal.

Answer: d

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

18. A brand of gym and fitness equipment may advertise the general benefit of health and fitness from exercising. This approach would be concerned with a:

- a. accessibility goal.
- b. generic goal.
- c. product-specific goal.
- d. fitness goal.

Answer: b

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

19. Which of the following statements regarding goals is false?

- a. Needs and goals are independent of one another.
- b. One's self-image can impact his/her goals.
- c. Goals must be physically accessible.
- d. Goals can be based on specific brands of products.

Answer: a

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

20. Our perception of ourselves also serves to influence the specific goals we select. The products we own, would like to own or would not like to own are often perceived in terms of how closely they reflect (are congruent with) our:

- a. opinions.
- b. level of tension and drive.
- c. self-image.
- d. ego.

Answer: c

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

21. Ben's decision to purchase an expensive Mercedes model to reflect his success is driven by:

- a. his ego.
- b. his generic goal.
- c. a successful advertising campaign by Mercedes.
- d. his self-image.

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

22. The goals selected by individuals depend on all the following except:

- a. personal experience.
- b. one's physical capacity.
- c. cultural norms.
- d. other people with the same goal.

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

23. Needs and goals are:

- a. independent.

- b. interdependent.
- c. interactive.
- d. autonomous.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

24. Which of the following statements is most true?

- a. People are as aware of their needs as they are of their goals.
- b. People are not as aware of their needs as they are of their goals.
- c. People are not as aware of their goals as they are of their needs.
- d. None of the above.

Answer: b

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

25. All of the following are examples of negative motivation except:

- a. a person avoiding motorcycles as a mode of transportation to avoid injury.
- b. a person using skin care and beauty products to look good and have healthy skin.
- c. a person refraining from eating real butter in order to consume less fat.
- d. a person exercising at a gym to avoid getting overweight and fat.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

26. A _____ goal is one towards which behaviour is directed, and thus is often referred to as an approach object.

- a. positive
- b. generic
- c. personal
- d. individual

Answer: a

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

27. A _____ goal is one from which behaviour is directed away, and thus is sometimes referred to as an avoidance object.

- a. specific
- b. generic
- c. negative
- d. anti-social

Answer: c

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

28. Negative goals are also referred to as:

- a. prepotent needs.
- b. defence mechanisms.
- c. avoidance objects.
- d. personal goals.

Answer: c

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

29. Positive goals are also referred to as:

- a. avoidance objects.
- b. approach objects.
- c. defence mechanisms.
- d. prepotent needs.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

30. When people become motivationally aroused by a threat to, or elimination of a behavioural freedom, such as freedom of product choice, this motivational state is called a(n):

- a. avoidance state.
- b. psychological reactance.
- c. defence mechanism.
- d. positive motivation mode.

Answer: b

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

31. _____ assume that consumers behave by carefully considering all the alternatives and choosing those that give them the greatest utility.

- a. Emotional motives
- b. Rational motives
- c. Innate needs
- d. Substitute goals

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

32. In a marketing context, _____ imply that consumers select goals according to personal or subjective criteria like pride, fear, affection or status.

- a. rational motives
- b. emotional motives
- c. innate needs
- d. substitute goals

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

33. From the marketing perspective, consumers' purchase decisions based totally on objective criteria is called:

- a. non-rational motivation.
- b. the economic model of decision making.
- c. subjective buying.
- d. rationality.

Answer: d

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

34. Julie rushed out to buy a jumper of her favourite AFL team. Julie's motive would most likely be classified as:

- a. emotional.
- b. rational.
- c. being based on the 'reasonable man' theory.
- d. psychological reactance.

Answer: a

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

35. Which of the following is not a reason why needs and goals constantly change?

- a. The individual's physical condition changes.
- b. The environment remains stable.
- c. Interaction with others can cause change.
- d. One's experiences can cause change.

Answer: b

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

36. Jack becomes the CEO of a company but then desires to be the CEO of a larger company. This is an example:

- a. that existing needs are never completely satisfied.
- b. that as needs become satisfied, new higher-order needs emerge.
- c. of an individual who is clearly a positivist.
- d. that most people are experientialists.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

37. When an individual cannot achieve a goal and establishes an alternative goal, this alternative is considered a:

- a. substitute goal.
- b. failure.
- c. frustration.
- d. disaster.

Answer: a

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

38. A woman who cannot afford an Omega watch may convince herself that a Swatch watch has an image she clearly prefers. This is an example of:

- a. failure.
- b. change in taste.
- c. frustration.
- d. substitute goal.

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

39. As individuals attain their goals, they develop new ones. If they do not, they continue to strive for old goals or they develop:

- a. mental issues.
- b. substitute goals.
- c. aspirational goals.
- d. avoidance goals.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

40. A man who has largely satisfied his basic physiological needs of food, housing etc, may turn his efforts to achieving acceptance among his new neighbours by joining their sporting clubs and supporting their community

activities. Once he achieves acceptance he may seek recognition by giving a lavish party or building a larger house. This example best relates to which of the following statements concerning motivation?

- a. Many needs are never fully satisfied.
- b. As needs become satisfied, newer and higher-order needs emerge.
- c. As needs become satisfied, all tension that impels one to act ceases.
- d. Community needs are a natural motivator and impel all people to act.

Answer: b

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

41. Those who reach their goals set higher goals. Those who do not reach their goals:

- a. lower their level of aspiration.
- b. will set substitute goals.
- c. reach a frustration level.
- d. all the above.

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

42. A Year 12 student who was not accepted into law may try business instead. If that fails they might try bookkeeping instead. This example most closely relates to which of the following facts about motivations and goals?

- a. People who do not achieve their goals become frustrated and give up.
- b. People who do not achieve their goals lower their aspirations.
- c. People who do not achieve their goals take on defence mechanisms to protect their self-images.
- d. People who do not achieve their goals consider themselves a failure.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

43. The effects of success and failure on goal selection have strategy implications for marketers. Goals should be reasonably attainable, and this means that ads should:

- a. promise more than the product will deliver.
- b. not promise more than the product will deliver.
- c. always over promise.
- d. directly state that the product will satisfy more than promised.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

44. A man who cannot afford a BMW may convince himself that a Mazda MX5 has an image he clearly prefers. This is an example of:

- a. how a substitute goal assumes primary goal status.
- b. how the man is concealing his goal and living a lie.
- c. how the man is living in denial.
- d. how frustration leads to belief.

Answer: a

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

45. When individuals do not attain their goals, they may:

- a. select a substitute goal which then assumes primary-goal status.
- b. select a substitute goal which then assumes secondary-goal status.
- c. regard it as a personal failure.
- d. adopt a defence mechanism to protect their egos.

Answer: a

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

46. When a young woman yearns to purchase a leather coat but cannot afford to do so and then convinces herself that wearing animal-skin is a barbaric practice after which she settles for a different cloth, this is an example of a:

- a. defence mechanism.

- b. product-specific goal.
- c. primary need.
- d. prepotent need.

Answer: a

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

47. People often adopt _____ to protect their egos from feelings of failure when they do not attain their goals.

- a. defensive needs
- b. defence mechanisms
- c. primary needs
- d. projective mechanisms

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

48. The feelings that can arise when a person cannot achieve a goal are:

- a. aggression.
- b. substitute goal.
- c. frustration.
- d. defence mechanism.

Answer: c

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

49. An individual who fails to achieve a desired goal, but who quickly works through it and sets a substitute goal, would be regarded as:

- a. adaptive.
- b. aggressive.
- c. frustrated.
- d. regressive.

Answer: a

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

50. A defence mechanism that an individual may employ is:

- a. aggression.
- b. rationalisation.
- c. regression.
- d. all of the above.

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

51. When an individual fails to achieve an objective and redefines the situation to be more consistent with his/her self-image, then this person is:

- a. using a substitute goal.
- b. using a defence mechanism.
- c. experiencing frustration.
- d. raising his/her level of aspiration.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

52. Individuals who have attempted to attain a higher status in the company they work for but have failed to do so and then go on to redirecting their energy to new and different activities, or even quit their position, are using:

- a. aggression.
- b. rationalisation.
- c. regression.
- d. withdrawal.

Answer: d

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

53. Ben is so frustrated that his boss does not pay him enough for him to afford a Mercedes Benz that he gets angry with his boss in the office and yells at him. Ben is using the defence mechanism of:

- a. aggression.
- b. withdrawal.
- c. rationalisation.
- d. regression.

Answer: a

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

54. When people react to frustrating situations with childish or immature behaviour, they are employing the defence mechanism of:

- a. aggression.
- b. withdrawal.
- c. rationalisation.
- d. regression.

Answer: d

Difficulty: 1

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55. The feeling of 'If I can't have it, then no one can have it' best represents the defence mechanism of:

- a. aggression.
- b. withdrawal.
- c. rationalisation.
- d. regression.

Answer: d

Difficulty: 2

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56. A young female university student with an average income who dreams of a luxurious life spends a day with some friends at a luxurious day spa for a special occasion. She is displaying the defence mechanism of:

- a. repression.
- b. projection.
- c. identification.
- d. escapism.

Answer: d

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

57. Tom always wanted to become a race car driver but never had the money to pursue his dream. Tom still dreams of winning the Bathurst 1000. He is using the defence mechanism of:

- a. escapism.
- b. regression.
- c. daydreaming.
- d. withdrawal.

Answer: c

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

58. When an individual eradicates a need from his conscious awareness, he is demonstrating which defence mechanism?

- a. Aggression.
- b. Rationalisation.
- c. Regression.
- d. Repression.

Answer: d

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

59. Thinking that is dominated by needs and emotions with little relationship to reality is known as:

- a. projection.
- b. regression.
- c. daydreaming.

d. withdrawal.

Answer: c

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

60. A car company advertises to young males by portraying attractive couples riding around in the car. Implying that the car attracts attractive young females, the advertisement is using the defence mechanism of _____ to attract its target market.

- a. projection
- b. identification
- c. rationalisation
- d. withdrawal

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

61. A consumer's behaviour often fulfils more than one need. In fact, goals are usually selected because they fulfil several needs. However, there is one overriding need that initiates behaviour, and it is called the:

- a. primary need.
- b. prepotent need.
- c. dominant need.
- d. approach goal.

Answer: b

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

62. A man may decide to quit smoking in order to avoid lung cancer later in his life. In addition to this he also wants to get rid of a cough and please his wife who disapproves of his smoking. The initial need that caused him to motivate to quit is called the _____.

- a. primary need.
- b. main goal.

- c. prepotent need.
- d. health need.

Answer: c

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

63. Many needs are dormant for much of the time. The arousal of a particular set of needs at a specific moment may be caused by internal stimuli found in:

- a. the individual's physiological condition.
- b. the individual's emotional or cognitive processes.
- c. stimuli in the outside environment.
- d. all of the above.

Answer: d

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

64. The need that serves as a triggering mechanism is called a(n):

- a. sublimation need.
- b. activation need.
- c. aggressive need.
- d. prepotent need.

Answer: d

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

65. Marketers are aware that consumers often satisfy more than one need with a particular product. The need that marketers should be most interested in identifying is the:

- a. prepotent need.
- b. activation need.
- c. aggressive need.
- d. sublimation need.

Answer: a

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

66. A fast-food commercial on TV, the sight or smell of bakery goods, and the end of a school day are examples of _____ cues that arouse the 'need' for food.

- a. cognitive
- b. emotional
- c. environmental
- d. physiological

Answer: c

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

67. A TV commercial for a phone company that stresses the importance of keeping in touch with distant family may serve as a(n) _____ cue to call one's parents.

- a. environmental
- b. emotional
- c. cognitive
- d. physiological

Answer: c

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

68. Bodily needs at a specific moment in time are identified as:

- a. physiological arousal.
- b. environmental arousal.
- c. cognitive arousal.
- d. emotional arousal.

Answer: a

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

69. An advertisement run during winter that portrays a family comfortably inside their home, eating warm food in front of a gas fire is using _____ arousal to stimulate a need.

- a. emotional
- b. environmental
- c. cognitive
- d. physiological

Answer: d

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

70. When random thoughts or personal achievement lead to an awareness of needs, the needs have been triggered by:

- a. emotional arousal.
- b. cognitive arousal.
- c. physiological arousal.
- d. environmental arousal.

Answer: b

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

71. An individual who often employs the defence mechanism of daydreaming would most likely respond to:

- a. emotional arousal.
- b. cognitive arousal.
- c. physiological arousal.
- d. environmental arousal.

Answer: a

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

72. In 1938, psychologist Henry Murray prepared a detailed list of 28 _____ needs that have served as the basic constructs for a number of widely used personality tests.

- a. cognitive
- b. physiological
- c. emotional
- d. psychogenic

Answer: d

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

73. Which of the following are not included in Maslow's hierarchy of needs?

- a. Ego needs.
- b. Physiological needs.
- c. Safety and security needs.
- d. All of the above are included.

Answer: d

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

74. Which of the following statements is false with regard to Maslow's hierarchy of needs?

- a. There is some overlap between each level of needs.
- b. All levels of needs below the level that is currently dominant continue to serve as a motivator to some extent.
- c. The highest level of needs is the self-fulfilment need.
- d. When a need is completely and fully satisfied, one moves on to a higher need.

Answer: d

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

75. To have order, stability, routine, familiarity and control over one's environment deals with Maslow's:

- a. ego needs.
- b. physiological needs.
- c. self-actualisation.

d. safety and security needs.

Answer: d

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

76. An individual leaves a major corporation so he can run his own business and have more freedom and control in his life. This deals with Maslow's:

- a. ego needs.
- b. physiological needs
- c. self-actualisation.
- d. social needs.

Answer: c

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

77. Sandy is fed up with the uncertainty associated with whether or not a larger firm is going to buy out her employer, and if it does happen, whether or not she will have a job. Sandy's concerns deal with Maslow's:

- a. ego needs.
- b. safety and security needs.
- c. self-actualisation.
- d. social needs.

Answer: b

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

78. Which of the following is not considered a physiological need according to Maslow?

- a. Food.
- b. Shelter.
- c. Sex.
- d. None of the above.

Answer: d

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

79. Stability, routine, familiarity and control over one's life and environment are all part of our _____ needs according to Maslow.

- a. physiological
- b. social
- c. self-actualisation
- d. none of the above

Answer: d

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

80. Savings accounts, insurance policies and vocational training are all means by which individuals satisfy the need for:

- a. self-actualisation.
- b. self-esteem.
- c. safety and security.
- d. social needs.

Answer: c

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

81. Needs such as love, affection, belonging and acceptance deal with Maslow's:

- a. social needs.
- b. safety and security needs.
- c. self-actualisation.
- d. ego needs.

Answer: a

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

82. Social welfare agencies, which find foster homes for children, attempt to ensure the children's _____ (as classified by Maslow) are met.

- a. self-fulfilment needs
- b. safety and security needs
- c. social needs
- d. ego needs

Answer: b

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

83. Needs that deal with one's self-esteem, reputation and status are classified by Maslow as:

- a. self-actualisation.
- b. ego needs.
- c. social needs.
- d. safety and security needs.

Answer: b

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

84. When the Army uses the slogan 'Be all you can be', they are appealing to what Maslow would refer to as:

- a. self-actualisation.
- b. safety and security needs.
- c. physiological needs.
- d. ego needs.

Answer: a

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

85. The desire to 'show off' one's success and achievement through material possessions is a reflection of a(n) _____ need according to Maslow.

- a. inwardly oriented ego
- b. outwardly oriented ego
- c. self-actualisation
- d. social

Answer: b

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

86. An ad showing a very expensive sports car may appeal to the _____ need, whereas a Volvo ad targets more traditional buyers by stressing the _____ need.

- a. ego; self-actualisation
- b. ego; safety and security
- c. security; social
- d. self-actualisation; social

Answer: b

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

87. The most common use for Maslow's hierarchy of needs is for:

- a. product positioning.
- b. market segmentation.
- c. development of advertising appeals.
- d. all of the above.

Answer: b

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

88. Some psychologists believe in the existence of a trio of needs. Which of the following is not one of those basic needs?

- a. Need for power.
- b. Need for affiliation.
- c. Need for security.
- d. Need for achievement.

Answer: c

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

89. Vicky employed Maslow's hierarchy to identify important needs that were not being sufficiently addressed by Vicky's competitors. In this situation, the hierarchy was being used for:

- a. market segmentation.
- b. focusing advertising appeals.
- c. new product development.
- d. product positioning.

Answer: d

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

90. The desire for friendship, acceptance and belonging has been identified as a(n) _____ need as part of the trio of basic needs.

- a. power
- b. safety
- c. achievement
- d. affiliation

Answer: d

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

91. The desire to 'be my own boss' is most likely found in those driven by the trio of needs classification of:

- a. safety.
- b. power.
- c. achievement.
- d. self-esteem.

Answer: b

Difficulty: 2

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Topic: Ch3 – Consumer needs and motivation

92. John, an investment banker, believes that 'He who earns the most money in his lifetime wins'. John is most likely driven by the trio of needs classification of:

- a. safety.

- b. power.
- c. achievement.
- d. self-esteem.

Answer: c

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

93. Individuals who regard personal accomplishment as an end in itself are most likely to be found in those driven by the trio of needs classification of:

- a. achievement.
- b. power.
- c. safety.
- d. self-esteem.

Answer: a

Difficulty: 1

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Topic: Ch3 – Consumer needs and motivation

94. Julie was more pleased that she was put in charge of eleven salespeople than she was when she got a pay rise. Julie is most likely driven by the trio of needs classification of:

- a. achievement.
- b. power.
- c. safety.
- d. self-esteem.

Answer: b

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

95. The trio of needs includes the need for affiliation. This corresponds to Maslow's _____ need.

- a. ego
- b. self-actualisation
- c. self-esteem
- d. social

Answer: d

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

96. Why is it hard to measure motives?

- a. Because motives are hypothetical constructs.
- b. Measurement techniques often lack validity and reliability.
- c. Motives are intangible.
- d. All of the above.

Answer: d

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

97. The measurement of motives:

- a. depends on hypothetical constructs.
- b. cannot be tangibly observed.
- c. cannot be determined by a single reliable index.
- d. all of the above.

Answer: d

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

98. The practitioner regarded as providing the basis for the development of motivational research is:

- a. Dr Ernest Dichter.
- b. Sigmund Freud.
- c. Adam Maslow.
- d. Henry Murray.

Answer: b

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

99. _____ which should logically include all types of research into human

motives, is generally used to refer to qualitative research designed to uncover the consumer's subconscious or hidden motivations.

- a. Collage research
- b. Motivational research
- c. Metaphorical research
- d. Innate techniques

Answer: b

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

100. Unconscious needs and drives, especially biological and sexual drives, are at the heart of human motivation and personality. This is the premise of:

- a. Maslow's hierarchy of needs.
- b. Freud's psychoanalytic theory of personality.
- c. Henry Murray's 28 psychogenic needs.
- d. Ernest Dichter's theory of cryptic needs.

Answer: b

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

101. The psychoanalyst that adapted Freud's psychoanalytical techniques to study consumer buying habits was:

- a. Abraham Maslow.
- b. Ernest Dichter.
- c. Henry Murray.
- d. Karen Horney.

Answer: b

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

102. The science of semiotics is concerned with the conscious and subconscious meanings of:

- a. physical action.
- b. advertisements.

- c. non-verbal symbols.
- d. marketing efforts.

Answer: c

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

True/false questions

1. The production-oriented approach to marketing is when marketers define their markets in terms of the needs they presume to satisfy, not in terms of the products they sell.

Answer: False

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

2. Motivation drives individuals to engage in behaviours that they believe will satisfy their needs, and thus relieve them of the stress they feel.

Answer: True

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

3. Motivation can best be described as the way business provoke action from consumers.

Answer: False

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

4. Needs refer to human requirements that are product based.

Answer: False

Difficulty: 1

AACSB: Application of Knowledge

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5. Acquired needs are needs people learn in response to their culture or environment.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

6. Acquired needs are needs we learn in response to our culture or environment.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

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7. Goals can be defined as internal representations of desired states.

Answer: True

Difficulty: 1

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8. Generic goals are specifically branded or labelled products that consumers select to fulfil their needs.

Answer: False

Difficulty: 2

AACSB: Application of Knowledge

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9. Needs and goals are interdependent. Neither exists without the other.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

10. Purchasing exercise equipment in order to avoid gaining weight is an example of a negative motivation.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

11. People often are more aware of their needs than they are of their goals.

Answer: False

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

12 Self-image has very little or no influence on the brands we choose.

Answer: False

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

13. A person who perceives themselves as young and environmentally responsible and therefore purchases a Toyota Prius is an example of self-image congruency.

Answer: True

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

14. People are usually consciously aware of their psychological needs and engage in behaviours that satisfy those needs.

Answer: False

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

15. Researchers agree that positive drives are needs, wants and desires, while negative drives are fears and aversions.

Answer: False

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

16. When people are threatened by a reduction or elimination of a behavioural freedom, this is referred to as psychological reactance.

Answer: True

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

17. Motivation is a highly dynamic construct that is constantly changing in reaction to life experiences.

Answer: True

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

18. From the consumer's point of view, buying a fragrance to enhance her self-image is a perfectly rational form of consumer behaviour.

Answer: False

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

19. Most human needs are never permanently or fully satisfied.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

20. Higher-order needs are fulfilled as lower-order needs emerge.

Answer: False

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

21. Goal selection is often a function of success and failure.

Answer: True

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

22. Continued deprivation of a primary goal may result in the substitute goal assuming primary goal status.

Answer: True

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

23. A substitute goal is one that arises when consumers cannot attain a particular goal that will satisfy their needs.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

24. People have limitless ways of redefining frustrating situations in order to protect their self-esteem from the anxieties that result from experiencing failure.

Answer: True

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

25. When an individual reacts to a frustrating situation with childish or immature behaviour, this defence mechanism is known as regression.

Answer: True

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

26. Projection, escapism and repression are all examples of defence mechanisms.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

27. Daydreaming enables the individual to attain imaginary gratification of unfulfilled needs. This is an example of psychological arousal.

Answer: False

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

28. The smell of food often arouses the awareness of hunger. This is an example of an environmental arousal.

Answer: True

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

29. Affection, friendship and belonging are social needs.

Answer: True

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

30. Maslow's hierarchy of needs theory postulates a five-level hierarchy. This theory says, in effect, that dissatisfaction, not satisfaction, motivates behaviour.

Answer: True

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

31. According to Maslow, the lowest level of chronically unsatisfied needs that an individual experiences serves to motivate his or her behaviour.

Answer: True

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

32. In Maslow's hierarchy of needs, each level is mutually exclusive, which means we need to fully satisfy one level of needs before the higher one becomes a motivator.

Answer: False

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

33. According to the hierarchy of needs theory developed by Maslow, self-actualisation needs refers to our desire to reach our full potential – to become everything we are capable of becoming.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

34. According to Maslow's Needs Hierarchy, friendship and belonging are examples of social needs.

Answer: True

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

35. According to Maslow, most people do not satisfy their ego needs sufficiently to move on to the fifth level – the need for self-actualisation.

Answer: True

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

36. One criticism of Maslow's Needs Hierarchy theory is that it is not useful for positioning products with consumers.

Answer: False

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

37. Some psychologists believe in the existence of a trio of basic needs: these are the needs for power, affiliation and domination.

Answer: False

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

38. Despite motives being hypothetical constructs, researchers have been able to accurately measure them via the reliability index.

Answer: False

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

39. Operating on the premise that consumers are not always aware of the reasons for their actions, motivational research attempts to discover underlying feelings, attitudes and emotions concerning product, service or brand use.

Answer: True

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

Essay questions

1. Why do astute marketers define their goals in terms of the consumer needs they satisfy and not the products that satisfy those needs?

Because consumers' basic needs do not change, but the products that satisfy them do. Human needs, or consumer needs, are the basis of all modern marketing and are the essence of the marketing concept. The key to a company's survival, profitability and growth in a highly competitive marketing environment is its ability to identify and satisfy unfulfilled consumer needs better and sooner than the competition.

Successful marketers define their markets in terms of the needs they satisfy, rather than the products alone. This is a *market-oriented*, in contrast to a *production-oriented*, approach to marketing. A market orientation focuses on the needs of the buyer; a production orientation focuses on the needs of the seller.

The marketing concept implies that the manufacturer will make only what it knows people will buy; a production orientation implies that the manufacturer will try to sell what it decides to make. Marketers who base their offerings on recognition of consumer needs find a ready market for their products.

Astute companies define their missions in terms of the consumer needs they satisfy rather than the products they produce and sell. Thus, a corporate focus on making products that will satisfy consumers' needs ensures that the company stays in the forefront of the search for new and effective solutions. By doing so, such companies are likely to survive and grow despite strong competition or adverse economic conditions. On the other hand, companies that define themselves in terms of the products they make may suffer or even go out of business when their products are replaced by competitive offerings that better satisfy the same need.

Difficulty: 3

AACSB: Application of Knowledge and Analytical Thinking

Topic: Ch3 – Consumer needs and motivation

2. Why are motivations the driving force behind consumer behaviour?

Motivations have been described as the driving force that impels consumers to act. This driving force is produced by a state of tension that exists as the result of an unfulfilled need. Individuals strive, both consciously and subconsciously, to reduce this tension through behaviour that they anticipate will fulfil their needs and thus relieve them of the stress they feel. The specific goals they elect and the patterns of action they undertake to achieve their goals are the result of individual thinking and learning. Whether gratification is actually achieved depends on the course of action being pursued. The specific courses of action that consumers pursue, and their specific goals, are selected on the basis of their thinking processes (i.e. cognition) and previous learning (e.g. experiences). For that reason, marketers who

understand motivational theory can use this knowledge to influence consumers' decisions.

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

3. Compare innate needs and acquired needs. How do needs get turned into motives?

Innate needs are physiological (or biogenic), and they include the need for food, air, water, clothing, shelter and sex. Because they are needed to sustain life, they are considered primary needs. All humans are born with the same biological needs regardless of their surroundings.

Acquired needs are those we learn in response to our culture or environment. They include needs such as self-esteem, prestige, affection, power and learning. They are generally psychological, so they are considered secondary needs. They result from the individual's subjective psychological state, relationships with others, and personal experiences.

A need becomes a motive when it is aroused to a sufficient level of intensity. For example, all individuals need shelter from the elements; thus, when people find themselves without shelter, they are motivated to find some. Similarly, when the need for food is triggered by an advertisement depicting a roasted dinner meal, that need is then aroused to a sufficient level of intensity to create tension which motivates the consumer to satisfy their need for food.

Difficulty: 2

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

4. Give an example of a generic goal and an example of a product-specific goal.

Here the student may cite any examples of generic goals such as wanting to get a university degree, versus a product-specific goal such as obtaining a degree from a certain university.

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

5. Give an example of an approach object and an example of an avoidance object.

Here the student could refer to exercising as a way to get into shape and feel confident about one's physique as positive motivation (approach object) versus the negative motivation (avoidance object) of exercising which is to avoid health problems.

Difficulty: 1

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

6. Why does need-driven human activity never cease? Give an example of each reason you provide.

There are three reasons:

1. Existing needs are never completely satisfied; they continually induce activity designed to attain or maintain fulfilment.

Examples could include:

- At regular intervals people experience hunger needs that must be satisfied.
- Most people regularly seek companionship and approval from others in order to satisfy their social needs which are ongoing.
- More complex psychological needs for example a woman may partially or temporarily satisfy a power need by serving on the local council, but this

small taste of power may not completely satisfy her need, and so she may run for successively higher public offices.

2. As needs become satisfied, new and higher-order needs emerge to be fulfilled.

Example:

- A man who has largely satisfied his basic physiological needs may turn his efforts to achieving acceptance among his new neighbours by joining their golf club and supporting their council leaders. Having achieved such acceptance, he may then seek recognition by giving lavish parties or making large charitable contributions.

3. People who achieve their goals set new and higher goals for themselves.

Example:

- Person who takes good photographs with an inexpensive camera may be motivated to buy a more sophisticated camera in the belief that it will enable him to take even better photographs.

Difficulty: 3

AACSB: Application of Knowledge

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7. When people are not able to meet their desired goals, they sometimes adopt substitute goals that replace their primary ones. They may also adopt defence mechanisms to protect their egos from feelings of failure when they do not attain these goals. Describe three defence mechanisms and give hypothetical examples of each.

There are nine defence mechanisms:

1. *Aggression* – in response to frustration, individuals may resort to aggressive behaviour to protect their self-esteem. The tennis pro who slams his tennis racket to the ground when disappointed with his game; consumer boycotts of companies or stores are another example.

2. *Rationalisation* – people sometimes resolve frustration by inventing plausible reasons for being unable to attain their goals (e.g. not having enough time to practice) or deciding that the goal is not really worth pursuing (e.g. how important is it to achieve a high bowling score?).
3. *Regression* – an individual may react to a frustrating situation with childish or immature behaviour. A shopper attending a bargain sale may fight over merchandise and even rip a garment that another shopper will not relinquish rather than allow the other person to have it.
4. *Withdrawal* – frustration may be resolved by simply withdrawing from the situation. For instance, a person who has difficulty achieving a senior position in an organisation may decide she can use her time more constructively in other activities and simply quit that organisation.
5. *Projection* – an individual may redefine a frustrating situation by projecting blame for his or her own failures and inabilities on other objects or persons. Thus, the golfer who misses a stroke may blame his golf clubs or his caddy.
6. *Daydreaming* – daydreaming, or fantasising, enables the individual to attain imaginary gratification of unfulfilled needs. A person who is shy and lonely, for example, may daydream about a romantic love affair.
7. *Identification* – people resolve feelings of frustration by subconsciously identifying with other persons or situations that they consider relevant. For example, slice-of-life commercials often portray a stereotypical situation in which an individual experiences a frustration and then overcomes the problem by using the advertised product. If the viewer can identify with the frustrating situation, he or she may adopt the proposed solution and buy the product advertised.
8. *Repression* – another way that individuals avoid the tension arising from frustration is by repressing the unsatisfied need. Thus, individuals may 'force' the need out of their conscious awareness. Sometimes repressed needs manifest themselves indirectly. The wife who is unable to bear children may teach school or work in a library; her husband may do

volunteer work in a boys' club. The manifestation of repressed needs in a socially acceptable form is called sublimation, another type of defence mechanism.

9. *Escapism* – escapism occurs when people seek to live out a fantasy to help them get away from reality and enjoy the luxury of indulging in a different lifestyle.

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

8. The arousal of motives can be classified in a number of ways. Identify and explain each type of motive arousal giving attention to the differences between each and circumstances in which each might occur.

The main types of motive arousal are: physiological, emotional, environmental and cognitive.

Physiological arousal relates to changes in the human body that trigger an awareness of a need, for example, a drop in blood sugar level will elicit hunger.

Cognitive arousal relates to the mind being triggered that a need is unfulfilled. For example, an advertisement for Telstra appears on the television suggesting you call home, arousing the desire to call family living away.

Emotional arousal, on the other hand, is the stimulation of latent needs triggered by thinking or dreaming that leads to a course of action (behaviour) aimed at achieving those needs. For example, a young man who dreams of becoming a novelist may enrol in a writing workshop.

Environmental arousal relates to needs being activated at a particular time. For example, the smell of freshly baked bread may stimulate the need to eat.

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

9. What are the two opposing philosophies concerned with the arousal of human motives?

The two opposing philosophies are the behaviourist school and the cognitive school.

The *behaviourist* school considers motivation to be a mechanical process; behaviour is seen as the response to a stimulus, and elements of conscious thought are ignored. An extreme example of this stimulus-response theory of motivation is the impulse buyer, who reacts mainly to external stimuli in the buying situation. The cognitive control of such consumers is limited; they do not act, but react to stimuli in the marketplace.

The *cognitive* school believes that all behaviour is directed at goal achievement. Needs and past experiences are reasoned, categorised and transformed into attitudes and beliefs that act as predispositions to behaviour. These predispositions are aimed at helping the individual to satisfy needs, and they determine the direction that people take to achieve this satisfaction.

Difficulty: 3

AACSB: Application of Knowledge

Topic: Ch3 – Consumer needs and motivation

10. Discuss the theory that Abraham Maslow formulated with regard to human needs and the criticisms it has received.

Abraham Maslow formulated a widely accepted theory based on the notion of a universal hierarchy of human needs. Maslow identifies five basic levels of human needs, which rank in order of importance from lower-level biogenic needs to higher-level psychogenic needs. The theory postulates that individuals seek to satisfy lower-level needs before higher-level needs emerge. The lowest level of chronically unsatisfied need that an individual experiences serves to motivate his or her behaviour.

Maslow ranked the needs in order:

1. *Physiological* – the lowest level of needs such as the need for food, air and shelter.
2. *Safety and security* – the need for protection, order and stability.
3. *Social* – these needs act as motivators when safety and security needs are met, i.e. the need for affection, friendship and belonging.
4. *Ego* – the need for power, prestige and self-esteem.
5. *Self-actualisation* (self-fulfilment) – the highest need that, according to Maslow, most people never seem to fulfil. This need refers to our desire to reach our full potential – to become everything we are capable of becoming.

There are a few criticisms:

Although Maslow's hierarchy is popular, it has been criticised for, among other things, not taking account of heroic and altruistic behaviour, as some other theories do.

Another criticism of the hierarchy is its limited applicability to predicting specific behaviours.

Consumers are continually being influenced by motives that they have 'passed' in the hierarchy. In developed countries such as Australia where most people have satisfied their physiological needs, and safety needs, security needs are still used effectively to motivate our decisions.

Although the model allows for the influence of motives that may not be the dominant ones, the fluctuation in position in the hierarchy makes it difficult to predict a consumer's dominant motivation at any given time.

Difficulty: 3

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Topic: Ch3 – Consumer needs and motivation

