

MOTIVATION AND MOTIVES – DRIVER AND REASON OF CONSUMER’S BUYING BEHAVIOR

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Abstract:

The purpose of the paper is to understand and measure consumer’s motives as part of the complex mental structure which has as result a certain buying behavior. To achieve this goal, the authors structured the paper in two parts: the first part contains a literature review regarding the concepts of motivation and motives, while the second part tries to measure and explain several dimensions of buying motives by using a statistical analysis tool – exploratory factor analysis.

Keywords: motives, motivation, consumer behavior, exploratory factor analysis

1. Introduction

A human behavior in general, thus a human buying behavior in particular can be considered a result of the interaction of a set of factors or dimensions. Although, no two consumers are identical as human beings, they can be similar due to their buying behavior (for example – they buy the same Diet Coke). Several statistical tools allow marketers to cluster their actual clients according to their buying behavior and built up market segments which they can target with their offer accordingly with

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their resources. A more interesting (and much harder to achieve) perspective of this market segmentation process is to reverse the clustering variables – to identify and understand the dimensions or factors which determine a specific buying behavior and based on these aspects to predict different buying behaviors. Studied literature, (Catoiu et al., 1996), groups the factors influencing the consumer buying behavior into three sets of dimensions:

1. Direct visible influences (demographic and economic factors, marketing-mix factors and situational factors)
2. Deduced endogenous influences (perception , motivation, personality, learning and attitude)
3. Deduced exogenous influences (family, membership groups, reference groups, social class, culture and subculture).

Most of these factors are psychological dimensions which vary in intensity and appearance from consumer to consumer. Marketers use different qualitative techniques (for example, focus-group and projective techniques) to understand several facets of one psychological dimension. A more appropriate approach to gain better insights of how these dimensions influence the buying behavior is to consider them in interaction – as complex structures where the same dimensions interact in unique forms which result in unique coherent buying behavior.

2. On Motivation and Motives

Motivation is considered the driving force within individuals that impels them to action (Schiffman and Lazar Kanuk, 2009). This driving force is the result of a state of tension or restlessness to switch from an actual and present state to a desired and ideal state. Essentially, consumers are motivated by a desire to satisfy their needs, namely perceived lacks, as marketers define them (Blythe, 2007). In a broad classification (other than the famous Maslow's hierarchy of needs), these needs may be utilitarian (regarding the acquirement of objective,

functional, and practical benefits) or may be hedonic or experiential (concerning the achievement of subjective, pleasurable and emotional benefits).

Motivation is also identified as “an inner drive that reflects goal-oriented arousal” (Arnould et al., 2004). Goals are the sought-after results of motivated behavior. The specific goals that consumers wish to achieve and the courses of action they take to attain these goals are selected on the basis of their thinking processes (cognition) and previous learning (experience) (Schiffman and Lazar Kanuk, 2009). Thus, marketers should regard motivation as an impetus that incites and induces consumption, and through these consumption experiences, the process of consumer learning. Figure 1 presents a model of the motivational process.

In order to be effective, one must acknowledge the fact that motivation can be positive or negative. A person may feel a driving force toward an object and thus may be motivated to do something, or may feel a driving force away from an object and thus may be motivated to avoid something. Some psychologists refer to positive drives as needs, wants, or desires and to negative drives as fears or aversions (Schiffman and Lazar Kanuk, 2009).

Understanding motivation implies understanding why consumers behave a certain way. Motives are the reasons people act a certain way. These motives are present in the buying behavior and the decision-making process of a product, service, or experience. Arnould et. al. (2004) presented five types of motives: achievement, power, uniqueness / novelty, affiliation, and self-esteem motive:

Achievement motive- the drive to experience emotion in connection with evaluated performance;

1. Power motive - the drive to have control or influence over another person, group, or the world at large;
2. Uniqueness/novelty motive - the drive to perceive oneself as different from others;

3. Affiliation motive - the drive to be with people; consumers sometimes experience a strong motivation to reconnect and associate with groups;
4. Self-esteem motive - credit for successes, explain away failures, (consumers) see themselves as better than most others.

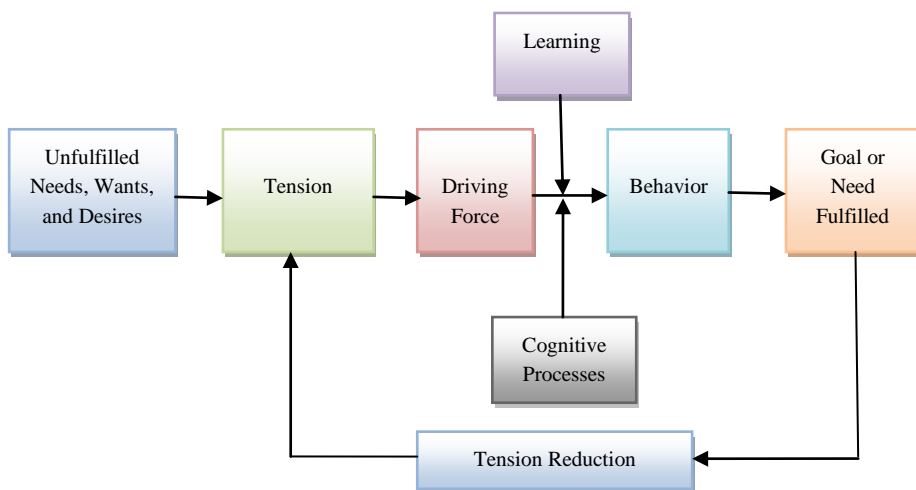


Figure 1: Model of Motivational Process

Source: Adapted from Jeffrey F. Dugree et al., "Observations: Translating Values into Product Wants", *Journal of Advertising Research* 36, 6 (November 1996)

Another renowned classification of motives is further presented in the Table 1.

Table 1: Classification of motives

| Motive | Explanation |
|-------------------|---|
| Primary motives | The reason that leads to the purchase of a product class. |
| Secondary motives | There are the reasons behind buying a particular brand. |

| | |
|-------------------|--|
| Rational motives | Based on reasoning, or logical assessment of the consumer's situation. |
| Emotional motives | These motives have to do with the consumer's feeling about the brand. |
| Conscious motives | Motives of which the consumer is aware. |
| Dormant motives | Motives operating below the conscious level. |

Source: Adapted from Blythe, p.11 (Blythe J., "The essence of Consumer Behavior", Prentice Hall Publishing, London, 2007)

Motives are related to goals which can be achieved through action. A taxonomy of human goals was developed by Ford M.E. and Nicholas C.W. (1987) and consists of two main *human desired consequences*: desired within – person consequences and desired person – environment consequences. The first group of goals consists of desires which are a result of the person's individual structure: affective goals (entertainment, tranquility, happiness, bodily sensations and physical well-being), cognitive goals (exploration, understanding, individual creativity and positive self-evaluation), and subjective organizational goals (unity - harmony with people, nature or a greater power, transcendence – avoiding feeling trapped within the boundaries of ordinal experience). The second set of goals is based on the relationship person – environment, namely on how a person perceives the environment he / she is living in: self-assertive social relationship goals (individuality, self-determination, superiority, resource acquisition), integrative social relationship goals (belongingness, social responsibility, equality, resource provision), and task goals (mastery, task creativity, management, material gain and safety).

3. Research Methodology

The purpose of this paper is to get a better understanding about motivation and motives as influence factors of the consumer buying behavior. Regarding this aspect, the authors try to measure several

buying motives which differ one from another using Blythe's classification of motives (Table 1). The survey was used as the research method and the questionnaire as the data collecting instrument. The chosen goods and service market is the fuel market of the city of Sibiu, Romania. As information source, end-customers of fuel stations were selected as they represent an external information source (clients who are part of the external environment of the fuel distributing companies), a primary information source (the obtained data is analyzed for the first time by the authors) and a free information source. The sample size was 111 respondents, for which the selection variables were two demographic variables – age above 18 years old and possession of a car – and a behavioral variable – using the car for at least four times per week. Moreover, the data collection period was between March 1 and April 8, 2011.

The buying motives were measured by using a Likert scale in form of 20 statements with 5 levels of agreement (Table 2).

Table 2 Likert statements of buying motives

| |
|--|
| My friends are clients of the same fuel station as I am. |
| I am attracted by the special offers developed by the fuel station. |
| The ambient of the fuel station makes me feel uncomfortable. |
| The TV-adds make me aware of the fuel-station they promote. |
| The fuel-price is very important in choosing a fuel- station. |
| The fuel I buy enables a better functioning of my engine. |
| The home country of the fuel-station matters for me. |
| In some situations, the distance from the actual location to the preferred fuel-station restrains me to choose another fuel-station. |
| Through their friendly attitude, the employees of the fuel-station make me feel good. |
| The brand of the fuel-station is a guarantee of the product quality. |
| I am aware that some fast moving consumer goods can be found only in some fuel-station shops. |

| |
|---|
| The fuel that I buy enhances the engine power. |
| The brand awareness of the fuel station has a big influence in choosing a fuel-station. |
| The product-diversity of the shop's offer attracts my attention every time I visit it. |
| The auto specialist's opinion influences me in choosing a fuel station. |
| Several benefits obtained due to promotional offers, make me choose a fuel-station in favor of another. |
| Members of my family use the same fuel-station as I do. |
| For me, the indoor and outdoor cleanness of the fuel-station is very important in choosing one fuel-station. |
| The fuel-price differs significantly from one fuel-station to another. |
| The employees of the fuel-station solve my problems very quickly, thus my stay in the fuel-station is very short. |

Based on the purpose of this paper - to get more insights related to buying motives, the authors use a statistical tool, namely exploratory factor analysis, in order to identify factors (or consistent buying motives formed out of the 20 statements) which describe in a better way some triggers of the consumer's buying behavior. Therefore, two hypotheses were developed:

H1: The initial (*buying motive*) statements are reduced to a number of factors which contain a significant (70%) part of the initial information.

H2. The created factors differ from one another due to their type and the *similar needs* they satisfy, namely how certain characteristics of the fuel-station are perceived under a single motive.

The data was analyzed by using the statistical software IBM SPSS V.19, *Dimension reduction* procedure.

The descriptive statistic box revealed that the respondents have a higher

sense of agreement related to the following statements (buying motives) (Table 3).

Table 3 Statistics for the Likert statements with a high level of agreement

| Statement | Mean | Std. Deviation |
|--|------|----------------|
| The fuel that I buy enhances the engine power. | 4,55 | 0,49 |
| The brand of the fuel-station is a guarantee of the product quality. | 4,11 | 0,52 |
| The brand awareness of the fuel station has a big influence in choosing a fuel-station. | 4,06 | 0,53 |
| For me, the indoor and outdoor cleanness of the fuel-station is very important in choosing one fuel-station. | 4,02 | 0,66 |
| ... | .. | ... |
| In some situations, the distance from the actual location to the preferred fuel-station restrains me to choose another fuel-station. | 2,62 | 1,13 |

Very interesting is the fact that statements with a higher degree of agreement include both rational (fuel enhance engine power, indoor-outdoor cleanness) and emotional buying motives (brand name and awareness). In this sense, the idea of client loyalty can be deduced, thus statements like “distance from the actual location to the preferred fuel-station restrains me to choose another fuel-station” have a lower level of agreement.

By screening the correlation matrix of the analyzed variables (the correlation matrix contains values of Pearson coefficient for every two analyzed variables), the authors identified no high correlation (over 0.9) between two variables, and thus the possible problem of multicollinearity of the data is solved. This fact is reconfirmed by the value of the matrix determinant ($d=0.031$) which is higher than the limit value of determinants ($d=0.00001$) specific for matrixes with elements

characterized by multicollinearity.

Table 4 Measuring the sample's adequacy and testing the sphericity

| | |
|---|---------|
| Kaiser-Mayer-Olkin Measure of Sample Adequacy | 0.531 |
| Bartlett's Test of Sphericity Aprox. Chi Square | 345.473 |
| df | 190 |
| Sig. | ,000 |

Table 4 contains information regarding the appropriate use of factor analysis for the considered data. The limit value of the KMO

Test for which factor analysis is appropriate should be 0.5 ($0.531 > 0.5$). This low value is a result of the small sample size used, because the diagonal elements of the Anti-Image Matrix (these values are results of KMO Test for individual variables) have slightly higher values (> 0.668). Bartlett's test of sphericity tests the hypothesis that the initial correlation matrix is an identity matrix. For our data set, the significance of the test is 0.00 under the limit of 0.05, thus factor analysis is appropriate.

Factors have been extracted by using the principal component procedure. This procedure uses by default an initial value of 1 for the communalities of all initial factors (the number of extracted factors is the same as the number of variables). Communality represents the common variance of one variable with the remaining variables. Eigenvalues have been computed for each of the 20 factors. Based on the Eigenvalues (according to Kaiser, all factors that have Eigenvalues higher than 1 should be included in the analysis), 8 of the 20 extracted factors were included in further analysis. These factors explain 72.01% of the total variance of the data set. This reduction of factors means that the consumer buying behavior can be explained by a smaller number of motives (8 factors) with a loss of 28% of the initial information.

The Varimax procedure was used for the orthogonal rotation of the 8 factors. Orthogonal rotation was chosen due to the assumption that factors should be uncorrelated similar to the buying motives they are built on.

Table 5 Rotated component matrix

| Variables/Factors | 1 | 2 | 3 |
|---|-------|-------|-------|
| I am attracted by the special offers developed by the fuel station. | 0.748 | | |
| Several benefits obtained due to promotional offers, make me choose a fuel-station in favor of another. | 0.733 | | |
| The product-diversity of the shop's offer attracts my attention every time I visit it. | 0.521 | | |
| The TV-adds make me aware of the fuel-station they promote. | 0.513 | | |
| The brand of the fuel-station is a guarantee of the product quality. | | 0.802 | |
| The brand awareness of the fuel station has a big influence in choosing a fuel-station. | | 0.785 | |
| The home country of the fuel-station matters for me. | | 0.507 | |
| The employees of the fuel-station solve my problems very quickly, thus my stay in the fuel-station is very short. | | | 0.827 |
| Through their friendly attitude, the employee of the fuel-station makes me feel good. | | | 0.758 |

The rotated component matrix contains the factor loadings (Pearson correlation coefficient) of the initial variables with the extracted factors. It is visible that the first factor is built up by statements that measure different valances of the promotional activity of the fuel-station; therefore it can be labeled as *promotional activity*. The second factor has as components three variables which measure the influence of the brand perception on the buying behavior. In relation to these aspects, the second factor is a pure emotional buying motive and can be labeled as *brand perception*. A third factor relies on the attitude of the employees regarding the client of the fuel-station. A pro-active and problem-solving attitude of the employees can be considered a unique consumer buying

motive (labeled as *employee attitude*). A fourth consistent factor is based on rational, price-oriented reasoning of the customer, thus labeled as *price sensitivity*. The other four factors contain variables or statements that correlate statistically, but not logical (for example: factor 7 built up by : *Members of my family use the same fuel-station as I do* (loading of 0.833) and *I am aware that some fast moving consumer goods can be found only in some fuel-station shops* (loading of -0.428).

4. Conclusion and Future Recommendation

The purpose of the paper is to identify and measure buying motives as influence factors of the buying behavior. Factor analysis was performed to reduce the initial data set. The initial data set contained 20 statements (measured through Likert scales) based on buying motives. The results of the procedure reduced the initial 20 buying motives to 8 factors (or motive dimensions) which contain more than 70% of the initial information. The most important motive dimensions are: *promotional activity, brand perception, employee attitude and price sensitivity*. The results confirm both hypotheses that the initial buying motives can be reduced to a smaller number of consistent factors (H1) and that the obtained factor differ one from another based on their classification (H2). Rational motives (*promotional activity and price sensitivity*) and emotional motives (*brand perception and employee attitude*) form the reasoning space of the studied consumer.

Further recommendations rely in the use of the identified buying dimensions on a larger sample size. Future research of the authors will be oriented towards the result of the interaction of other factors influencing the consumer buying behavior.

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