LEADING THE CONVERSATION IN QUALITATIVE

QRCA is a global association of the world's most innovative, collaborative and passionate market research professionals dedicated to maximizing the power of qualitative.

Our goal is to promote excellence in the field of qualitative research by pooling experience and expertise to create a base of shared knowledge.
Let’s say…
FOGG BEHAVIOR MODEL

\[ b = f(m, a, t) \]
FOGG BEHAVIOR MODEL
### MOTIVATION

<table>
<thead>
<tr>
<th>MOTIVATOR</th>
<th>POSITIVE</th>
<th>NEGATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensation</td>
<td>Pleasure</td>
<td>Pain</td>
</tr>
<tr>
<td>Anticipation</td>
<td>Hope</td>
<td>Fear</td>
</tr>
<tr>
<td>Belonging</td>
<td>Acceptance</td>
<td>Rejection</td>
</tr>
<tr>
<td>Self-esteem</td>
<td>Enhancement</td>
<td>Diminishment</td>
</tr>
</tbody>
</table>

*Fogg’s Take*

*My Add*
Hertzberg’s 2-Factor Theory:

- High Motivation, Low Dissatisfaction
- High Motivation, High Dissatisfaction
- Low Motivation, Low Dissatisfaction
- Low Motivation, High Dissatisfaction

Expectancy Theory:

- Expectancy
- Instrumentality
- Valence
- Motivation

Tradeoff Analysis:

- Time
- Energy
- Performance
- Money
- Self-Esteem

Maslow’s Hierarchy of Needs:

- Immediate Physiological Needs
- Safety
- Love (Affection, Belonging)
- Esteem (Respect)
- Self-Actualization

MOTIVATION – OTHER MODELS

Cialdini’s Factors of Influence:

- Liking
  - Consistency
  - Reciprocity
- Influence
  - Authority
  - Social Proof
- Scarcity
- Risk/Reward

Tradeoff Analysis:

- High Motivation, Low Dissatisfaction
- High Motivation, High Dissatisfaction
- Low Motivation, Low Dissatisfaction
- Low Motivation, High Dissatisfaction
ABILITY
<table>
<thead>
<tr>
<th>Resources:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
</tr>
<tr>
<td>Money</td>
</tr>
<tr>
<td>Materials</td>
</tr>
<tr>
<td>Awareness</td>
</tr>
<tr>
<td>Ingoing knowledge and skills</td>
</tr>
<tr>
<td>Physical space</td>
</tr>
<tr>
<td>Physical ability</td>
</tr>
<tr>
<td>Cognitive ability</td>
</tr>
<tr>
<td>Attention</td>
</tr>
<tr>
<td>Problem solving skills</td>
</tr>
<tr>
<td>Emotional resilience</td>
</tr>
<tr>
<td>Willingness to assume risk</td>
</tr>
<tr>
<td>Inclination to deviate from social norms</td>
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<tr>
<td>Ability to depart from routine</td>
</tr>
<tr>
<td>Etc….</td>
</tr>
</tbody>
</table>
SIMPLIFICATION
TRIGGERS
TRIGGERS

Facilitator
(High motivation, low ability)

Signal
(High motivation, high ability)

Spark
(Low motivation, high ability)
TRIGGERS/TACTICS– ADDITIONAL FRAMEWORKS

Lauterborn’s Four Cs

Seven Ps

Four Ps

Seven Cs Compass

Touchpoint Mapping
FOGG BEHAVIOR MODEL
Questions? Comments? Thoughts?
Thank you!

Contact:
Tom Rich
Thomas M. Rich & Associates
PO Box 1037
Mountainside, NJ 07092
(908) 884-6217
thomasmrich@yahoo.com
www.thomasmrich.com
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Leading the Conversation in Qualitative
THE DECISION MAKING UNIT

Decision Making Unit

- Gate Keepers
- Users
- Initiators
- Influencers
- Decision Makers
- Buyers
FOGG BEHAVIOR MODEL

- Consumer Perceptions and Attitudes
- Market Forces

Marketing Tactics
Motivation often correlates with involvement—sometimes directly, sometimes inversely.
TRIGGERS

- Salient
- Relevant
- Coincident