Social Media Marketing
社群網路行銷

社群網路消費者心理與行為
(Consumer Psychology and Behavior on Social Media)

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Min-Yuh Day
戴敏育
Assistant Professor

Dept. of Information Management, Tamkang University

http://mail.tku.edu.tw/myday/
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週次 (Week)  日期 (Date)  內容 (Subject/Topics)
1  103/02/17 社會網路行銷課程介紹  
   (Course Orientation of Social Media Marketing)
2  103/02/24 社群網路商業模式  (Business Models of Social Media)
3  103/03/03 顧客價值與品牌  (Customer Value and Branding)
4  103/03/10 社群網路消費者心理與行為  
   (Consumer Psychology and Behavior on Social Media)
5  103/03/17 社群網路行銷蜻蜓效應  
   (The Dragonfly Effect of Social Media Marketing)
6  103/03/24 社群網路行銷個案研究 I  
   (Case Study on Social Media Marketing I)
7  103/03/31 教學行政觀摩日  (Off-campus study)
8  103/04/07 行銷傳播研究  (Marketing Communications Research)
9  103/04/14 社群網路策略  (Social Media Strategy)
課程大綱 (Syllabus)

週次 (Week) 日期 (Date) 內容 (Subject/Topics)
10 103/04/21 期中報告 (Midterm Presentation)
11 103/04/28 社群網路行銷計劃 (Social Media Marketing Plan)
12 103/05/05 行動 APP 行銷 (Mobile Apps Marketing)
13 103/05/12 社群網路評量指標 (Social Media Metrics)
14 103/05/19 社群網路行銷個案研究 II (Case Study on Social Media Marketing II)
15 103/05/26 社群網路海量資料分析 (Big Data Analytics of Social Media)
16 103/06/02 端午節放假一天 (Dragon Boat Festival)(Day off)
17 103/06/09 期末報告 I (Term Project Presentation I)
18 103/06/16 期末報告 II (Term Project Presentation II)
Analyzing Consumer Markets

• The aim of marketing is to meet and satisfy target customers’ needs and wants better than competitors.

• Marketers must have a thorough understanding of how consumers think, feel, and act and offer clear value to each and every target consumer.

How consumers think, feel, and act

Model of Consumer Behavior

Marketing Stimuli
- Products & Services
- Price
- Distribution
- Communications

Other Stimuli
- Economic
- Technological
- Political
- Cultural

Psychology
- Motivation
- Perception
- Learning
- Memory

Consumer Characteristics
- Cultural
- Social
- Personal

Buying Decision Process
- Problem Recognition
- Information Search
- Evaluation of Alternatives
- Purchase decision
- Post-purchase behavior

Purchase Decision
- Product choice
- Brand choice
- Dealer choice
- Purchase amount
- Purchase timing
- Payment method

The Evolution of Marketing Management

Marketing Mix
Four Ps
- Product
- Place
- Promotion
- Price

Modern Marketing Management
Four Ps
- People
- Processes
- Programs
- Performance

Marketing Mix
Four Cs
- Customer solution
- Customer cost
- Convenience
- Communication

Source: Kotler and Keller (2011)
Marketing 4Ps and 4Cs

Marketing Mix Four Ps
- Product
- Place
- Promotion
- Price

Modern Marketing Management Four Ps
- People
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- Performance

Marketing Four Cs
- Customer solution
- Customer cost
- Convenience
- Communication

Customer Satisfaction

Marketing New Four Ps by Kim Kadlec (2012)
- Purpose
- Presence
- Proximity
- Partnership

Source: Adapted from Kotler and Keller (2011)
What Influences Consumer Behavior?

• Cultural Factors
• Social Factors
• Personal Factors

Consumer Behavior

• Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

• Marketers must fully understand both the theory and reality of consumer behavior.

Key Psychological Processes

• Motivation
  – Freud, Maslow, Herzberg

• Perception
  – Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world

• Learning
• Emotions
• Memory

Maslow’s Hierarchy of Needs

1. Physiological Needs
   (food, water, shelter)

2. Safety Needs
   (security, protection)

3. Social Needs
   (sense of belonging, love)

4. Esteem Needs
   (self-esteem, recognition, status)

5. Self-actualization Needs
   (self-development and realization)

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

- Survival
- Safety
- Love
- Esteem
- Self-actualization

Maslow’s Hierarchy of Needs

- **Physiological needs:** food, water, warmth, rest
- **Safety needs:** security, safety
- **Belongingness and love needs:** intimate relationships, friends
- **Esteem needs:** prestige and feeling of accomplishment
- **Self-actualization:** achieving one’s full potential, including creative activities

Source: http://sixstoriesup.com/social-psyche-what-makes-us-go-social/
Social Media Hierarchy of Needs

1. Physiological
   - air, sleep, food, hunger, thirst, warmth
   - Create your social network profile. The need to exist and have a voice!

2. Safety & Security
   - Shelter, protection, Safety & Stability
   - Choosing the platforms you are comfortable with to voice your opinion.
     A human tendency to follow what the masses are using - the safe choice!

3. Love & Belonging
   - Love, Affection, family, & relationships

4. Esteem
   - self-esteem, Status, Reputation
   - Self-Actualization
     - building a solid image. Engaging in conversations. Voicing your expertise.

5. Personal Fulfillment
   - Optimization & Monetization

Maslow’s Hierarchy of Needs

Source: http://2.bp.blogspot.com/_Rta1VZltiMk/TPavcanFtfI/AAAAAAAAACo/OBGnRL5arSU/s1600/social-media-heirarchy-of-needs1.jpg
Social Media Hierarchy of Needs

- Physiological
- Safety
- Love/Belonging
- Esteem
- Self actualization

@daaveduarte

Source: http://www.pinterest.com/pin/18647785930903585/
Factors Affecting Consumer Behavior

CULTURAL
- Culture
- Subculture
- Social Class

SOCIAL
- Reference Group
- Family
- Roles and Status

PERSONAL
- Age & Lifecycle stage
- Occupation
- Economic Circumstances
- Lifestyle
- Personality

PSYCHOLOGICAL
- Motivation
- Perception
- Learning
- Beliefs and Attitudes

BUYER

The Social Feedback Cycle
Consumer Behavior on Social Media

Marketer-Generated

User-Generated

Awareness  Consideration  Purchase  Use  Form Opinion  Talk

Source: Evans et al. (2010), Social Media Marketing: The Next Generation of Business Engagement
The New Customer Influence Path

Awareness  Consideration  Purchase

Social media icons (Facebook, YouTube, Twitter)
Structured Engagement

Engagement Process on Social Media

Source: Evans et al. (2010), Social Media Marketing: The Next Generation of Business Engagement
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

Identifying and meeting human and social needs

Source: Kotler and Keller (2011)
Basis of Marketing Theory

- Economics
- Psychological
- Sociological
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

<table>
<thead>
<tr>
<th>Psychological Construct</th>
<th>Marketing areas</th>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>

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

Perception

• Selective attention
• Selective distortion
• Selective retention
• Subliminal perception

Source: Kotler and Keller (2011)
Overall Model of Consumer Behavior

A GENERIC PURCHASING-DECISION MODEL

1. Need identification

2. Information search
   - product brokering
     • Deciding what product to buy.
   - merchant brokering
     • Deciding from whom (from what merchant) to buy products.

3. Evaluation of alternatives

4. Purchase decision and delivery

5. Postpurchase behavior

Source: Turban et al. (2010), Introduction to Electronic Commerce, 3rd edition, Pearson
<table>
<thead>
<tr>
<th>Steps in the Decision-Making Process</th>
<th>CDSS Support Facilities</th>
<th>Generic Internet and Web Support Facilities</th>
</tr>
</thead>
</table>
| Need recognition                    | Agents and event notification  
Blogs                                  | Banner advertising on Web sites  
URL on physical material  
Discussions in newsgroups |
| Information search                  | Virtual catalogs  
Structured interaction and question/answer sessions  
Links to (and guidance on) external sources  
Search engines | Web directories and classifiers  
Internal search on Web site  
External search engines  
Focused directories and information brokers  
Search engines |
| Evaluation, negotiation, selection  | FAQs and other summaries  
Samples and trials  
Customers testimonials  
Models that evaluate consumer behavior  
Pointers to and information about existing customers | Discussions in newsgroups  
Cross-site comparisons  
Wikis, blogs  
Generic models |
| Purchase, payment, and delivery     | Ordering of product or service  
Arrangement of delivery              | Electronic cash and virtual banking; wireless payment  
PayPal  
Logistics providers and package tracking |
| After-purchase service and evaluation | Customer support via e-mail and newsgroups | Discussions in newsgroups  
Answer function in LinkedIn |

Source: Turban et al. (2010), Introduction to Electronic Commerce, 3rd edition, Pearson
PLAYERS IN THE CONSUMER DECISION PROCESS

• Initiator
• Influencer
• Decider
• Buyer
• User

Source: Turban et al. (2010), Introduction to Electronic Commerce, 3rd edition, Pearson
EXHIBIT W4.2.2  The New Marketing Model

Marketing/Advertising
Chosen to Best
Serve/Reach Customer

Customer Receives
Marketing Exposure

“Four P’s”
(Product, Place,
Price, and
Promotion)
Updated Uniquely
to Customer

Customer Decides on
Marketing Medium for
Response

Customer Profiled Based
on Behavior; Customer
Segmentation Developed

Customer Makes
Purchase Decision

Customer Relationships

Database
Update

Detailed Transaction/
Behavior Data Collected

Source: Turban et al. (2010), Introduction to Electronic Commerce, 3rd edition, Pearson
Customer Satisfaction in EC

Information Quality
- Accuracy of Content
- Up-to-Date Content
- Information Presentation
  (Visual representation of products)
- Completeness of Content
  (Detailed description of products)

System Quality
- Privacy and Security
- Simple Design
- Ease of Navigation
- Ease of Use
- Consistency of Web Site

Service Quality
- Flexibility (Billing and Delivery Option)
- Timeliness of Order Delivery
- Accuracy of Order Delivery
- Condition of Products Received
- Responsiveness
- Fairness of Policies and Procedures
- Empathy (Compensation and Apologies)

Source: Turban et al. (2010), Introduction to Electronic Commerce, 3rd edition, Pearson
TRUST IN EC

• Trust

The psychological status of willingness to depend on another person or organization.

Source: Turban et al. (2010), Introduction to Electronic Commerce, 3rd edition, Pearson
EC Trust Models

Source: Turban et al. (2010), Introduction to Electronic Commerce, 3rd edition, Pearson
Theories of Information Systems

- Theory of Reasoned Action (TRA)
- Technology Acceptance Model (TAM)
- Theory of Planned Behavior (TPB)
- Unified Theory of Acceptance and Use of Technology (UTAUT)
- Integration of User Satisfaction and Technology Acceptance (IUSTA)
TRA (1975)

Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.
TPB (1989)

FIG. 10.2. Theory of planned behavior.

TPB (1991)

FIG. 1. Theory of planned behavior

Icek Aizen (Ajzen)

Professor of Psychology
University of Massachusetts

Theory of Planned Behavior

Last modified: April 13, 2005
TAM (1989)

**UTAUT (2003)**

Unified Theory of Acceptance and Use of Technology (UTAUT)

US
(User Satisfaction)

Figure 2  The User Satisfaction Research Stream Approach

System quality antecedents (e.g., reliability, flexibility, integration, accessibility, timeliness)

Information quality antecedents (e.g., completeness, accuracy, format and currency)

Object-based beliefs

System quality

Information quality

Object-based attitudes

System satisfaction

Information satisfaction

Conceptual gap

Use and/or IT value

IUSTA (2005)

IUSTA (integration of user satisfaction and technology acceptance)

References

• Philip Kotler & Kevin Lane Keller, Marketing Management, 14th ed., Pearson, 2012

• Dave Evans, Susan Bratton, & Jake McKee, Social Media Marketing: The Next Generation of Business Engagement, Sybex, 2010