



Business/Marketing Virtual Learning

11-12 grade College Business

April 22, 2020



Lesson: [April 22, 2020]

Objective/Learning Target:

Identify the 3 categories of buying motives

Let's Get Started

Watch this Video:

[Rational and Emotional Buying Motives](#)



The Three Categories of Buying Motives

People have motives for the purchases they make. Motives can be emotional or quite rationale. Often consumers don't think consciously about what motivates their decisions, but every decision they make is influenced by many factors. Whatever the motivation, the consumer decision-making process generally follows a series of steps. Sometimes those steps are completed quickly with little consideration. At other times a long, thoughtful process is needed. Marketers must understand what motivates consumers and their decision making in order to be an effective influence in the final decision.

Motivation is the set of positive or negative factors that direct your individual behavior. ALL of your actions are influenced by motivation. Motivation can be short-term or long-term, can be logic-based or feeling-based, or based on combinations of factors.

Buying Motives are the reason(s) you buy the goods and services that you choose. There are 3 categories of buying motives: **Emotional, Rational, and Patronage.**

1 - EMOTIONAL MOTIVES

Emotional motives are reasons to purchase based on feelings and emotions. Emotional motivation is based upon the principle that consumers wish to seek pleasure and avoid pain. Love, affection, passion, and happiness are emotions that consumers like because they bring pleasure. But just as powerful are emotions that consumers want to avoid such as guilt, fear, or anxiety.

Good marketers know that emotions are not easily controlled and have a very strong influence on buying decisions. The popular myth is that marketers take advantage of emotional motives, but most marketers are ethical and just trying to satisfy the emotional need or want the consumer is trying to attain.

“Retro” products are made available to satisfy some consumers feeling of happiness of reliving an earlier happy time in their life that brings them comfort.

Hand sanitizer is a popular product because almost everyone wants to avoid catching a virus and feeling bad. The sanitizer is an extra layer of safety to relieve worries.

2 - RATIONAL MOTIVES

Rational motives are reasons to purchase based on facts or logic. Rational motives include factors such as saving time or money or obtaining the highest quality or greatest value. Rational buying motives may influence many purchases, but they are especially important for expensive purchases. For expensive or very valuable purchases, rationale often wins over emotion. For example, Anne and her parents want her to attend Mizzou because all of her relatives went there and she has been attending events on campus her whole life. But as college approaches, Anne realizes she wants to be a marine biologist and the best schools are on the coast. Does Anne really want to spend that much money at Mizzou to get a degree that she really doesn't want? Rationally, she should go to a school where she can meet her educational and career goals rather than the school that she is emotionally attached to.

Business consumers need to make logical decisions that are based on what is best for the company and avoid emotional purchases. Business buyers evaluate choices, looking for the best price, fastest delivery, most favorable credit terms, and highest-quality products. Those are all rational buying motives.

3 - PATRONAGE MOTIVES

Patronage motives are based on loyalty and encourage consumers to purchase from a particular business or to buy a particular brand. Loyalty is influenced by positive previous experiences or a close identification with the product or business.

Individual consumers develop loyalty for various reasons such as consistently low prices, high quality, friendly staff, great customer service, or convenient location. They may be loyal to a name brand they have always used, or a local product. Some people are loyal because they identify with the people that work in the business, or with a celebrity who endorses the business, or a company that shares their beliefs and values. Is there a certain Quik-Trip you always go to? Do you use a certain type brand of soap?

Business consumers are often influenced by patronage motives. They may be willing to pay a little more to get consistent service or quality. The important point to remember is that people who are motivated by patronage are very loyal to the product, service, or brand. Businesses and marketers encourage and cultivate patronage motives so that customers are less likely to consider products of their competitors.

ACTIVITY #13

- 1) Describe the three categories of buying motives that drive consumers to purchase products or services.
- 2) What type of buying motives are based on feelings?
- 3) What buying motive(s) are present when buying a phone?
- 4) How do the buying motives influence the way consumers make purchase decisions and the types of purchases they make?
- 5) List a product or service that you purchase for each of the three buying motives. (3 different - one for each motive)