Social Media Marketing Research
社會媒體行銷研究

Marketing Theories

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<td>Course Orientation of Social Media Marketing Research</td>
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<td>101/02/23</td>
<td>Social Media: Facebook, Youtube, Blog, Microblog</td>
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課程大綱 (Syllabus)

週次 日期 內容（Subject/Topics）
10 101/04/19 Midterm Presentation
11 101/04/26 Exploratory Factor Analysis
12 101/05/03 Paper Reading and Discussion
13 101/05/10 Confirmatory Factor Analysis
14 101/05/17 Paper Reading and Discussion
15 101/05/24 Communicating the Research Results
16 101/05/31 Paper Reading and Discussion
17 101/06/07 Term Project Presentation 1
18 101/06/14 Term Project Presentation 2
Outline

• Marketing Theory
• Disciplinary Underpinnings of Marketing Theory
  – Psychological basis of marketing
  – Sociological basis of marketing
• Theories of Marketing Management and Organization
• Theoretical Sub-Areas of Marketing
Nothing is so practical as a good theory

Theory

- a set of propositions or an abstract conceptualization of the relationship between entities.

Purpose of theory

• increase **scientific understanding** through a **systematized structure** capable of both **explaining and predicting phenomena** (Hunt, 1991)

Theory

- a statement of relations among concepts within a set of boundary assumptions and constraints (Bacharach, 1989)

Marketing

Exchange and economic growth

Maslow’s hierarchy of human needs
(Maslow, 1943)

Rostow’s Stages of Economic Growth model
(Rostow, 1962)

What is marketing?

• 5 themes from a content analysis of approximately 100 definition of marketing
  1. Object of marketing
  2. Nature of the relationship
  3. Outcomes
  4. Application
  5. Philosophy or (versus) function

Marketing definitions: a map of the territory
Disciplinary Underpinnings of Marketing Theory

- The economics basis of marketing
- The psychological basis of marketing
- The sociological basis of marketing
- Cultural aspects of marketing

Psychological foundations of marketing

• Motivation
• Perception
• Decision making
• Attitudes
• Persuasion

# Psychological Constructs and Some Associated Marketing Areas

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<tr>
<th>Psychological Construct</th>
<th>Marketing areas</th>
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<tbody>
<tr>
<td>Learning</td>
<td>Brand recall, loyalty</td>
</tr>
<tr>
<td>Motivation</td>
<td>Consumer needs, choice conflicts</td>
</tr>
<tr>
<td>Perception</td>
<td>Product packaging, advertising content</td>
</tr>
<tr>
<td>Decision making</td>
<td>Brand selection, consumer involvement, post-purchase evaluation</td>
</tr>
<tr>
<td>Attitudes</td>
<td>Customer satisfaction, trust, ad influence</td>
</tr>
<tr>
<td>Personality</td>
<td>Consumer segmentation, materialism, addictions</td>
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Motivation

• both physiological needs (e.g. hunger, thirst, pain avoidance, security, maintenance of body temperature) and psychogenic needs (e.g. achievement, affiliation, status, approval, power) motivate consumer behaviour

Motivation and Psychological Needs

- the waste of money and/or resources by people to display a higher status than others’ is clearly linked to the psychological ego-related needs for status, approval and self-confidence, although it may be influenced in part by extrinsic factors, such as social norms and cultural values.

TRA (1975)

Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

TPB (1985)

TPB (1989)

FIG. 10.2. Theory of planned behavior.

FIG. 1. Theory of planned behavior

Icek Aizen (Ajzen)

Professor of Psychology
University of Massachusetts

**Figure 1.** Theory of Reasoned Action (TRA).

**Figure 2.** Technology Acceptance Model (TAM).
UTAUT (2003)

Unified Theory of Acceptance and Use of Technology (UTAUT)

Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al. 2003)

- Theory of Reasoned Action (TRA) (Fishbein and Ajzen 1975)
- Technology Acceptance Model (TAM) (Davis 1989)
- Social Cognitive Theory (SCT) (Compeau and Higgins 1995)
- Innovation Diffusion Theory (IDT) (Moore and Benbasat 1991)
- Model of PC Utilization (MPCU) (Tompson et al. 1991)
- Combined TAM and TPB (C-TAM-TPB) (Taylor and Todd 1995)
- Theory of Planned Behavior (TPB) (Ajzen 1991)
- Motivation Model (MM) (Davis et al. 1992)
US
(User Satisfaction)

Figure 2  The User Satisfaction Research Stream Approach

IUSTA (2005)

IUSTA (integration of user satisfaction and technology acceptance)


*Thick lines indicate new relationships proposed in TAM3.*
Sociology and Marketing

- marketing (science) is the behavioural science which seeks to explain exchange relationships

(Social) exchange requires
(Kotler, 1984)

• the presence of (at least) two parties
• that each party has something to offer that might be of value to the other party
• each party is capable of communicating and delivering
• each party is free to accept or reject an offer
• each party believes it is appropriate or desirable to deal with the other party
Individuals, groups and the larger society

- Role
- Status
- Norm
- Groups
- Family Life-cycle
- Community
- Social class and lifestyle
- Culture
- Sub-culture

Relationship, power, and conflict

- Relationships
- Network
- Conflict and cooperation
- Power

Learning and change

• Socialization
• Social change

Theories of Marketing Management and Organization

• The Marketing mix
• Marketing strategy
• Target segment strategy

The new exchange model
(van Waterschoot et al., 2006)

Theoretical Sub-Areas of Marketing

• Consumer behaviour
• Innovation and new product development
• Relationships and networks
• Theory in social marketing
• Theories of retailing
• An institutional approach to sustainable marketing
• Brand equity and the value of marketing assets

# Behavioural research

<table>
<thead>
<tr>
<th>Consumer behaviours</th>
<th>Number of studies</th>
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<tbody>
<tr>
<td>Acquisition patterns</td>
<td>6</td>
</tr>
<tr>
<td>Charity/gift giving</td>
<td>27</td>
</tr>
<tr>
<td>Deviant behaviours</td>
<td>12</td>
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<tr>
<td>Possessions</td>
<td>6</td>
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<tr>
<td>Shopping behaviour</td>
<td>10</td>
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<tr>
<td>Situational influences</td>
<td>75</td>
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<tr>
<td>Symbolic consumption</td>
<td>74</td>
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<tr>
<td>Time</td>
<td>12</td>
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<tr>
<td>Variety seeking</td>
<td>52</td>
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Psychological research

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<th>Consumer psychology</th>
<th>Number of studies</th>
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<tr>
<td>Aesthetics and hedonics</td>
<td>16</td>
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<tr>
<td>Affect, emotion and mood</td>
<td>73</td>
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<tr>
<td>Attention and perception</td>
<td>101</td>
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<tr>
<td>Attitudes and preferences</td>
<td>248</td>
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<tr>
<td>Choice and choice models</td>
<td>106</td>
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<tr>
<td>Cognitive processing</td>
<td>110</td>
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<tr>
<td>Consumer socialization</td>
<td>28</td>
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<tr>
<td>Decision theory and processes</td>
<td>205</td>
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<tr>
<td>Expertise and knowledge</td>
<td>57</td>
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<tr>
<td>Inference</td>
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<td>Information processing</td>
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<td>Learning</td>
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<td>Memory</td>
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<td>Motivation and involvement</td>
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<td>Perceived risk</td>
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<td>Personality</td>
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<td>Satisfaction and dissatisfaction</td>
<td>46</td>
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<td>Self concept and image</td>
<td>68</td>
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<tr>
<td>Values</td>
<td>17</td>
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### Societal issues in consumer research

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<th>Macro/sociological issues</th>
<th>Number of studies</th>
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<td>Family</td>
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<td>Lifestyles</td>
<td>17</td>
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<td>Social and reference groups</td>
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<td>Social class</td>
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<td>Welfare/well-being</td>
<td>8</td>
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<tr>
<td>Women in the workforce</td>
<td>22</td>
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A social cognitive model of behaviour

(Bandura, 1986)

Sources and constituents of relationship marketing and business networks

Relational complexity and marked-based RM and network-based RM

Key constituents of relationship marketing and business networks

Social cognitive theory
personal and environmental determinant of teen smoking

Examples of exchange in social marketing smoking cessation

The service brand–relationship–value triangle
(Brodie et al., 2006)

Three types of marketing that influence perceptions
(customer, employee and organizational perceptions)

• External marketing
  – Communication between the organization and its customers and stakeholders making promises about the service offer.

• Interactive marketing
  – Interactions between people working within the organization/network and end-customers that create the service experience associated with delivering promises about the service offer.

• Internal marketing
  – The resources and processes enabling and facilitating promises about the service offer involving the organization and people working in the organization.

Summary

• Marketing Theory
• Disciplinary Underpinnings of Marketing Theory
  – Psychological basis of marketing
  – Sociological basis of marketing
• Theories of Marketing Management and Organization
• Theoretical Sub-Areas of Marketing