

**Paper –CONSUMER BEHAVIOUR**

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### **Topic- McClelland's Theory of Need Achievement**

Shortly after World War II, a group of psychologists, McClelland and his colleagues began to experiment with TAT (Thematic Apperception Test) in order to determine if it was sensitive enough to ascertain changes in motivation which were caused by simple attempts to change the individual's attitude. To simplify the task. McClelland and group decided to use only a particular motive for intensive analysis. McClelland considered and recognized three types of basic motivating needs. These motives were classified as need for power (n/PWR), need for affiliation (w/AFF) and need for achievement (n/ACH)

**Need for power.** This relates to have control over other people and objects in the environment (Similar to Maslow's Ego needs),

• **Need for affiliation.** This relates to desire to belong to be a part of a group and to have friends. (Similar to Maslow's social needs)

• **Need for achievement:** This relates to the need to achieve something (Close to ego and self-actualisation needs level in Maslow's hierarchy).

Achievement needs-Persons will strive hard to achieve their goal. Today's competitive environment forces people to develop an ever-increasing need for achievement -- all to become something in life. Cricket is a very popular sport and widely followed by an enterprising target audience, with often children aspiring to be good cricketer in the future. It is due to this reason

that marketers of Boost used celebrities Sachin Tendulkar and Virendra Sehwag, who typified the achievement-oriented aspiration of youngsters involved with cricket. These celebrities synergised with the personality of the brand and are able to motivate the target segment through the statement "Boost is the secret of our energy" Similarly, advertisers of Bournvita, Horlicks, Complan and Viva also lay stress on the presence of vital vitamins, carbohydrates, minerals and other supplements which will help their consumers to sufficiently satisfy their achievement needs.

The achievement need is closely related to both esteem needs and self-actualization needs. Persons with a high need for achievement are found to be self-confident, look out for various ways to do self-evaluation, enjoy being speculative or taking calculated risks. Individuals who have a strong need for achievement will treat personal achievement as an end in itself. They will prefer to handle situations, wherein they can take the responsibility of finding solutions Accordingly, marketers must provide suitable appeals directed at consumers with high achievement.

In case of power needs - the individual desires to have control over other people and various objects. Such persons will be interested in products like vehicles which highlight the feeling of power Affiliation need related to man's concern for socialising to gain friends, desire for being accepted and for belonging. Such persons opt for purchase of products which will have social acceptance. They prefer to make purchase decisions which meet the approval of friends and peers. This behaviour is reflected in the way teenagers and college goers who hang around with friends at the college canteen, go to multiplexes various music shows etc. in the company of their peers.

As per the above theory, we have seen that individuals with specific needs tend to be receptive to certain types of products. Thus, awareness of such needs will provide marketers information on what basis to concentrate or focus on while segmenting the markets.