

Begin with a reflection of a few key terms



previously we discussed that

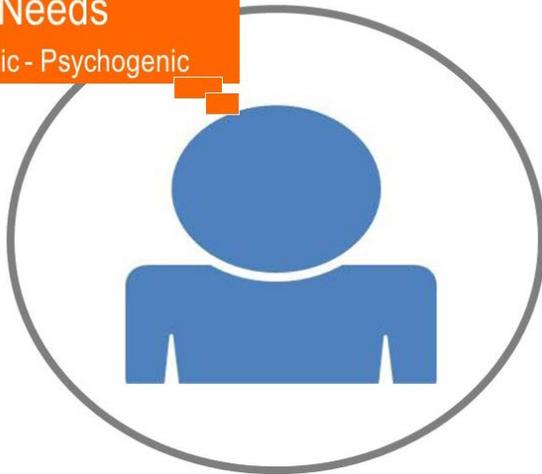
needs are part of being human

Maslow presents the view that needs can be arranged in a hierarchy

needs are different to wants

Needs

Biogenic - Psychogenic



A want is the product that a consumer selects to **best satisfy** a need.

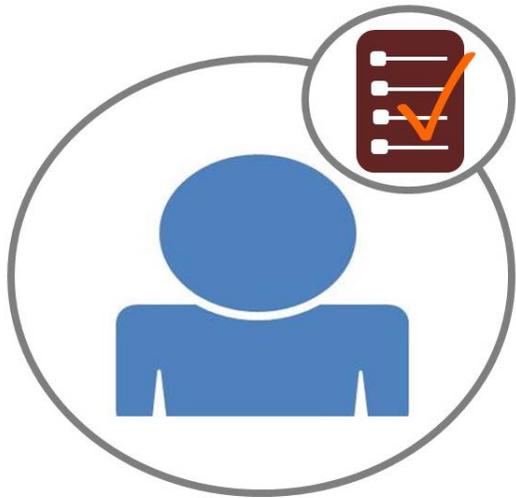
Wants are the direction a consumer takes during the buyer decision process.

previously we discussed that

quality is what is received in an exchange

what a consumer gets

consumers look for consumption qualities



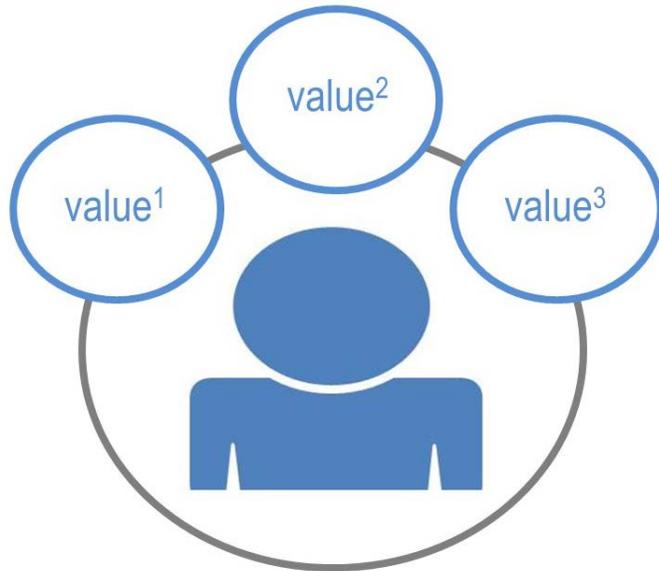
- Functional
- Social
- Emotional
- Epistemic
- Spiritual
- Physical
- Temporal
- Sensory

previously we discussed that

value is a preferred outcome

an outcome that is preferred to other available outcomes

consumers use 'value' in 3 ways



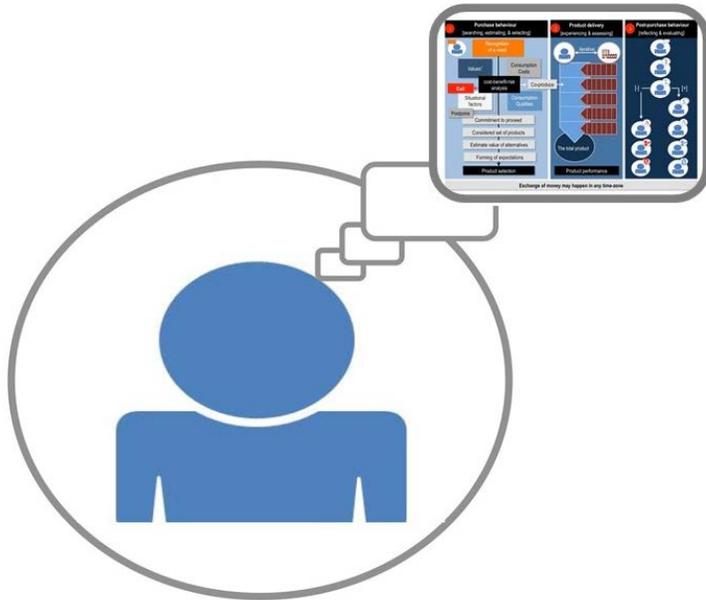
- Value¹ - as in *a value¹ or values¹*
- Value² - as in *value² for money*
- Value³ - as in *having a value³*
[i.e., an attribute that provides a benefit]

previously we discussed that

consuming requires 'being involved'

involvement varies according to the situation [COMP factors]

involvement & the 3 time zones



Involvement varies:

1. Product pre-purchase involvement
2. Product delivery involvement
3. Post-purchase involvement

previously we discussed that

needs have strength & direction

sufficient strength to attend to the need – a sense of urgency

Consumers approach and/or avoid outcomes



approach
reward



avoid
punishment