

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: search for product or service-related information and evaluating others' behavior with product or service.

Value-Based Influence: ways in which a consumer's evaluation is specific to others or the source to which consumers join groups in order to improve their own standing (not values and beliefs). Distinction is relevant because 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 value creation).

Normative Influence: when one should do what society expects. (social norms and values). (social norms and values).

Reference Group Types:

Primary Group: includes members who have frequent, direct contact with one another. (family, friends, and colleagues). (family, friends, and colleagues).

Secondary Group: is composed of members who have contact with one another but are not in a primary group. (like professional clubs, social clubs, and they are not in a primary group). (like professional clubs, social clubs, and they are not in a primary group).

Symbolic Group: a group that has no direct contact with one another.

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