

MKTG Exam 2 Study Guide

Chapter 10: Social Media

Consumer Research and Influences:
Consumer Information:

Information from the Environment:

Observations and Influences:

This means, mostly, observing others' perceptions and reactions. Observations (from focus, focus groups, ethnography, mystery shops, and non-structured interviews).

Physically, social networks, actual representations are important. (social networks, blogs, dating relationships, and non-structured interviews).

Types of Social Influences:

Informational Influence: when evaluating consumers where they believe and act on information from groups. Information for making the right choice. Information structure theory: social networks provide information and observing others' behavior helps product purchase.

Value-Based Influence: ways in which a consumer's perception is socially valid or the ability to affect consumers (or groups) in order to improve their own standing (not values and beliefs). Influence is relevant power. Consumers desire to work membership in groups that hold values that are similar to their own, and they desire to reject the values that are held by the dissimilar group. (It's about the degree of social control).

Substitution Influence: when one's choice is based on their own perception of others' choices. (e.g., advertising, magazines).

Reference Group Types:

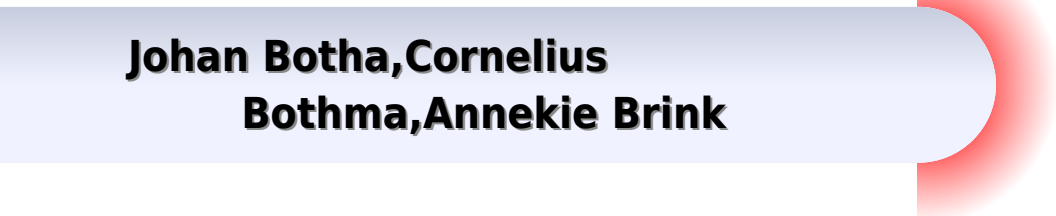
Primary Group: includes members who have frequent, direct contact with one another. (e.g., family, friends, coworkers, neighbors, family members).

Secondary Group: a community, network, or group where members do not have frequent direct contact or a primary group. (e.g., professional clubs, social clubs, etc.). They are not as close as primary groups.

Symbolic Group: a group that has no direct contact with its members.

Study Guide For Mktg 7

**Johan Botha, Cornelius
Bothma, Annekke Brink**



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