

Gratifying Situational Usage Motives

A new Perspective for Evaluating and Optimizing FMCG.

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Objectives

Instead of fixed brand preferences varying across (segments of) individuals, situational aspects usually have a strong impact on consumers' choice of food/beverages.

We propose a fit-model based on psychological motives activated by different situations & motives gratified by different offers (products, brands).

The product/brand best gratifying the situational motives should be preferred in this situation.

Procedure

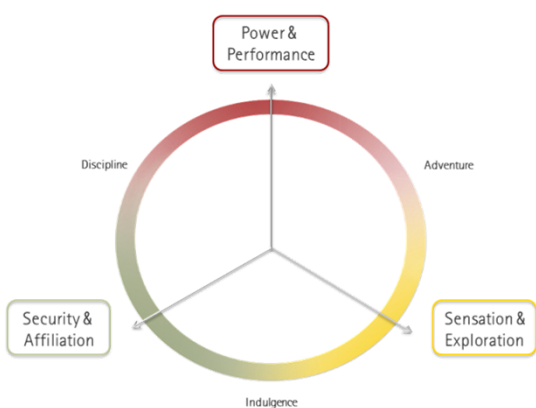
Six consuming situations for chocolate bars were derived from a qualitative pre-study. Statements on activated motives had to be attributed to the situations. Six chocolate bars were described by the unique isi ImplicitTesting procedure for the motives they gratify and for sensory items.

Half of the subjects (n150) did this memory-based, half (n150) sampled each bar in an IHUT.

In the last task, the appeal of each chocolate bar in each situation was assessed.

isi MotiveWheel

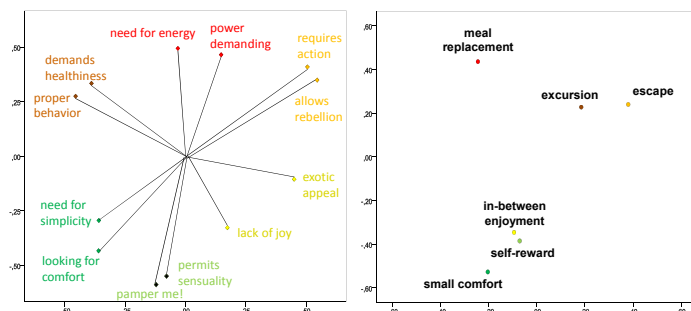
Our basic thinking model takes the three basic motivational systems into account.



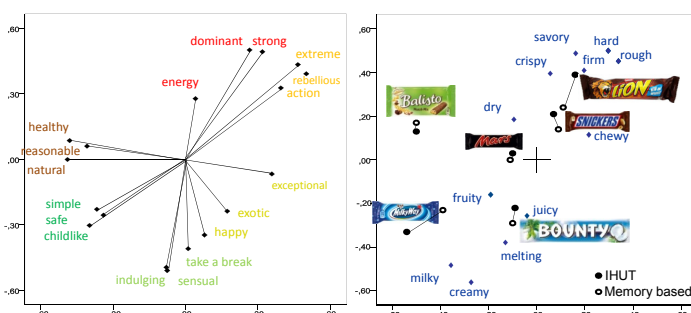
Situations for choc bar consumption

Meal replacement You have plenty to do and no time for lunch break. You buy a choc bar as meal replacement.	Escape You are meeting friends and escape the everyday life. You want to break with routines and experience something exciting. You take a choc bar along.	In-between enjoyment You are having a long and boring day, doing some housework, when you find a choc bar and you enjoy it spontaneously.
Self-reward You have managed a very difficult task by putting in a lot of effort. You want to reward yourself with a choc bar.	Small comfort You are alone in a hotel room in a strange town. Work is done and you feel lonely and empty. A choc bar gives you a small comfort.	Excursion You are going on excursion with people you hardly know. You buy several choc bars to offer and share them.

Motives activated by Situations



Motives gratified by Products

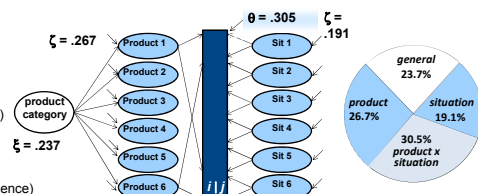


Within subject discrimination of bar positions: IHUT .72 > memory based .62, t(315)= 3.51 p<.001 d .39).

Appeal of Product *i* in Situation *j*

Decomposition of the variance in the *i* x *j* Likings

as a function of the general level (product category) + product main effects + situation main effects + product x situation interaction. SEM (LISREL) MTMM (tau-equivalence)



Within subjects:

Motives activated by Situations	×	$\beta_{vertical}$.125 t12.6**	→	Product liked in Situation
Motives gratified by Products		$\beta_{horizontal}$.041 t 4.1**		

Across means:

Motives activated by Situations	×	$\beta_{vertical}$.52 t 3.49**	→	Product liked in Situation
Motives gratified by Products		$\beta_{horizontal}$.08 t 0.55		

Conclusion

Conforming to the fit hypothesis the motivational position of the situations (activated motives) and the position of the brands (gratified motives) significantly interact when predicting the situational liking.

Sensorial product attributes could be identified which optimally gratify usage motives.

When these motives are systematically activated in specific situations the product is very likely to be preferred over competitors.