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1. Brief explanation for the concept and theory (your own words)

We will be discussing the concept of needs and specifically utilitarian and hedonic needs. Needs are something that is necessary or essential. In a more general term, it is a basic goal. Additionally, a utilitarian need is a desire to achieve something of functional or practical benefit. This is the opposite of a hedonic need, as a hedonic need can be described as an experiential need, involving emotional responses or fantasies. Essentially utilitarian needs are rational and practical while hedonic needs are emotional and sensory. It is the marketer's job to convince the consumer to purchase something with hedonic value rather than utilitarian value. The reason for this is that consumers want to buy things that will provide that hedonic value and they will buy that option more likely than not over the practical option. One reason for this could be because the hedonic option sometimes gives that fantasy and emotional aspect to the product/service. This could convince consumers as they are likely to feel more pleasure from purchasing that specific product or service.

2. Real world examples

One real-world example of utilitarian vs. hedonic needs is Dove body wash. This product can serve both motivations. In one way, it is a utilitarian motivation based on the fact that body wash is an essential product, and its purpose is to keep you clean. On the other hand, Dove is a brand that makes consumers believe that they will be better (boost their image) if they use the product. This would be a hedonic motivation because it gives the buyer a fantasy of how they could feel/ appear to others when using the product. Reference Image 1.

Another example that fits into utilitarian vs. hedonic needs is an iPhone vs. a flip phone. The iPhone would be considered hedonic while the flip phone would be considered utilitarian. The reason for this is that a flip phone is functional and practical as it offers a texting option and a calling option. These are both ways to communicate with whomever a consumer desires. It is also much cheaper than other mainstream phones. On the other hand, there are iPhones, which also call and text, yet they are much more expensive. Yes, they do many additional things, but flip phones are a basic and inexpensive way to communicate (which is the main purpose of a cellphone), while the iPhone would be considered more luxurious. Even if someone didn't have the money to buy an iPhone and it was more practical to buy the flip phone (for money purposes), consumers are still likely to buy the iPhone. The reason for this is because of the emotions surrounding the interaction with the phone. What I mean by this is that a consumer might feel better having an iPhone over a flip phone. This also has to do with society as we always want the

latest and most updated things. A lot of the time we want other people to see us in a positive way and we think having the newest phone or clothes is the way to be seen in that manner. See image 2 for reference.

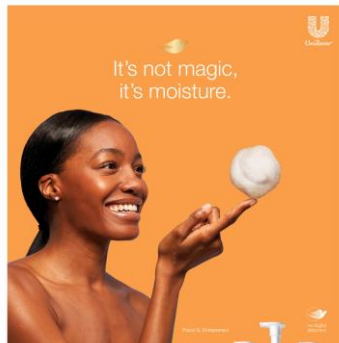
Another example of utilitarian vs hedonic needs within the framing of consumer behavior is wristwatches. A good-sized and generally good-looking watch can cost between 30 to 100 dollars depending on the make and model. Some brands pride themselves on having affordable and fashionable watches. Others see potential to sell to a high-end market. Rolex, Omega, and Jaeger-LeCoultre are just a few high-end brands for luxury watches. Speaking specifically to Rolex, prices can range from a few thousand to nearly 500,000 dollars. All of these watches mentioned previously tell time with relatively consistent accuracy but the price difference is incredible when making comparisons. A Timex Q reissue sells for 179.00 on Timex.com. A Rolex GMT Master sells for about 15,000 dollars on various jewelry websites and within some jewelry stores. See image 3. To show an even greater divide between someone that wears a watch and someone who feels the need to purchase a Rolex can be described by this fact. Some new-release Rolex watches are unavailable to be purchased unless you have already purchased a Rolex from the manufacturer prior to the “current” purchase that the customer is trying to make. Meaning, in order to buy a new Rolex, you may have to buy a different one in order to just buy the one that you actually want. All of the watches have very similar features and at the end of the day, they all tell time.

3. Marketing application idea (solutions, suggestions)

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A marketing application idea utilizing utilitarian vs hedonic ideals could be to bring this idea up to the consumer within a promotion. For instance, a car company could be selling their average joe sedan that drives well and has good performance and they could compare it to a luxury car that has similar features. More specifically, they could compare the 0-60 speeds, weight limits, or small things like heated seats and apple car play. Showcasing how a car like a Honda has similarities to a car like a Range Rover could be enticing because the determining factor for a consumer could be price rather than Brand or specific features. So, drawing attention to the fact that cheaper cars do basically the same thing as more expensive cars, relatively speaking, would use the utilitarian vs hedonic ideas to entice a consumer to purchase the cheaper car. This can also be done if the roles were reversed. The hedonic products (such as the Range Rover) could try to show consumers how their product is so much better than an average car (in this example a Honda) and that they should buy the Range Rover over the product/service with utilitarian value (Honda).

ETC.



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100% gentle cleansers • 24 hour softness • 200 pumps per bottle



Image 1.



Image 2.



Image 3.