

Analysis of internal influences and consumer behaviour

Business



Motivation and Involvement (20 marks) Select one level of from Maslow's Hierarchy of Human Needs that can be used to segment the market and position the product/service.

To segment and position JOZOLI marina I will use Maslow's need hierarchy. The people that we are looking to join our marina will be at the Social Needs stage because they will have met their most basic needs, physiological needs such as food, water, air, shelter, etc....

The safety and security needs have also been met since at the time where an individual is able to spend enough time on their boat to make financially viable they have likely reached a point in time where they have a stable career, an established family, sufficient money in their savings account as well as good health. This then brings them to fulfill their social needs. Social Needs: Boaters look for needs of belongingness and acceptance at a social level.

They are motivated by the acceptance in a social setting, i. e. we are boaters and moored at xx marina.

Some would say we are power boaters and others would say are sailors and have a need to belong and exchange with this group. Identify possible motivational conflicts that a prospective consumer of your chosen product/service may have. There are three types of motivational conflicts: approach-approach, approach-avoidance, and avoidance-avoidance.

A prospective customer of JOZOLI could be faced with the approach-approach motivational conflict such as: " Do I spend more money for the

marina I am berthed at, or do I save the additional dollars for little Suzie' education? or a prospective customer could be faced with the approach-avoidance conflict such as