

CONSUMER BEHAVIOUR (PART-3)

Introduction

In marketing there are different approaches to the introduction of a (new) product into the market.

Marketers always try to create a Segmentation of the market in order to focus their product offering. Segmentation can be done on demographic, behavioural or other bases.

According to this Segmentation, different options of differentiation vis-à-vis the competition get evaluated and implemented. This is called positioning of the product. McCarthy's 4 marketing P's, product, placement, promotion and pricing are repeatedly used to create good combination of product features at the right price, distributed via preferred distribution channels and combined with an appealing promotion.

Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs is a theory in psychology that Abraham Maslow proposed in his 1943 paper —A Theory of Human Motivation, which he subsequently extended. His theory contends that as humans meet 'basic needs', they seek to satisfy successively 'higher needs' that occupy a set hierarchy.



Diagram of Maslow's hierarchy of needs.

1. Actualization
2. Status (esteem)
3. Love/belonging
4. Safety
5. Physiological (biological needs)

Deficiency Needs

The deficiency needs (also termed 'D-needs' by Maslow) are:

Physiological Needs

The physiological needs of the organism, those enabling homeostasis, take first precedence. These consist mainly of:

- the need to breathe

- the need to eat
- the need to dispose of bodily wastes
- the need for sleep
- the need to regulate body temperature

When some of the needs are unmet, a human's physiological needs take the highest priority. As a result of the prepotency of physiological needs, an individual will deprioritize all other desires and capacities. Physiological needs can control thoughts and behaviors, and can cause people to feel sickness, pain, and discomfort.

Safety Needs

When the physiological needs are met, the need for safety will emerge. Safety and security rank above all other desires. These include:

- Security of employment
- Security of revenues and resources
- Physical security - safety from violence, delinquency, aggressions
- Moral and physiological security
- Familial security
- Security of health

A properly-functioning society tends to provide a degree of security to its members. Sometimes the desire for safety outweighs the requirement to satisfy physiological needs completely.

Love/Belonging Needs

After physiological and safety needs are fulfilled, the third layer of human needs is social. This involves emotionally-based relationships in general, such as:

- Friendship
- having a family

Humans want to be accepted and to belong, whether it be to clubs, work groups, religious groups, family, gangs, etc. They need to feel loved by others, and to be accepted by them. People also have a constant desire to feel needed. In the absence of these elements, people become increasingly susceptible to loneliness, social anxiety and depression.

Status (Esteem Needs)

Humans have a need to be respected, to self-respect and to respect others. People need to engage themselves in order to gain recognition and have an activity or activities that give the person a sense of contribution and self-value, be it in a profession or hobby. Imbalances at this level can result in low self-esteem, inferiority complexes, an inflated sense of self-importance or snobbishness.

Being Needs

Though the deficiency needs may be seen as "basic", and can be met and neutralized (i.e. they stop being motivators in one's life), self-actualization and transcendence are "being" or "growth needs" (also termed "B-needs"), i.e. they are enduring motivations or drivers of behaviour.

Self-Actualization

Self-actualization (a term originated by Kurt Goldstein) is the instinctual need of humans to make the most of their unique abilities and to strive to be the best they can be.