Chapter 5: Consumer Motivation and Involvement in Food and Drink

## **Multiple Choice Questions**

1. What are the four types of needs?

1. Biogenic, Psychogenic, Utilitarian, Hedonic
2. Biogenic, Psychologic, Utilitarian, Hedonic
3. Luxury, Psychologic, Utilitarian, Hedonic
4. Status, Psychologic, Utilitarian, food

2. Which theorist created the triangle of 5 stages of needs, with physiological needs at the first stage and self-actualisation state at the apex?

1. Abraham Maslow
2. F.W Taylor
3. Vroom
4. Mclelland

3. Which of the following is not a Motivational Conflict?

1. Approach-Avoidance Conflict
2. Approach-Approach Conflict
3. Avoidance-Avoidance Conflict
4. Approach-Allowance Conflict

4. Sometimes, a shopper in a store must choose between two alternatives that seem equally attractive. This would be an example of which motivation conflict?

1. Approach-avoidance conflict
2. Approach-approach conflict
3. Avoidance-avoidance approach
4. Approach-avoidance situation

5. An example of a primary need is:

1. Social Interaction
2. Power
3. Food
4. Love
5. Eating a bar of chocolate whist hesitant to do due to resultant unfavourable outcome of putting on weight is an example of what type of conflict?
6. Approach – Approach
7. Approach – Avoidance
8. Avoidance – Avoidance
9. Avoidance

**Revision Questions**

1. What is Maslow’s hierarchy of needs and what are its different levels?
2. How do marketers activate to physiological needs in the food and drink industry?
3. Explain in detail three different types of motivational conflicts and use examples relating to the food and drink industry to support your answer.

**Answers**

### Multiple choice questions

1. A

2. A

3. D

4. B

5. C

6. B

### Revision questions

1. *What is Maslow’s hierarchy of needs and what are its different levels?*

Maslow's Theory of Needs is on the Hierarchy of Needs. This theory shows that all individuals have needs that must be satisfied in steps. Since all an individual's needs cannot be satisfied at once, the theory's stages start with the most urgent needs that can be achieved.

The first stage of the hierarchy are physiological needs. The needs here focus on what an individual needs in order to survive such as food and drink.

Once an individual's physiological needs have been fulfilled the next stage of needs that must be satisfied are the safety needs. These needs are involved with the desire of individuals to be able to control and predict their situations and also how they live. This need can be satisfied when individuals make steps to improve or protect their health, e.g. by eating healthily.

Love and belonging is the next need that must be satisfied. This need is based around an individual's ability to create and also maintain relationships with others and also affiliations.

The next stage of needs that must be satisfied are the individuals esteem needs. This is how an individual feels about themselves, respect from other individuals has a large impact on this need.

The last stage of Maslow's Theory is self-fulfilment which is about individuals fulfilling their potential and having the desire to be the best person that they can possibly be.

2*. How do marketers activate to physiological needs in the food and drink industry?*

Within the food and drink industry there are two physiological needs. The first being hunger, the requirement for food. The second, thirst, the requirement for water or its water-based substitutes. These needs are key to marketers seeking to induce consumers into purchasing their products. It’s also important to understand that these are biogenic needs, meaning a lack of will cause the consumer pain. This information is significant to marketers as it provides consumers with another angle to motivate consumers, reminding them of the drawbacks of not consuming.

To activate hunger or thirst, it is common for marketers to put signs or posters on the roadside informing the road users or the consumers of an eating and drinking venue a short distance ahead. This reminds the consumer that they need to take coffee or tea or eat a burger or something else of their choice.

To appeal to hunger, marketers will often promote images of people satisfying this need by eating the marketed products. This can be observed in advertisements from fast food chains such as

McDonald's. This stimulates consumers to realise their physiological need to eat while encouraging them to replicate the behaviour of those they've witnessed eating.

Appealing to thirst involves similar tactics, often advertisements will involve themes of refreshment and satisfaction, visually stimulating the relief of fulfilling the requirement for a drink. Coca Cola display their soft drink accompanied by ice in a glass covered with condensation, creating the theme of refreshment, and often exhibit the consumption of their products. In some of their television advertisements they also display behaviour that incites thirst, extensive exercise and heat. The exhibition of an individual exercising in heat reminds consumers of occasions in which they’ve felt similarly, in such circumstances they’ve been motivated to satisfy their thirst which prompts them to experience the same urge.

In conclusion, marketers within the food and drink industry use a variety of tactics to remind consumers of their physiological requirement to eat and drink. They are however limited by the fact that these are physiological needs that marketers can’t create, they can only remind consumers of their presence. This means marketers will find more equity investing in regular lower cost promotions than expensive short-lived marketing campaigns, in the hope of appealing to consumers when their desire to eat and drink are most prominent.

*3. Explain in detail three different types of motivational conflicts and use examples relating to the food and drink industry to support your answer.*

Motivational conflict occurs when a consumer has to choose between the needs that they have and the outcomes that occur as a result of trying to fulfil these needs. The outcomes are not always positive and are quite often negative as there is usually a price to pay for enjoy something that you long for. An example of this is eating chocolate cake. A consumer may love chocolate cake and get enjoyment from eating it. However, the negative implications of this are that the consumer will put on weight, which is not good for them and therefore this outcome will leave them upset. There are three different types of motivational conflict. These are Approach – Approach, Approach – Avoidance and Avoidance - Avoidance. The first type of conflict (Approach – Approach) is when a consumer has to choose between two desirable options. An example of this is a consumer having to make the choice between buying a hotdog or a burger at funfair. Both options would make the consumer satisfied, they just have to pick which one they would prefer. The second type of conflict (Approach – Avoidance) is the most common as this conflict is when the consumer wants something that will make them happy; however, there will be a negative impact from this. For example, going out for dinner regularly. Whilst it is fun at the time, the negative connotations of this is that you could have saved that money to buy a new car. The final type of conflict (Avoidance – Avoidance) is when both options have an undesirable outcome that the consumer wants to avoid. An example of this is paying an expensive price for a meal that isn’t very nice. Neither of these situations is ideal for the consumer.