

Anony Walton
Dr. Innocent Nkowcha
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Buying Behavior: Activity 2

Advertisement 1: Sportsmanship, The Foundation for a Better Life



Response: This advertisement released by The Foundation for a Better Life addresses Maslow's **social needs**. Maslow's Social Needs are the need to be loved, accepted, and befriended by others. This ad specifically targets sportsmanship as a character trait that is needed to satisfy our social needs.

In this commercial, we see two teams competing in the championship game. The player admitted to his mistake that ultimately cost his team the game. This ad shows that sportsmanship is a much-desired character trait that we should pass on to others, resulting in a better social environment.

Advertisement 2: Habitat for Humanity



Response: This advertisement released by Habitat for Humanity addresses Maslow's **Safety needs**. Maslow's safety needs are the need to feel safe and sheltered from harm. This advertisement specifically targets our need to be sheltered from harm by providing shelter.

In this advertisement, we see a family standing in front of their new home that was given to them by the Habitat for Humanity. This advertisement targets the safety need of being sheltered from harm by offering an actual shelter. This in turn satisfies the need for safety while also addressing other personal needs that are enduring, rather than recurring.

Advertisement 3: The Coca-Cola Company



Response: This advertisement released by The Coca-Cola Company addresses Maslow's **physiological needs**. Maslow's physiological needs are needing food, beverages, and sleep. This advertisement specifically focuses on our need for beverages.

Many companies aim to get a commercial spot during the Superbowl, as it is the most watched event. This advertisement was purposefully placed during the Superbowl commercial to draw attention to your need to no longer be thirsty rather than watch the game. It aim to fulfill your physiological need of beverages over your social need of enjoying the game with friends and family.

International Comparison: Coca-Cola Company



The largest difference that I recognize between the American Coca-Cola ad and the Mexican Coca-Cola ad is that the Mexican Ad uses the culture to attract its customers, as well as addressing physiological needs of fulfilling thirst. This can also be seen as addressing Maslow's Self-Actualization, which is realizing one's full potential. Culture is often associated with the fulfilment of one's purpose.