

BM62G3 – PERILAKU KONSUMEN

MOTIVASI, KEPRIBADIAN, DAN EMOSI

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S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



Motivation

- **Motivation**
Alasan untuk berperilaku.
- **Personality**
Kecenderungan perilaku yang relatif stabil yang ditampilkan individu di berbagai situasi.
- **Emotion**
Perasaan yang kuat dan relatif tidak terkendali yang memengaruhi perilaku kita.
- Emosi dipicu oleh interaksi yang kompleks antara motif, kepribadian, dan faktor eksternal. Memang, ketiga konsep itu saling terkait erat dan seringkali sulit untuk dipisahkan.



Maslow's Motive Hierarchy



▶ **Advanced**

5. Self-actualization

melibatkan keinginan untuk pemenuhan diri, untuk menjadi semua yang mampu dilakukan seseorang.

4. Esteem

Keinginan akan status, keunggulan, harga diri, dan prestise adalah contoh kebutuhan Esteem. Kebutuhan ini berhubungan dengan perasaan kegunaan dan pencapaian individu.

3. Belongingness

Tercermin dalam keinginan untuk cinta, persahabatan, afiliasi, dan penerimaan kelompok.

2. Safety

Feeling physical safety and security, stability, familiar surroundings, and so forth are manifestations of safety needs. They are aroused after physiological motives are minimally satisfied, and before other motives.

1. Physiological

Food, water, sleep, and to a limited extent, sex, are physiological motives. Unless they are minimally satisfied, other motives are not activated.

Basic



Marketing Strategies and Maslow's Hierarchy

I. Physiological:	Food, water, sleep, and, to an extent, sex are physiological motives.
<i>Products</i>	Health foods, medicines, sports drinks, low-cholesterol foods, and exercise equipment.
<i>Themes</i>	Band-Aid—"Blister-proof your feet." Quaker Oats—"Eating oatmeal is good for your heart." NordicTrack—"Only NordicTrack gives you a total-body workout."
II. Safety:	Seeking physical safety and security, stability, familiar surroundings, and so forth are manifestations of safety needs.
<i>Products</i>	Smoke detectors, preventive medicines, insurance, retirement investments, seat belts, burglar alarms, and sunscreen.
<i>Themes</i>	Sleep Safe—"We've designed a travel alarm that just might wake you in the middle of the night—because a fire is sending smoke into your room. You see, ours is a smoke alarm as well as an alarm clock." Partnership for a Drug-Free America—"Heroin: Dying's the Easy Part." Revo cycling glasses—"Should've worn Revo" under a picture of a wrecked bike.
III. Belongingness:	Belongingness motives are reflected in a desire for love, friendship, affiliation, and group acceptance.
<i>Products</i>	Personal grooming, foods, entertainment, clothing, and many others.
<i>Themes</i>	Olive Garden Restaurants—"Italians didn't invent sharing. They just made it impossible to resist." Tums—"You are important. You are loved. You should take your calcium." JC Penney—"Wherever teens gather, you'll hear it. It's the language of terrific fit and fashion."
IV. Esteem:	Desires for status, superiority, self-respect, and prestige are examples of esteem needs. These needs relate to the individual's feelings of usefulness and accomplishment.
<i>Products</i>	Clothing, furniture, liquors, hobbies, stores, cars, and many others.
<i>Themes</i>	Sheaffer—"Your hand should look as contemporary as the rest of you." New Balance—"One more woman chasing a sunset. One more woman going a little farther. One more woman simply feeling alive. One less woman relying on someone else." Cadillac—"Those long hours have paid off. In recognition, financial success, and in the way you reward yourself. Isn't it time you owned a Cadillac?"
V. Self-actualization:	This involves the desire for self-fulfillment, to become all that one is capable of becoming.
<i>Products</i>	Education, hobbies, sports, some vacations, gourmet foods, and museums.
<i>Themes</i>	U.S. Army—"Be all you can be." Avia—"She wasn't just training her body, she was training her mind." Outward Bound School—"Challenges, adventure, growth."



McGuire's Psychological Motives

- **Classification System with 16 categories**
- **Two criteria determine 4 major categories:**
 - Is mode of motivation cognitive or affective?
 - Is the motive focused on preservation or growth?
- **Four categories subdivided further:**
 - Is the behavior initiated or a response?
 - Is this behavior internal or external?



McGuire's Cognitive Motives

➤ Cognitive Preservation Motives

- Need for Consistency (active, internal)
- Need for Attribution (active, external)
- Need to Categorize (passive, internal)
- Need for Objectification (i.e., cues) (passive, external)

➤ Cognitive Growth Motives

- Need for Autonomy (i.e., Independence) (active, internal)
- Need for Stimulation (active, external)
- Teleological Need (i.e., desired outcomes or end states) (passive, internal)
- Utilitarian Need (i.e., problem solvers) (passive, external)



McGuire's Affective Motives

- **Affective Preservation Motives:**
 - Need for Tension Reduction (active, internal)
 - Need for Expression (active, external)
 - Need for Ego Defense (passive, internal)
 - Need for Reinforcement (passive, external)

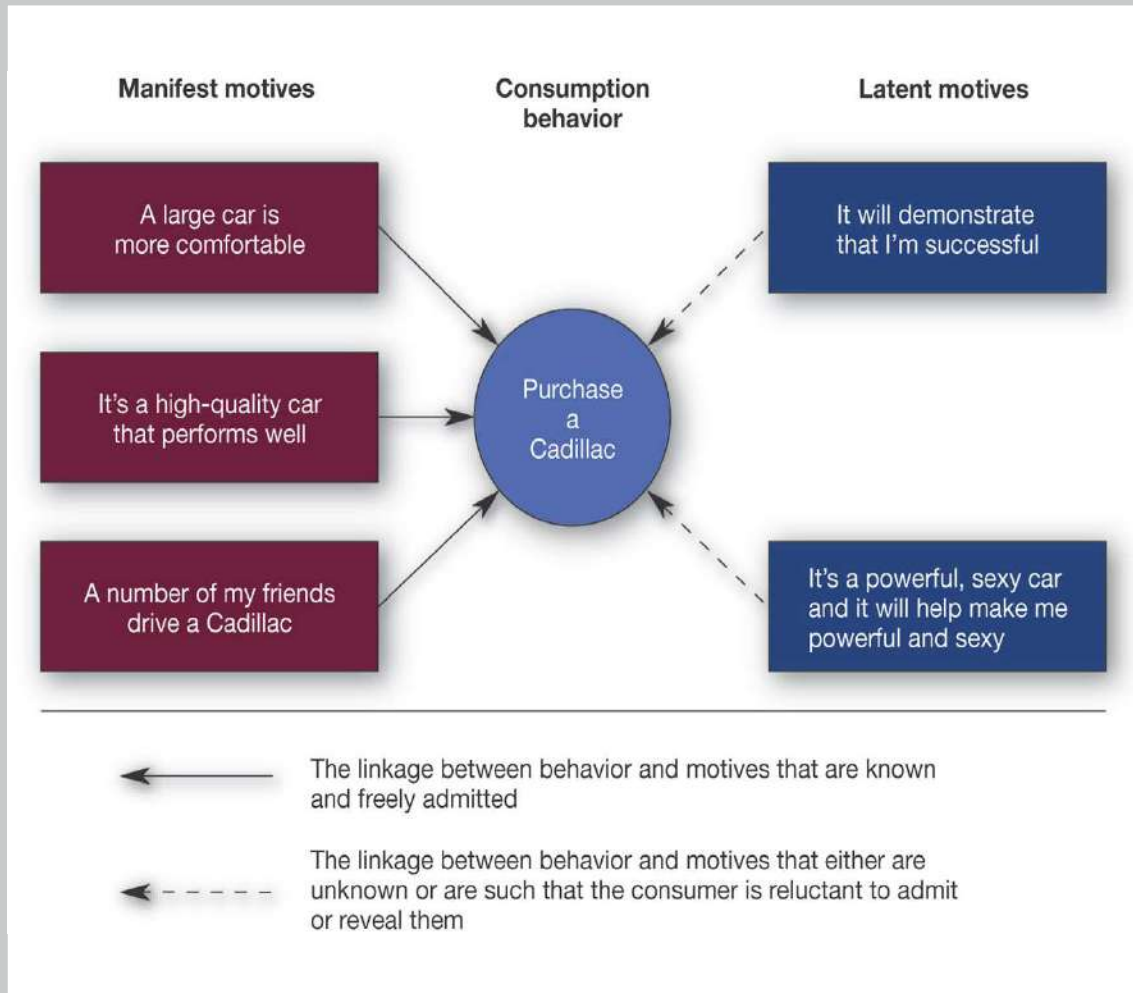
- **Affective Growth Motives:**
 - Need for Assertion (active, internal)
 - Need for Affiliation (active, external)
 - Need for Identification (passive, internal)
 - Need for Modeling (passive, external)



Discovering Purchase Motives

- **Motif manifes** adalah motif yang dikenal dan diakui.
- **Motif laten** adalah motif yang tidak diketahui oleh pelanggan atau motif yang enggan diakui oleh pelanggan.
- Meneliti motif laten sering membutuhkan penggunaan teknik proyektif.





Latent and Manifest Motives





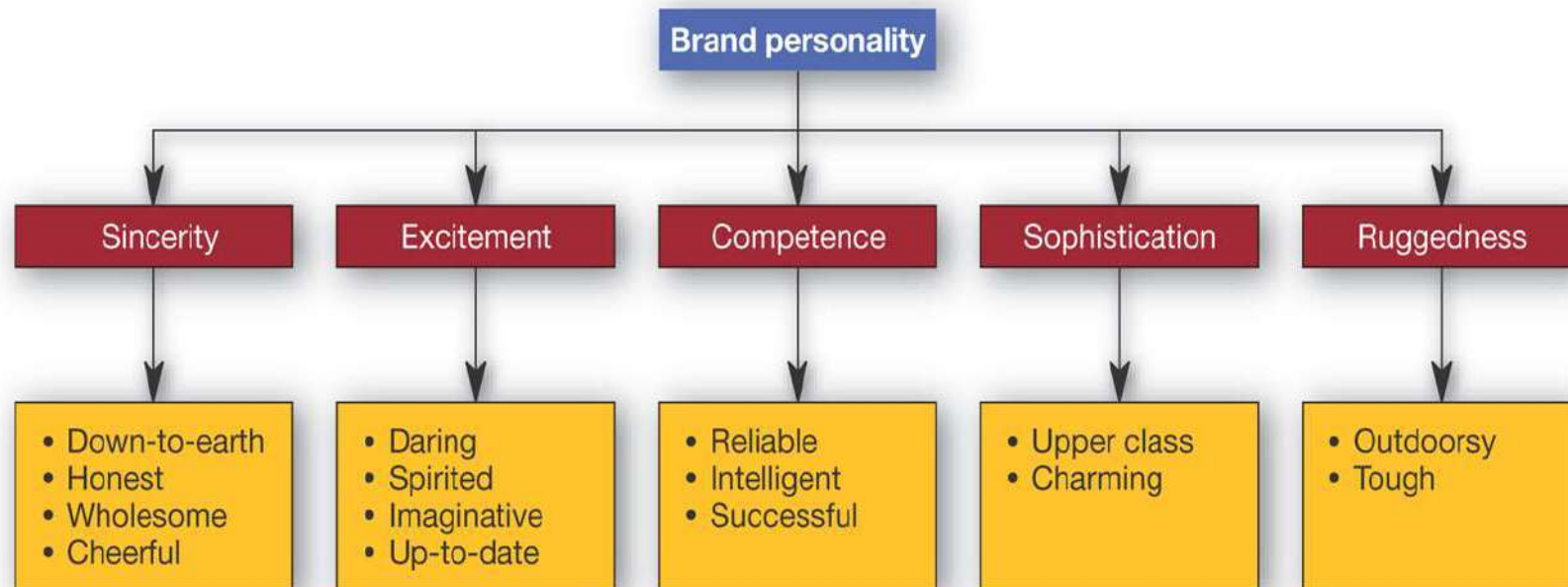
Projective Technique Example

- **Someone who drinks hot tea is**
_____.
- **Tea is good to drink when**
_____.
- **Making hot tea is**
_____.
- **My friends think tea is**
_____.

Personality

- **Kepribadian** adalah kecenderungan respons karakteristik individu di situasi yang serupa.
- **Pola perilaku berulang yang konsisten** adalah apa yang membentuk kepribadian.
- Teori kepribadian dapat dikategorikan sebagai teori pembelajaran individu atau sosial, namun, banyak orang percaya bahwa kombinasi dari karakteristik individu (genetika) dan pembelajaran sosial (lingkungan) berdampak pada kepribadian.
- Konsumen cenderung membeli produk dengan kepribadian yang mirip dengan milik mereka atau produk yang memperkuat area yang membuat konsumen merasa lemah.





Dimensions of Brand Personality

Brand personality

- Describe the personality of the following:
- Apple
 - Erha Skincare
 - Toyota
 - Nike
 - Disney
 - Wardah
 - Harley Davidson



	Toyota Owners		Toyota Non-Owners	
	Before Recall	After Recall	Before Recall	After Recall
Reliable brand	95%	72%	89%	61%
Unreliable brand	5	28	6	39
Quality lower than domestics	4	18	5	34
Quality equal to domestics	25	49	43	53
Quality higher than domestics	70	33	47	13

Source: Adapted from B. Steinberg, "Lightspeed Survey: Toyota's Loss of Consumer Trust Is Domestic Rivals' Gain," *Advertising Age*, February 8, 2010, p. 2.

TERIMA KASIH