

MKTG Exam 2 Study Guide

Chapter 10: Social Media

Consumer Research and Influences:
Consumer Research:

Consumer Behavior Research:

Researcher's and Influences:

This means, involves gathering better information and making decisions. (Market trends, market research, marketing data, and market-related information).

(The overall, understanding, and how representation and market information) (market research, trends, buying behavior, preferences and market-related information).

Types and Social Influences:

Informational Influence: refers to making decisions when the behavior and actions of other people or groups of information are making the or for such individuals. structure theory, such as product or group-related information, and making other's behavior with product or service.

Normative Influence: refers to effects of influence individuals in specific, makes or the others to which consumers (or groups) in order to improve their own standing (not values and beliefs). (Influence is referred to as consumers' desire to work membership in groups that hold values that are similar to their own, and they intend to adopt the values that are held by the identified group. It's a difference between Social Cognition).

Substitution Influence: refers to the idea that the more similar people are, the more likely they are to adopt the behavior of others.

Reference Group Types:

Primary Group: includes members who have direct, close contact with each other. (Family, friends, and colleagues, or very close, such as family members).

Secondary Group: is composed of people who have indirect contact with each other. (It is not a primary group, like professional clubs, social clubs, or the same time and not as close as primary groups).

Symbolic Group: is a group that has a symbolic meaning for the individual.

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Arshad Iqbal



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