

Social Media Marketing

社群網路行銷



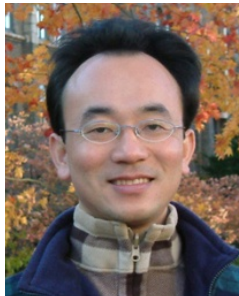
Tamkang
University

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

1022SMM04

TLMXJ1A (MIS EMBA)

Mon 12,13,14 (19:20-22:10) D504



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2014-03-10



課程大綱 (Syllabus)

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)

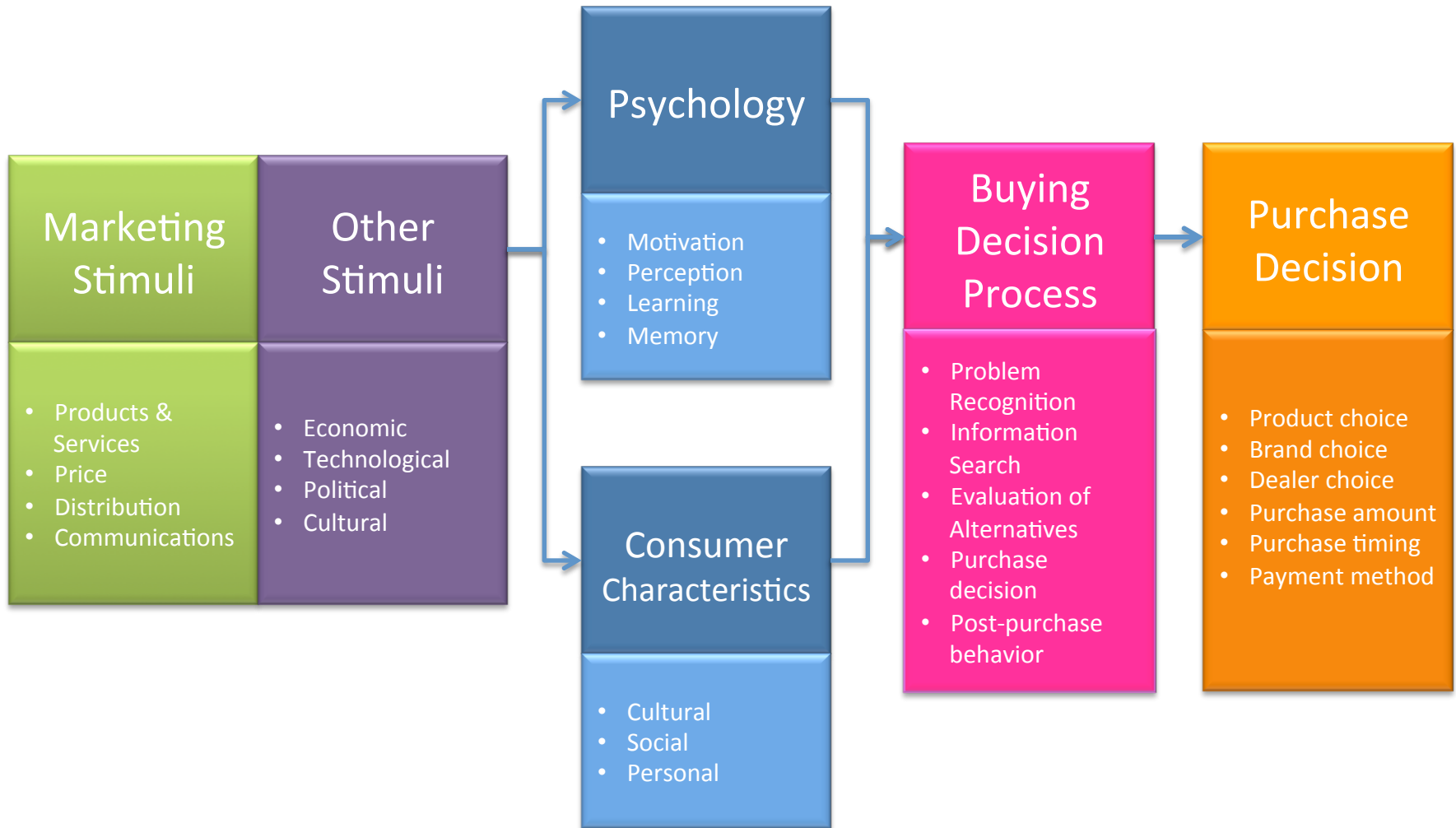
週次 (Week)	日期 (Date)	內容 (Subject/Topics)
10	103/04/21	期中報告 (Midterm Presentation)
11	103/04/28	社群網路行銷計劃 (Social Media Marketing Plan)
12	103/05/05	行動 APP 行銷 (Mobile Apps Marketing)
13	103/05/12	社群網路評量指標 (Social Media Metrics)
14	103/05/19	社群網路行銷個案研究 II (Case Study on Social Media Marketing II)
15	103/05/26	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

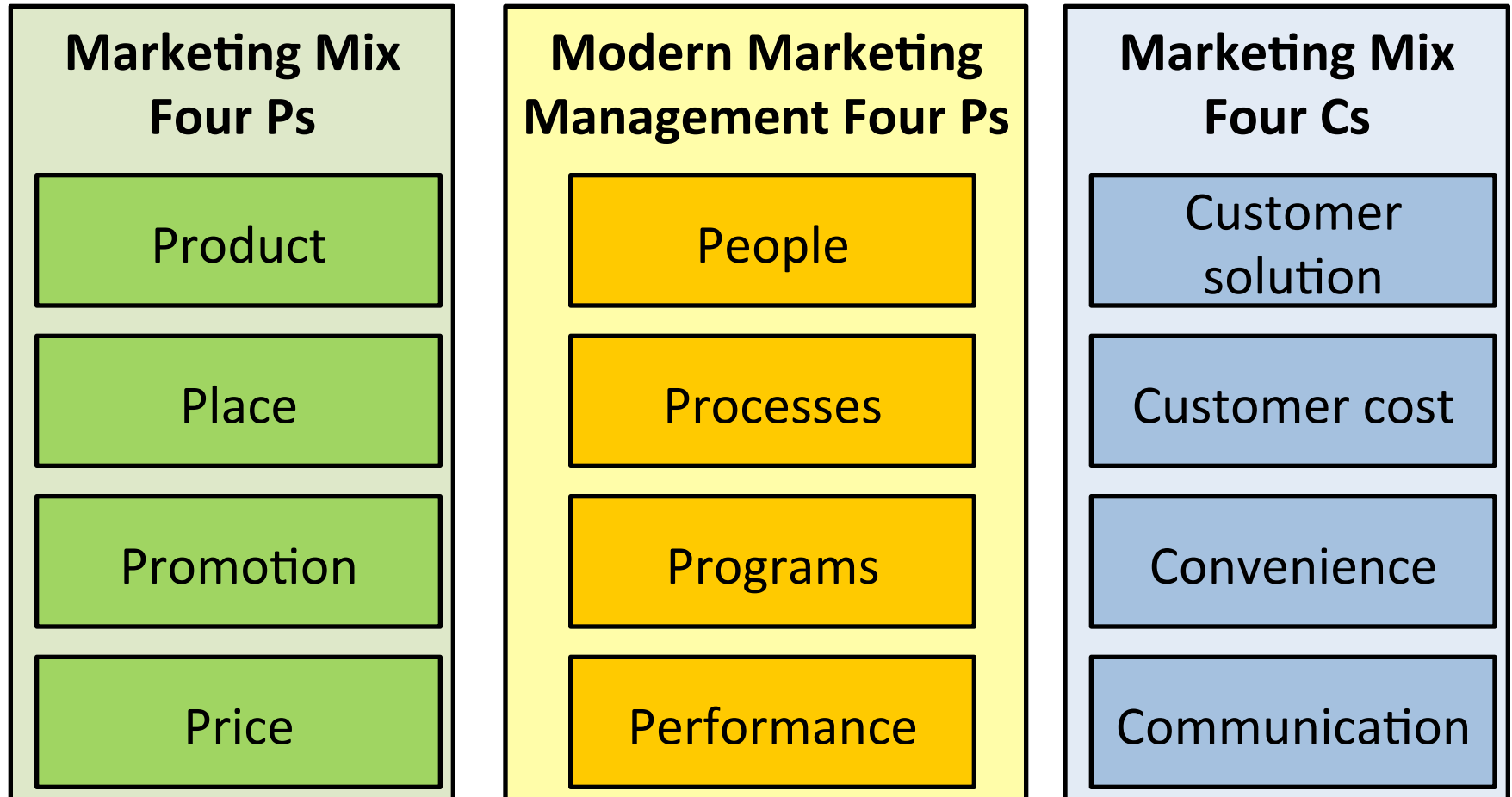
- The aim of marketing is to **meet** and **satisfy** target customers' **needs and wants** better than competitors.
- Marketers must have a thorough understanding of **how consumers think, feel, and act** and **offer clear value** to each and every target consumer.

How consumers think, feel, and act

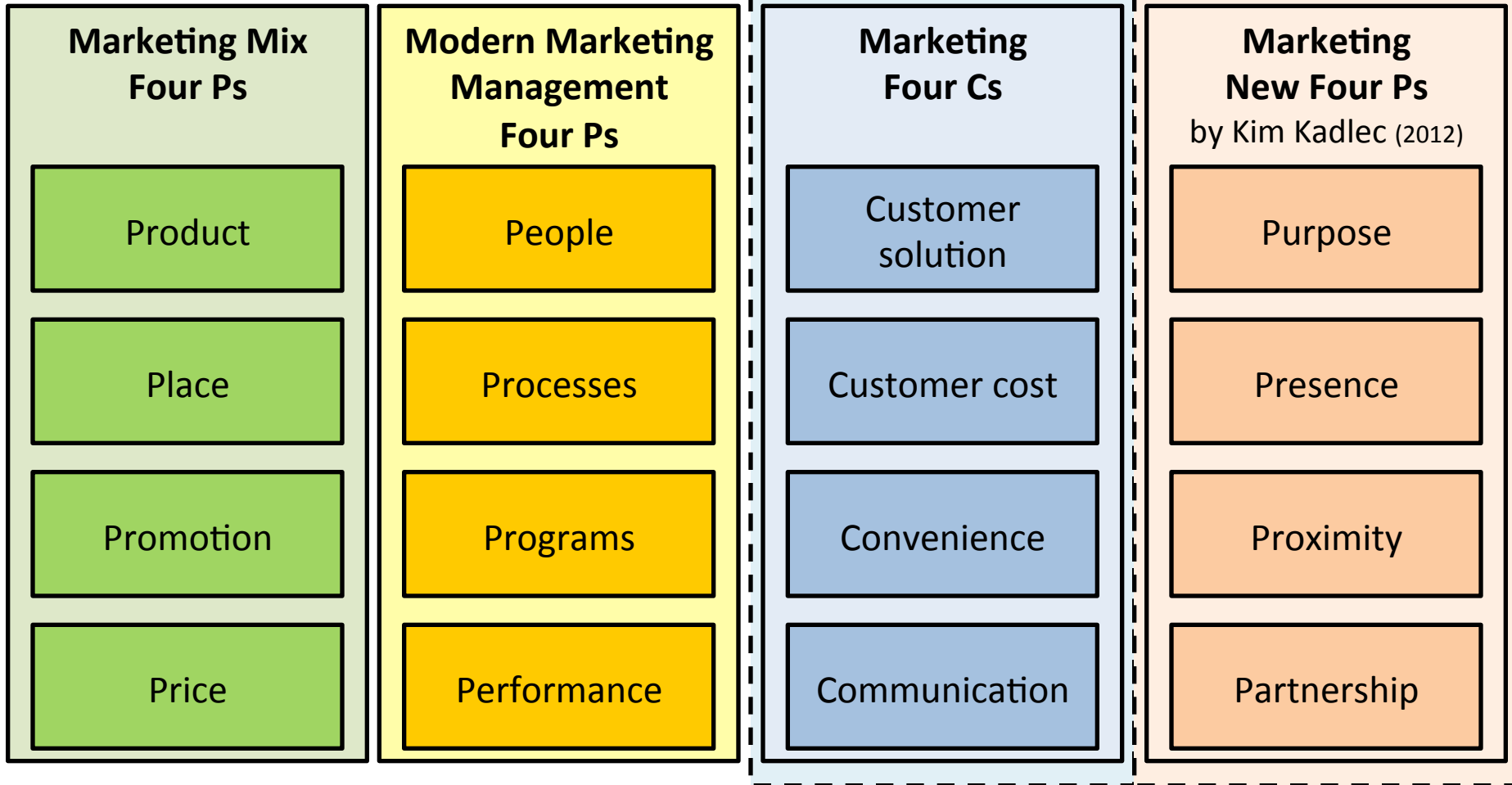
Model of Consumer Behavior



The Evolution of Marketing Management



Marketing 4Ps and 4Cs



What Influences Consumer Behavior?

- Cultural Factors
- Social Factors
- Personal Factors

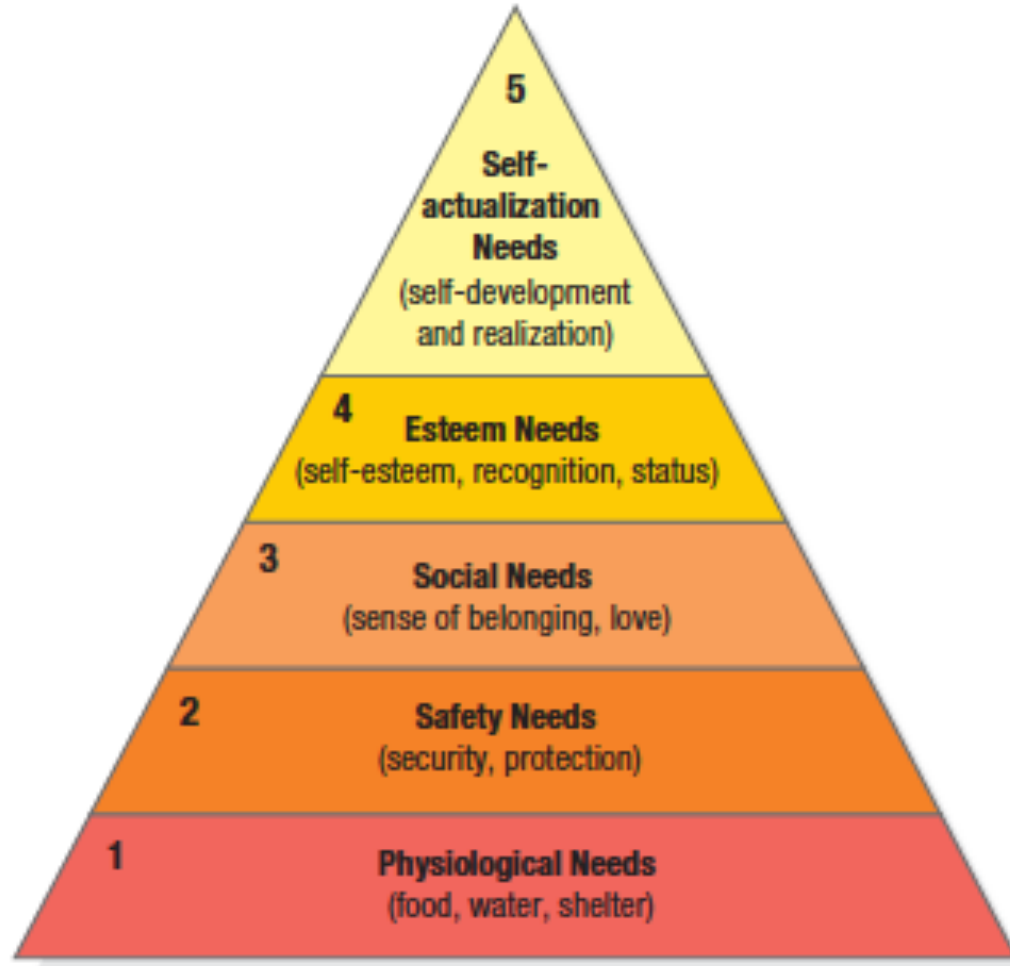
Consumer Behavior

- 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

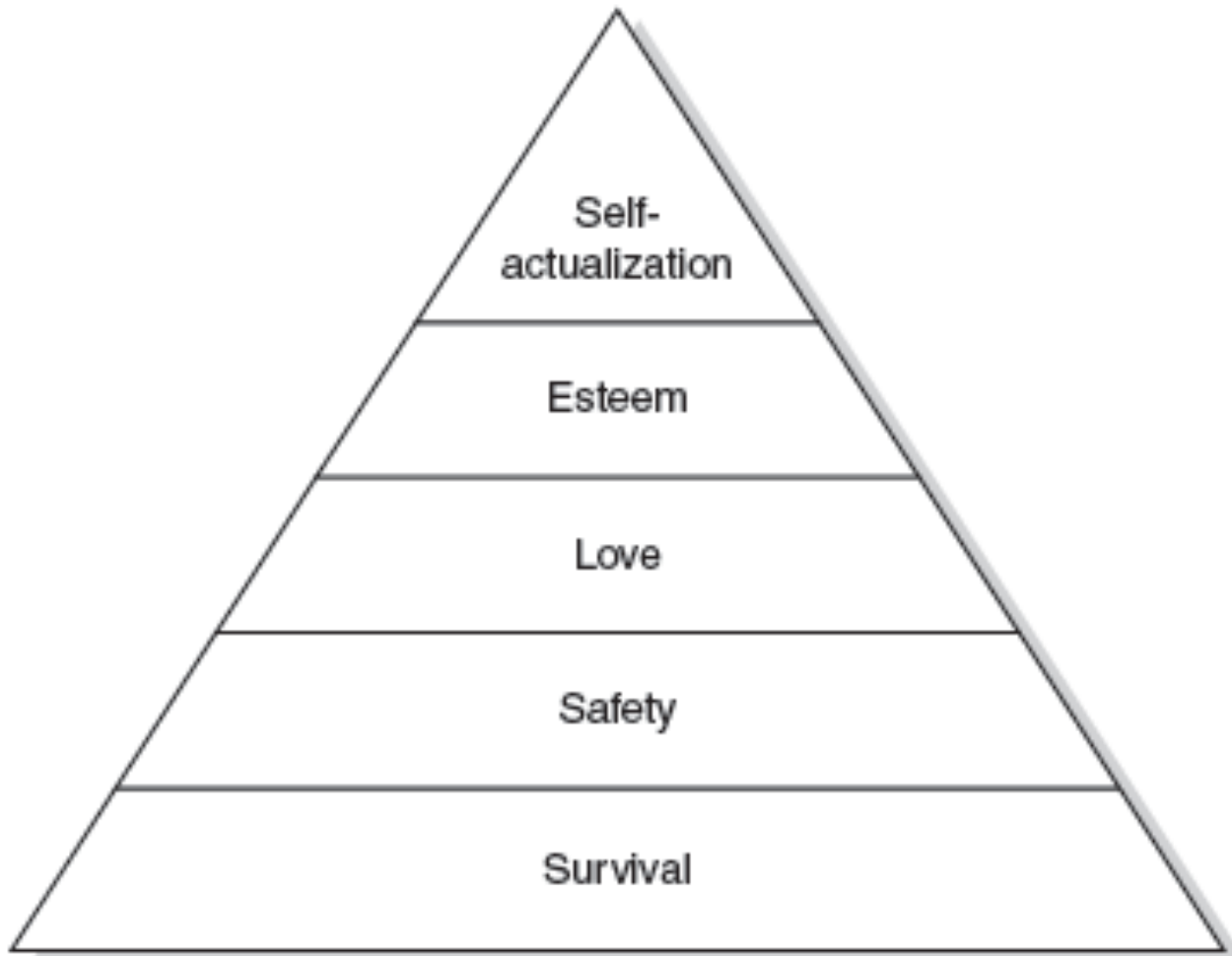
- Motivation
 - Freud, Maslow, Herzberg
- Perception
 - Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world
- Learning
- Emotions
- Memory

Maslow's Hierarchy of Needs

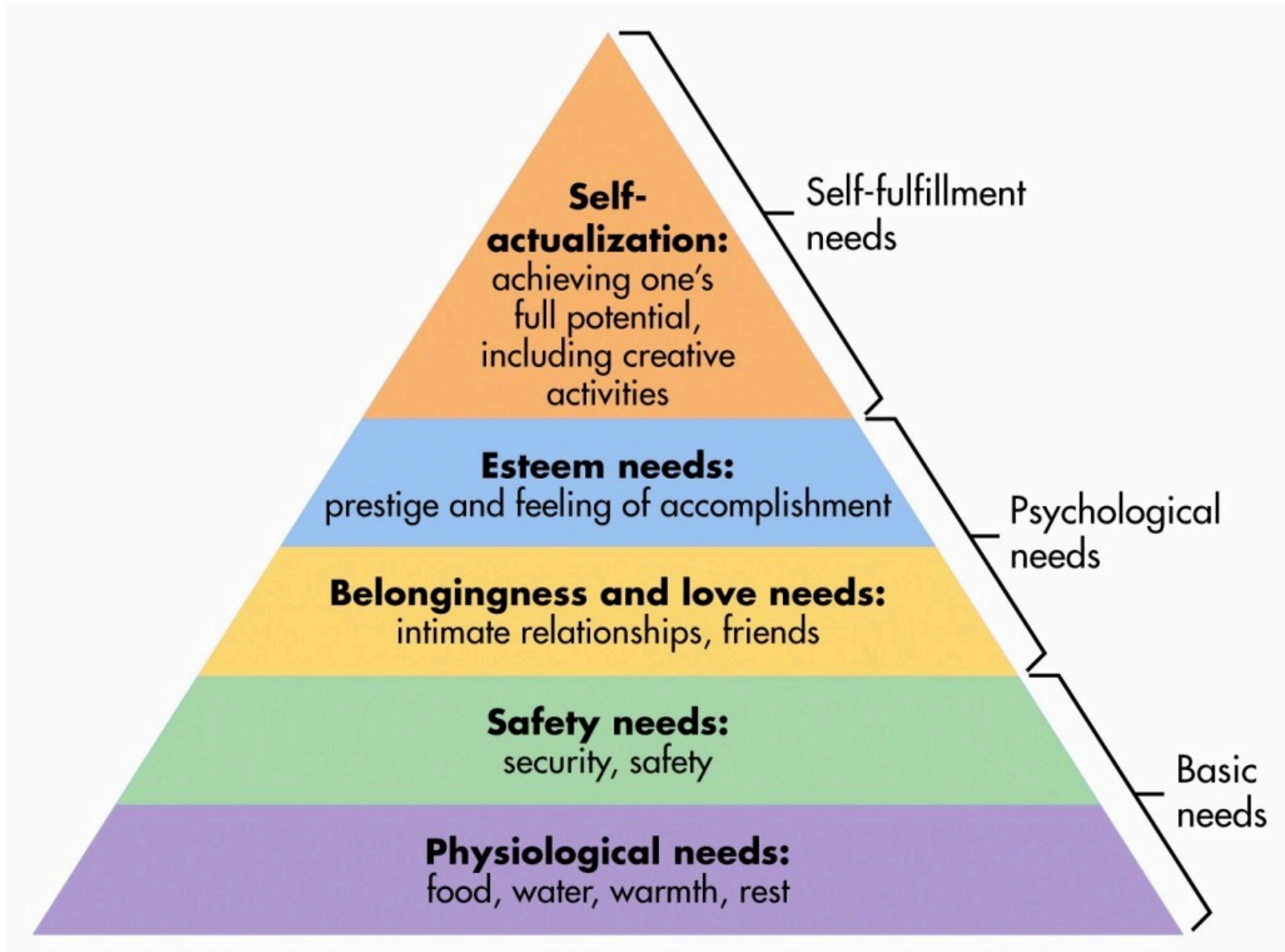


Maslow's hierarchy of human needs

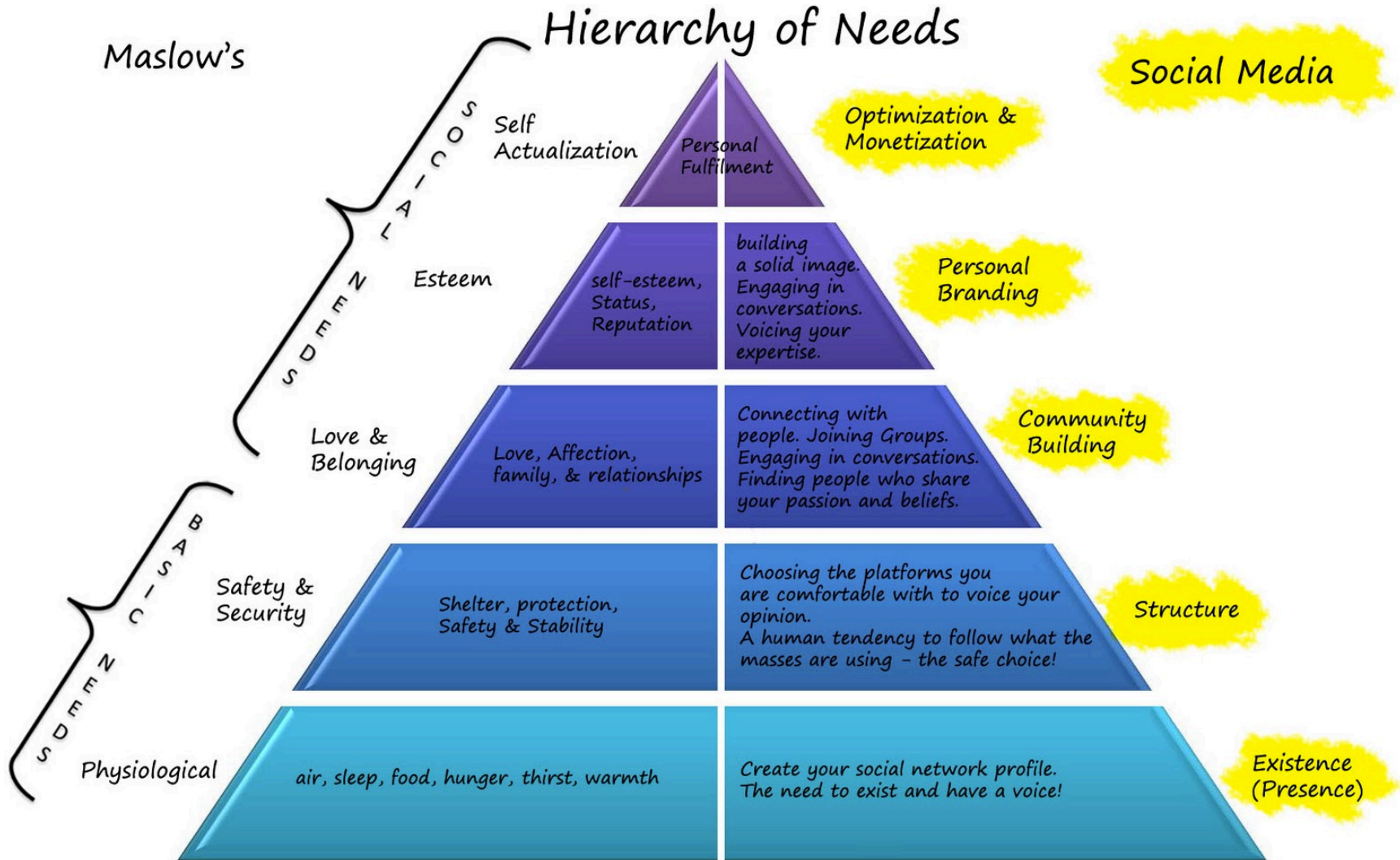
(Maslow, 1943)



Maslow's Hierarchy of Needs

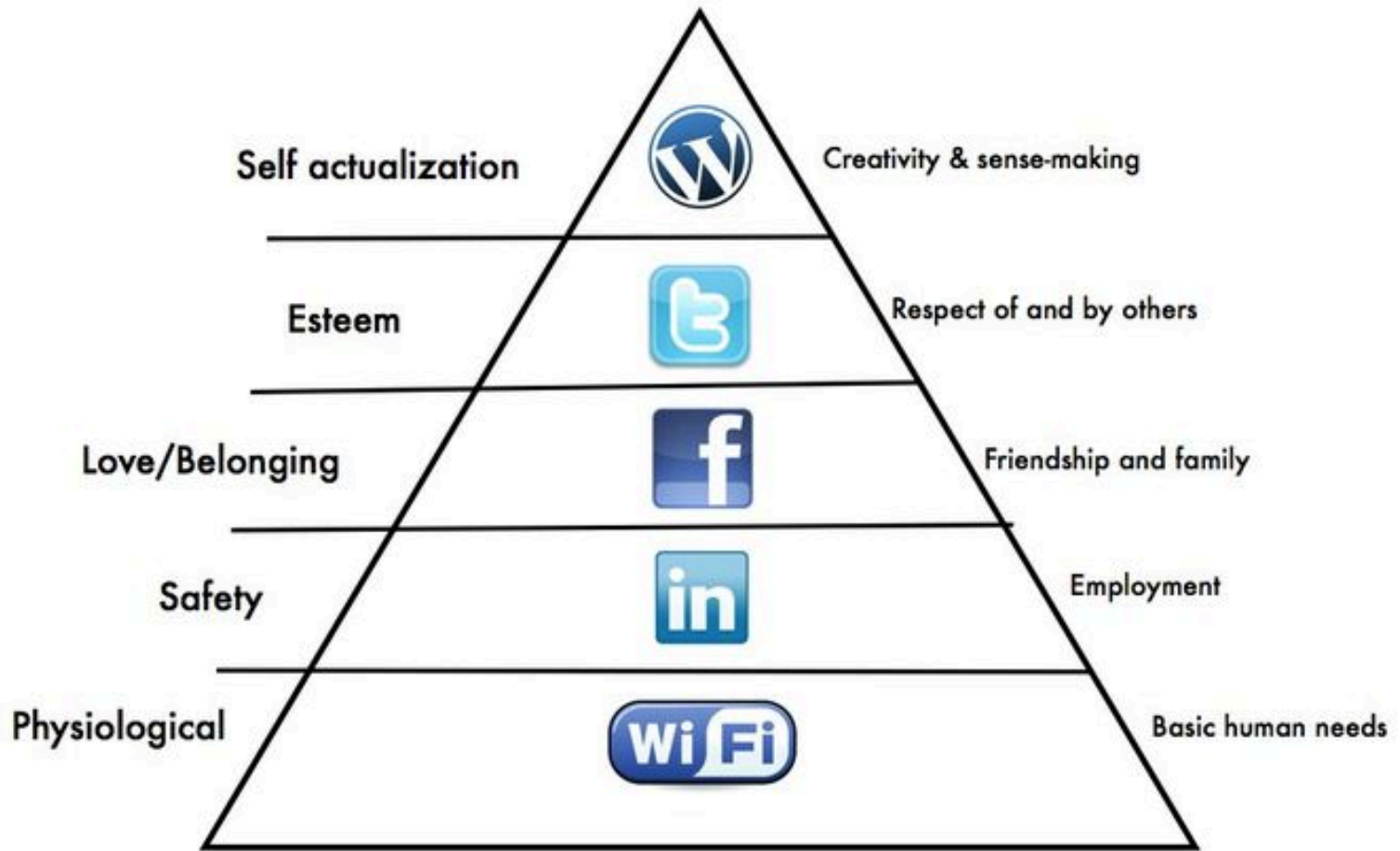


Social Media Hierarchy of Needs



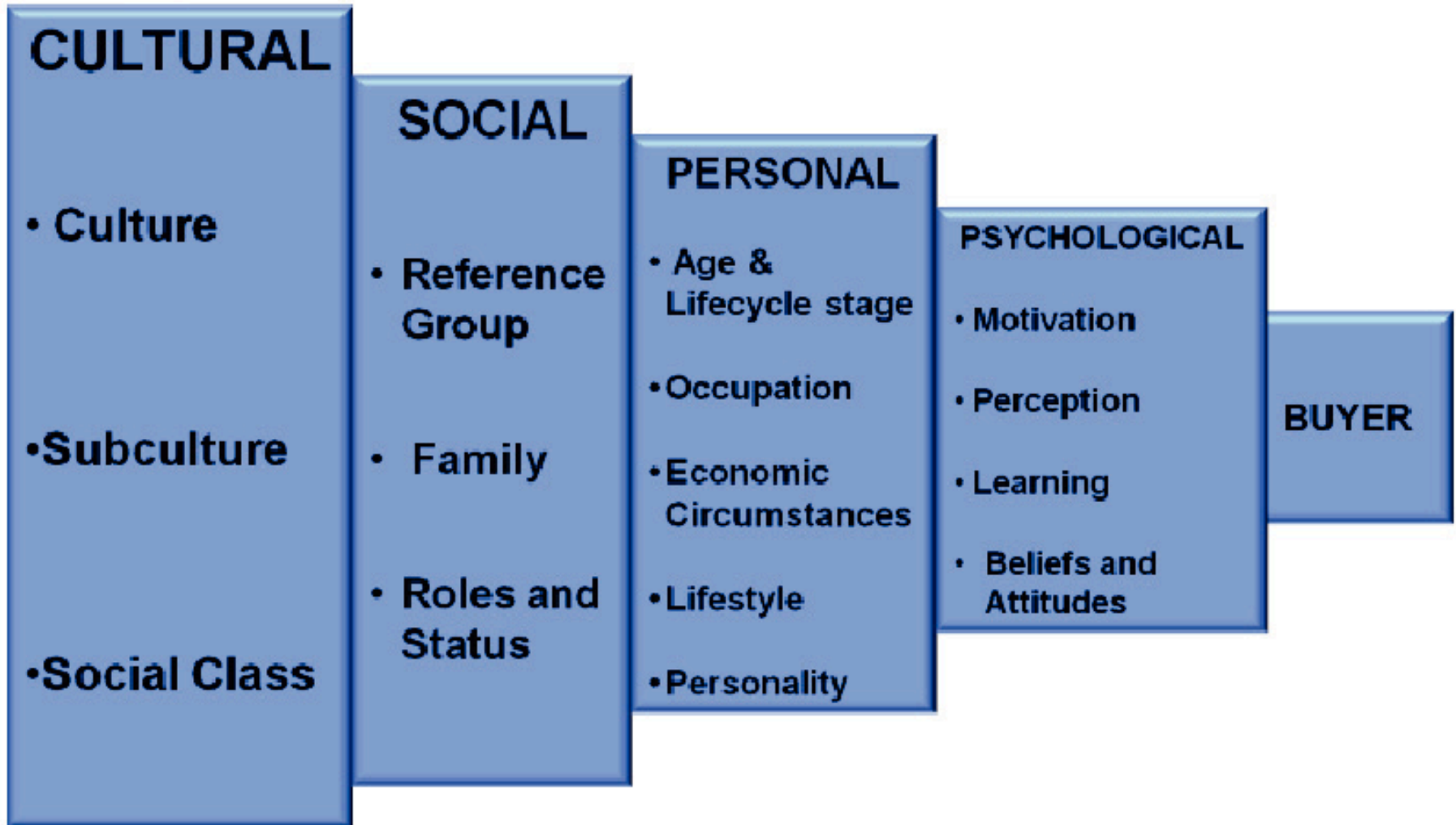
Social Media Hierarchy of Needs - by John Antonios

Social Media Hierarchy of Needs



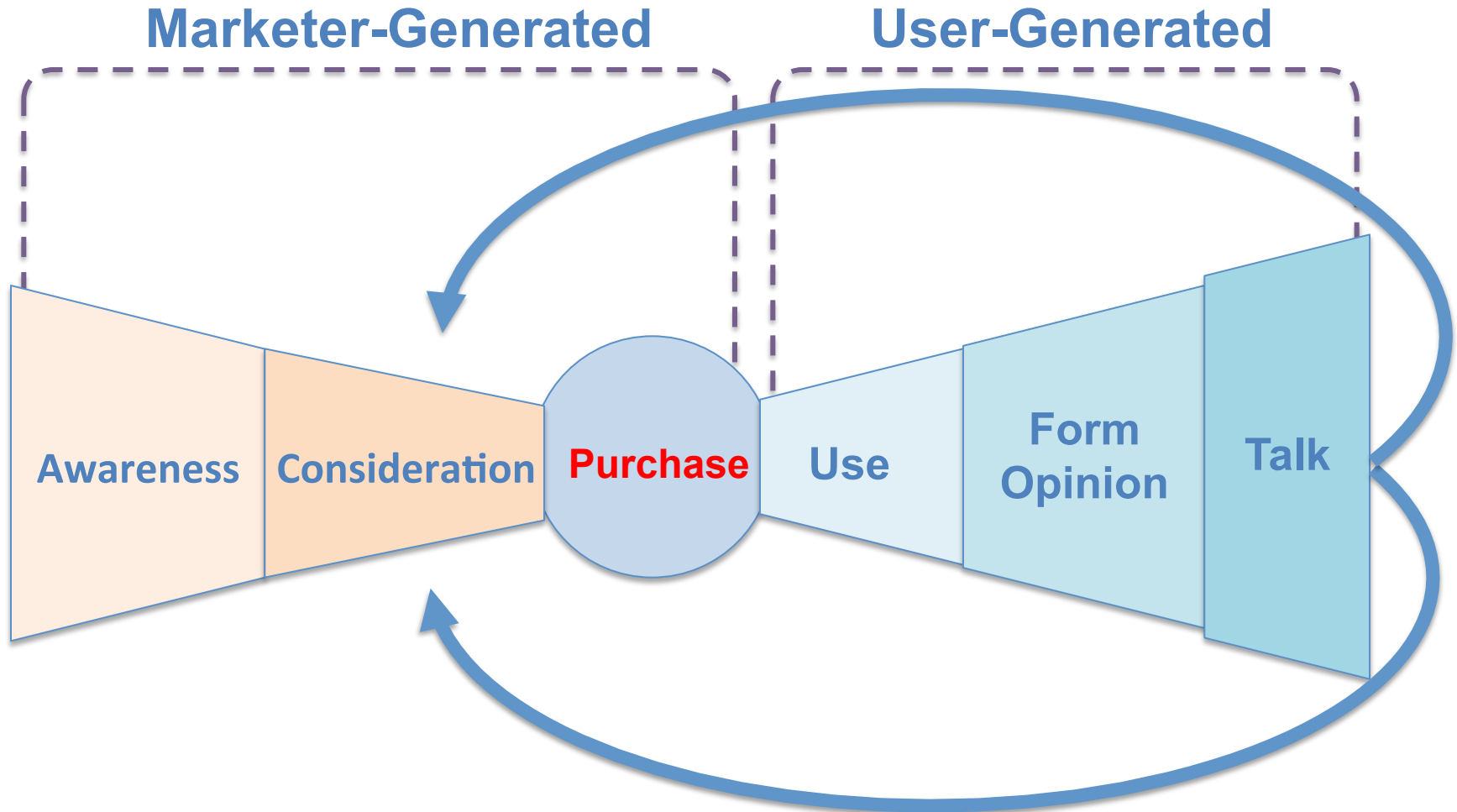
@daveduarte

Factors Affecting Consumer Behavior

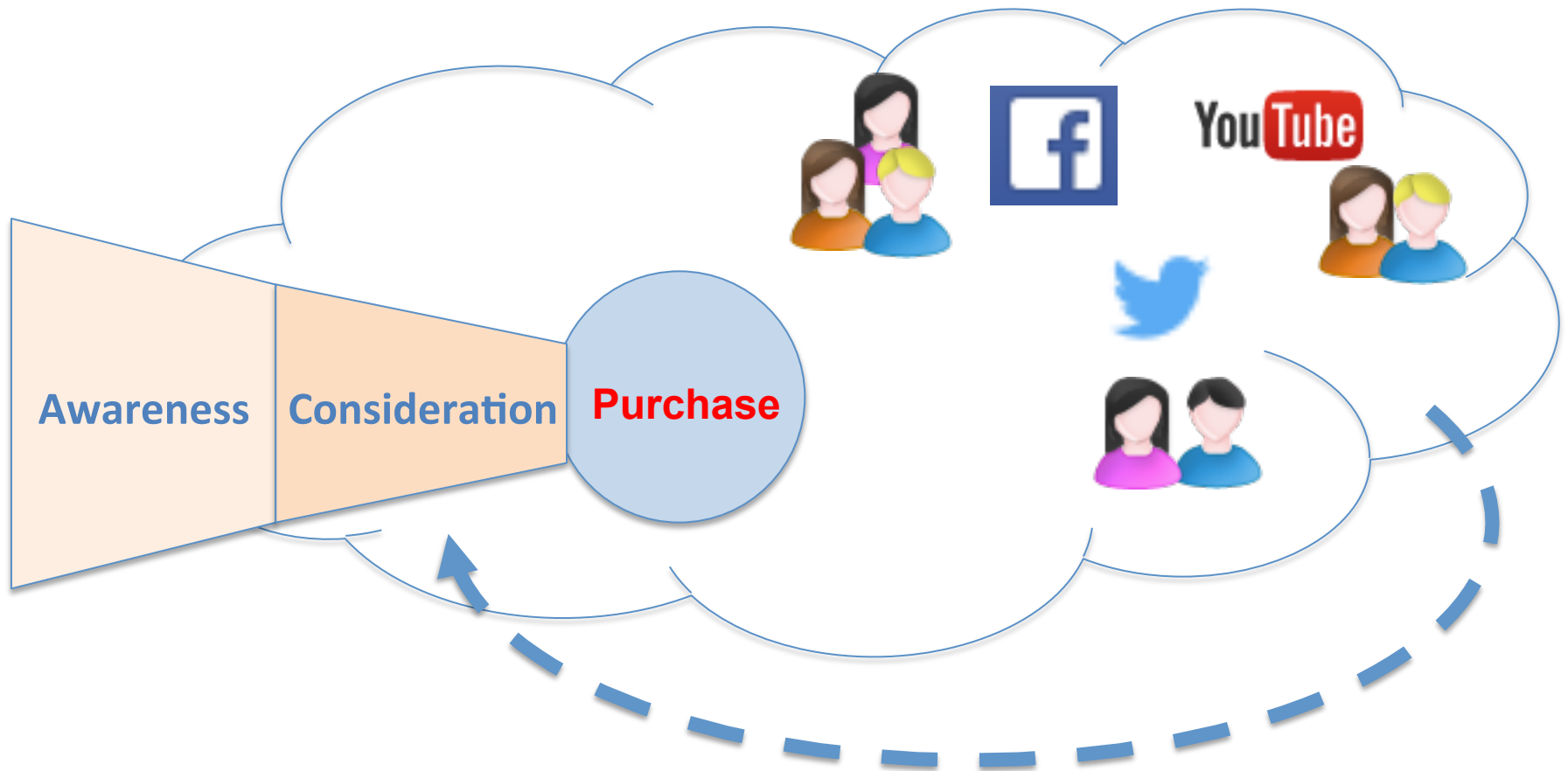


The Social Feedback Cycle

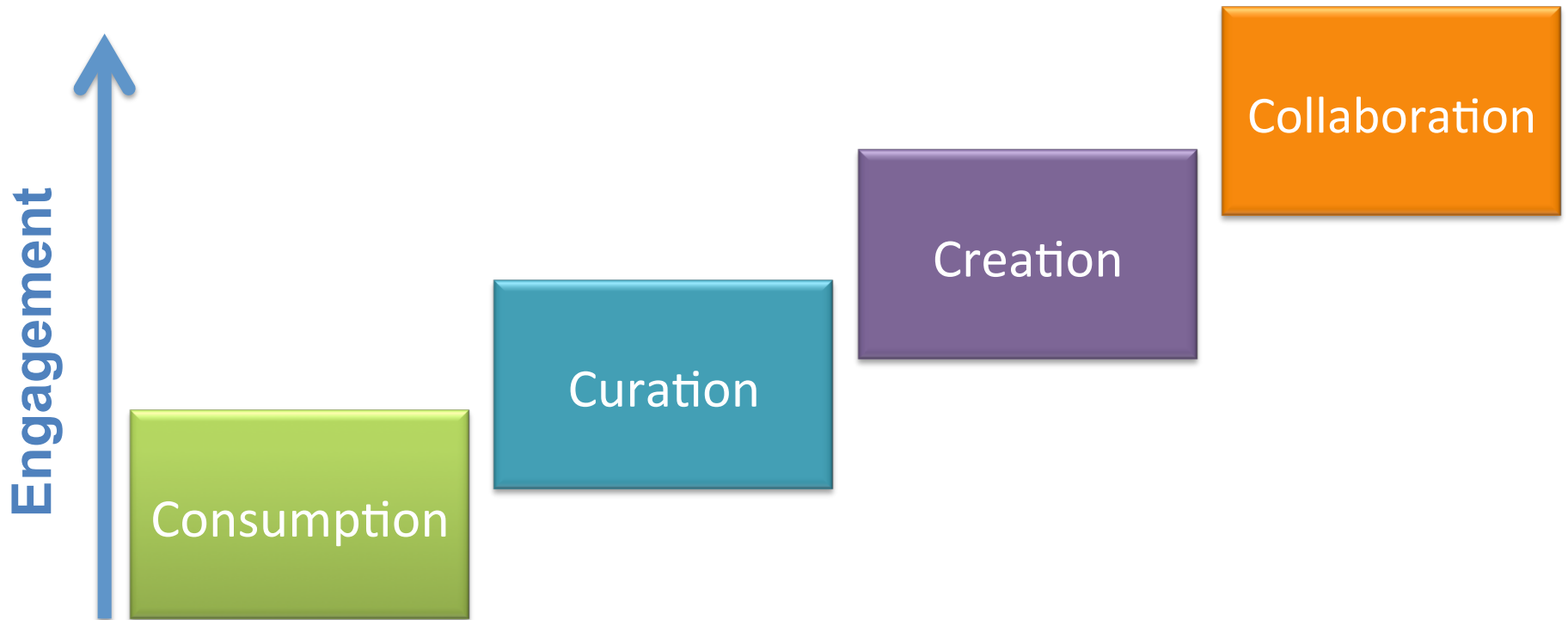
Consumer Behavior on Social Media



The New Customer Influence Path



Structured Engagement Engagement Process on Social Media



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

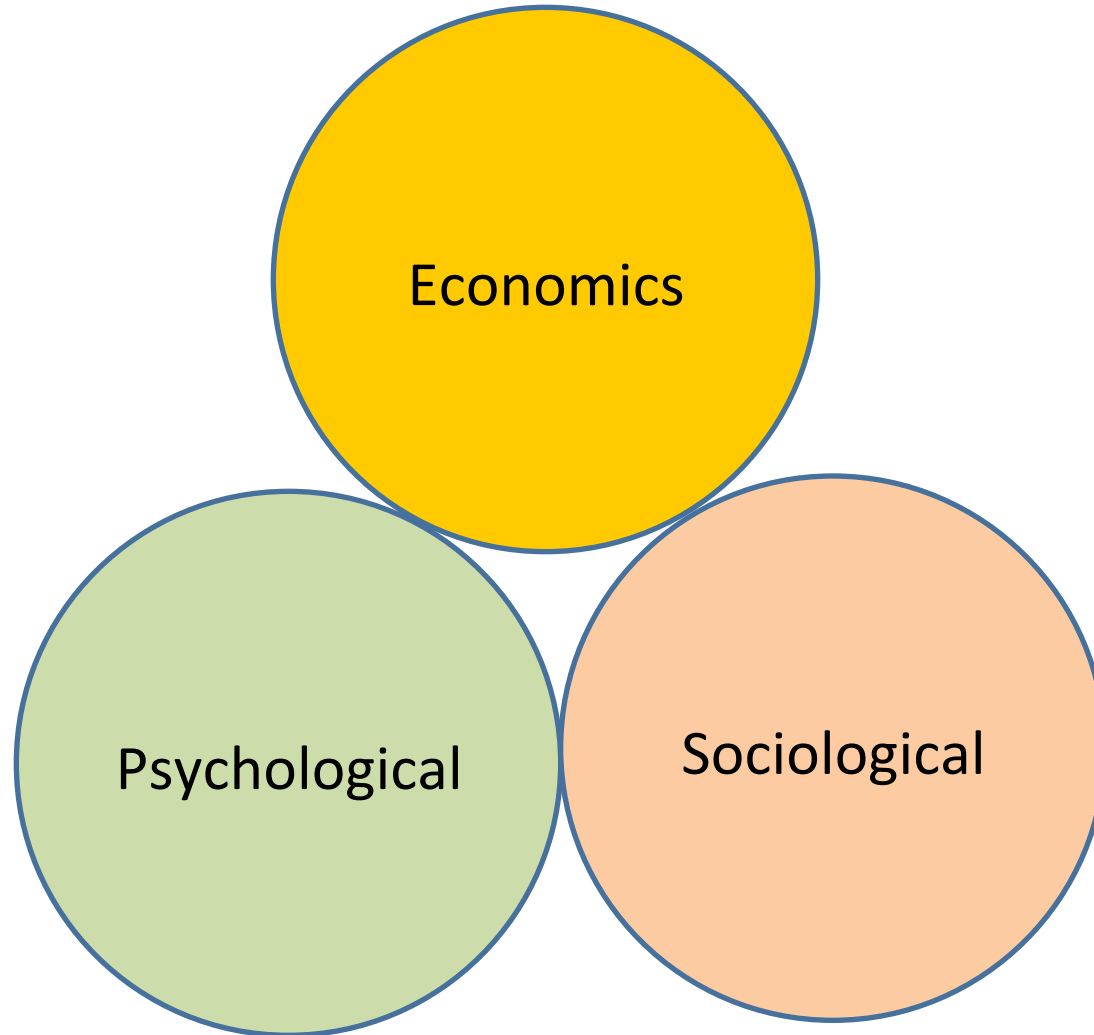
- a **statement** of **relations** among **concepts** within a set of **boundary assumptions** and **constraints** (Bacharach, 1989)

Marketing

Identifying
and
meeting

human and social needs

Basis of Marketing Theory



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

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

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

Overall Model of Consumer Behavior

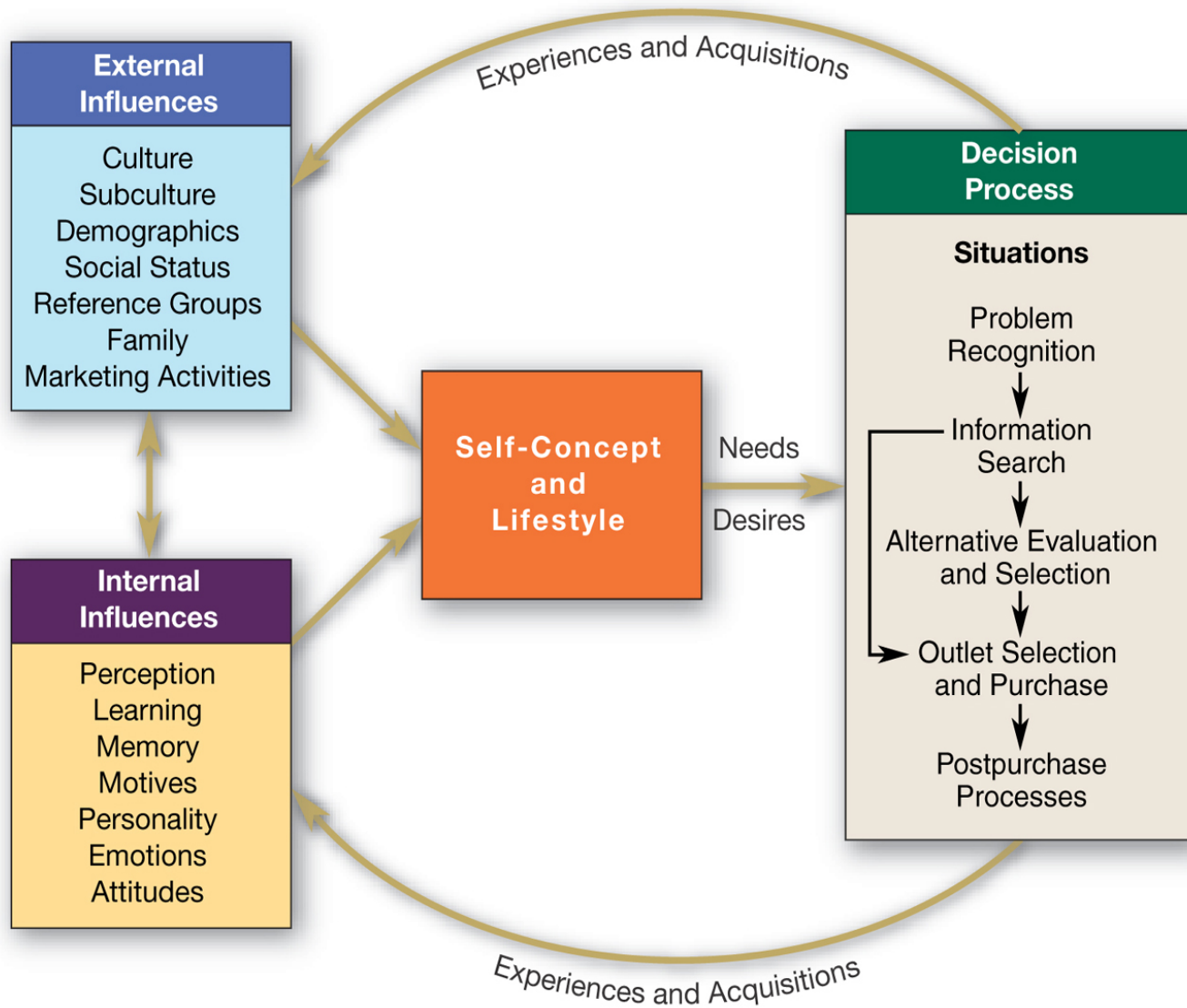
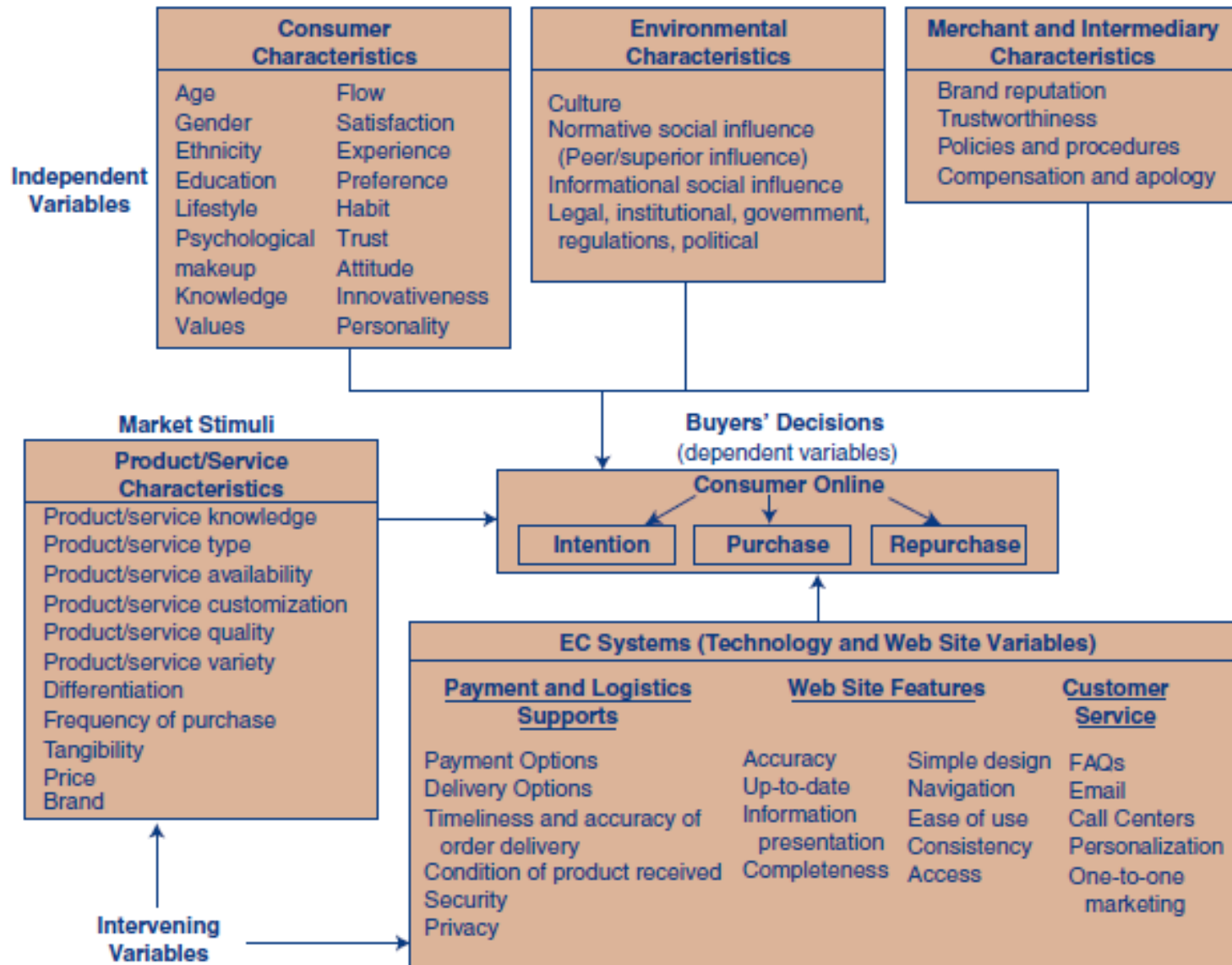


EXHIBIT W4.1.1 EC Consumer Behavior Model



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

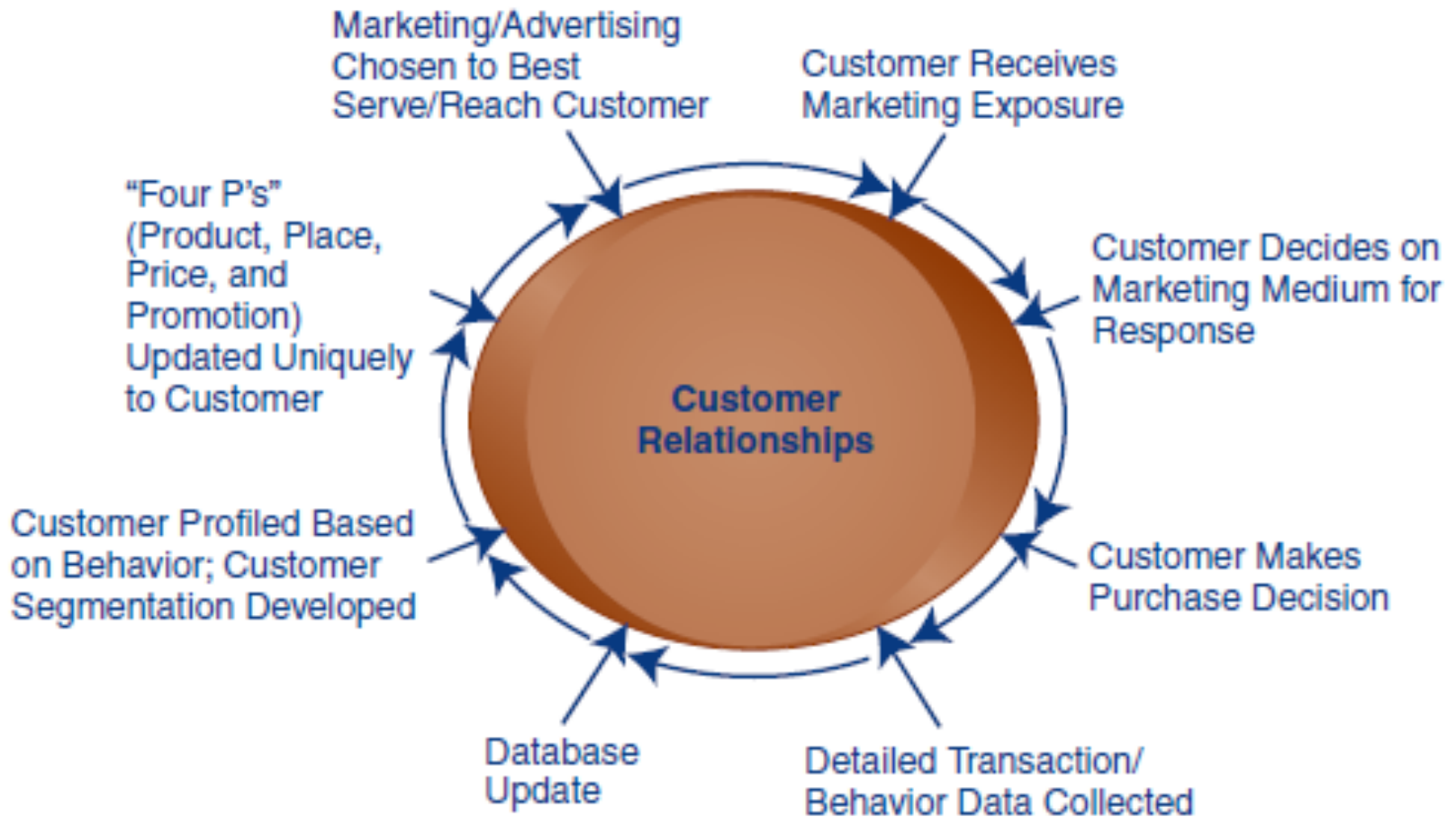
EXHIBIT 4.1 Purchase Decision-Making Process and Support System

Steps in the Decision-Making Process	CDSS Support Facilities	Generic Internet and Web Support Facilities
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

PLAYERS IN THE CONSUMER DECISION PROCESS

- Initiator
- Influencer
- Decider
- Buyer
- User

EXHIBIT W4.2.2 The New Marketing Model



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)

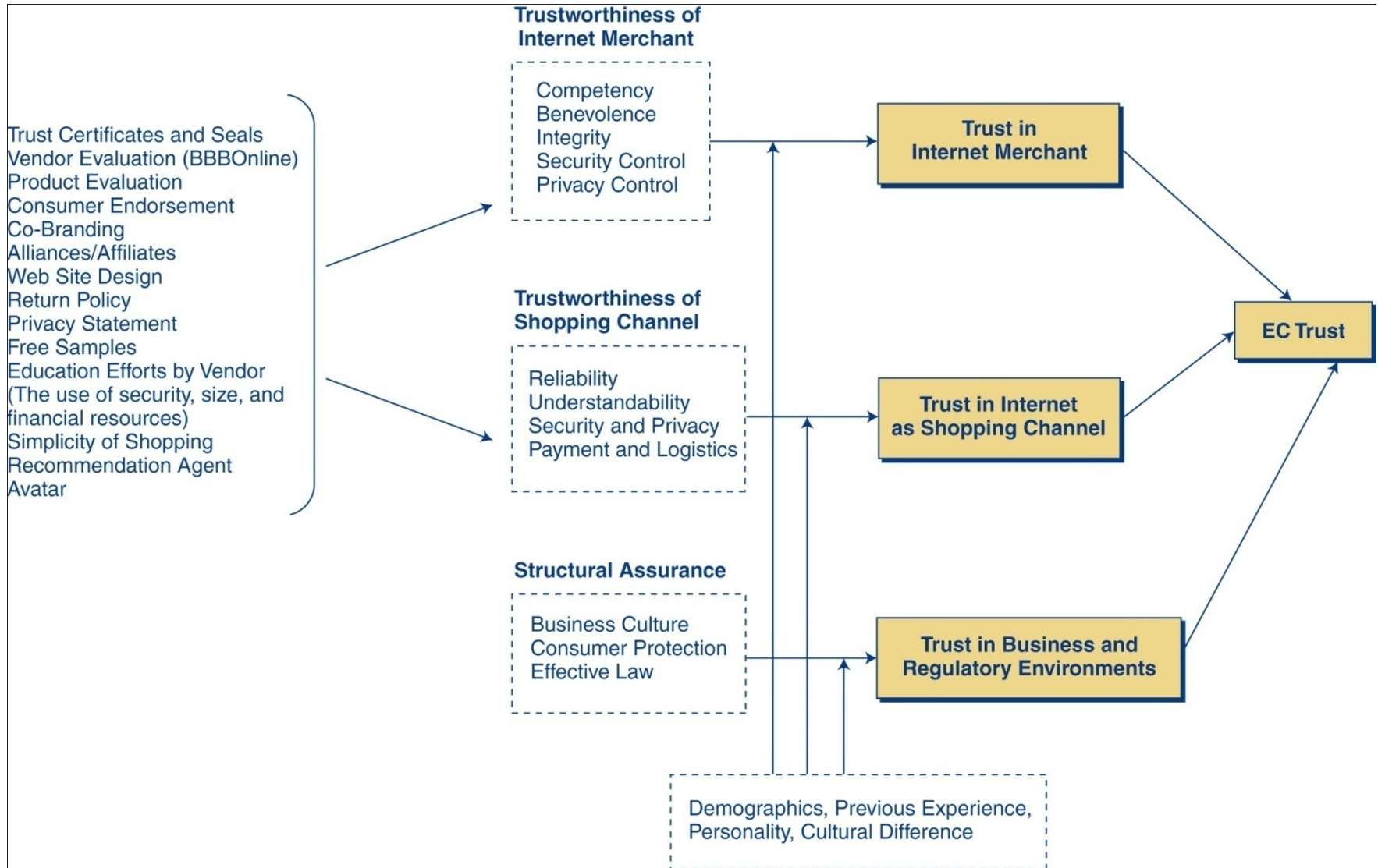
**Consumer Satisfaction
with an Internet Store**

TRUST IN EC

- **Trust**

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

EC Trust Models



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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)

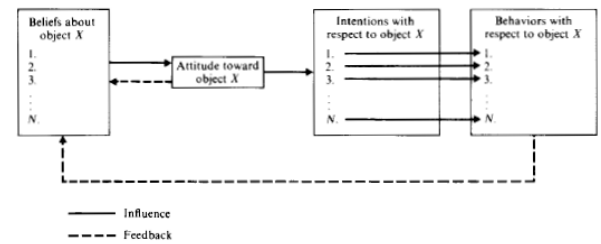


Fig. 1.1 Schematic presentation of conceptual framework relating beliefs, attitudes, intentions, and behaviors with respect to a given object.

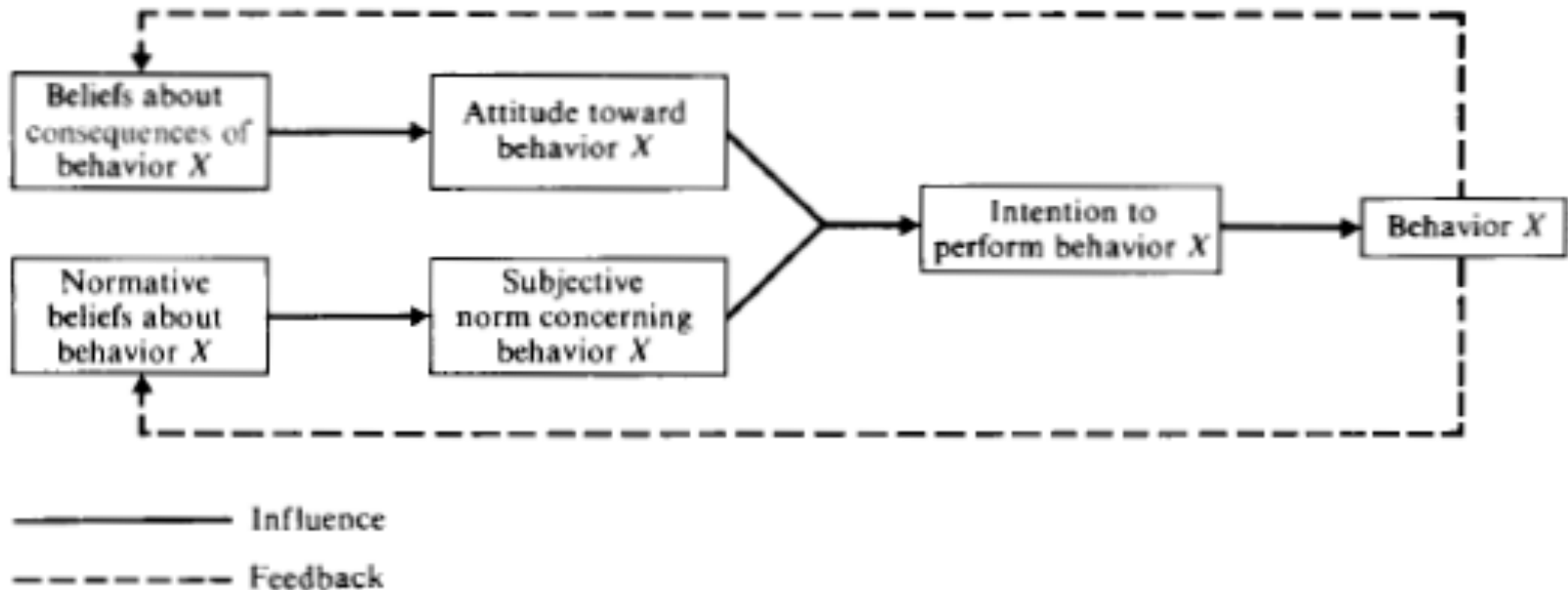


Fig. 1.2 Schematic presentation of conceptual framework for the prediction of specific intentions and behaviors.

TRA (1989)

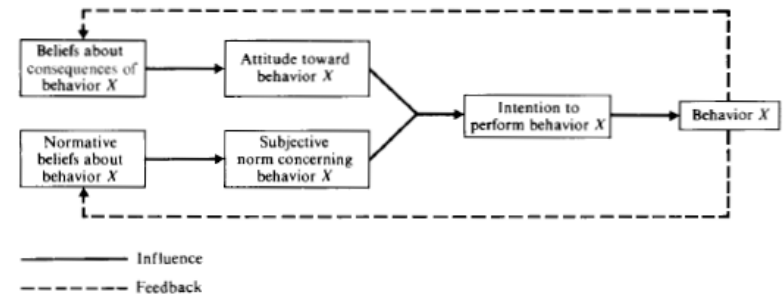


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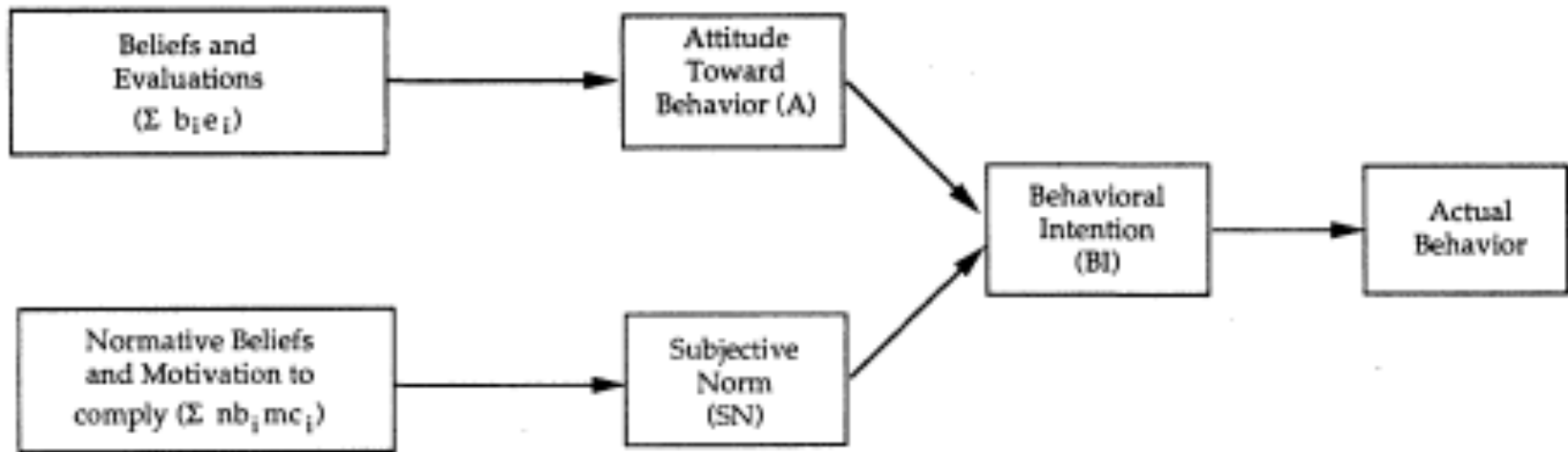


FIGURE 1. Theory of Reasoned Action (TRA).

TPB (1985)

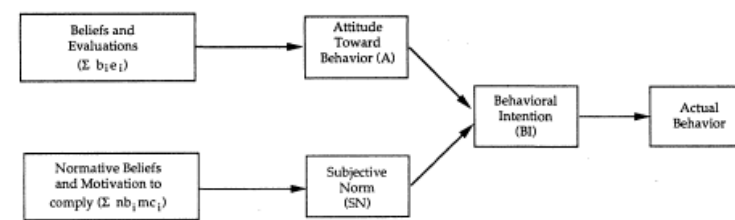


FIGURE 1. Theory of Reasoned Action (TRA).

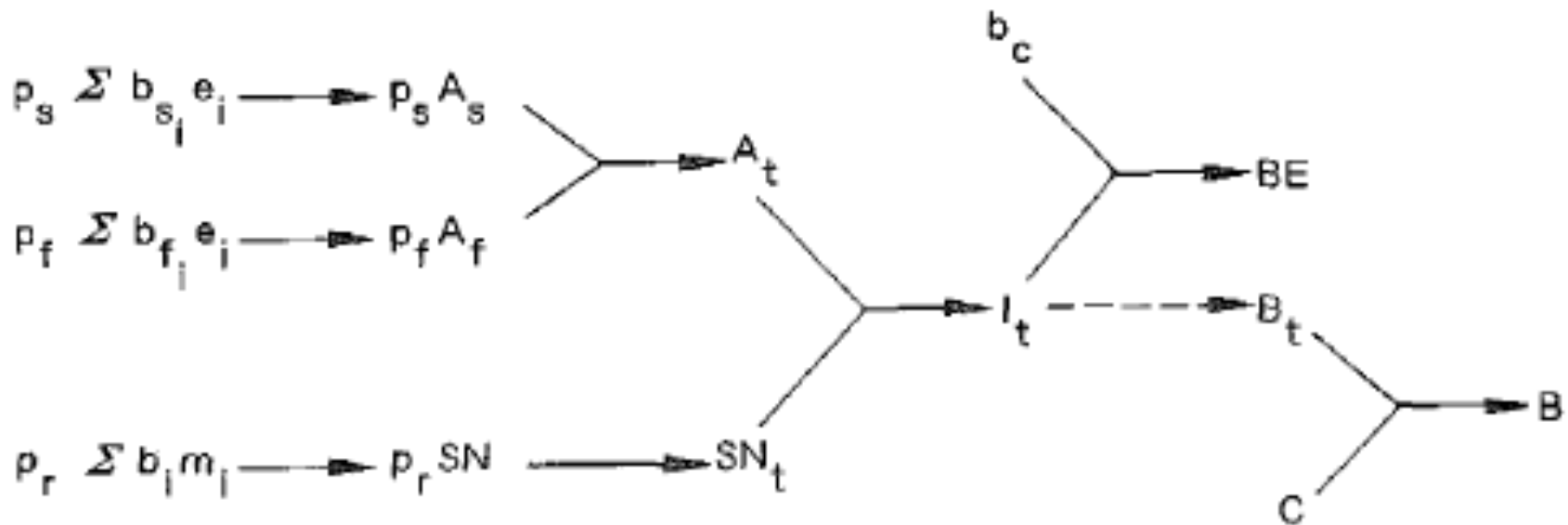


Fig. 2.1. Schematic presentation of the theory of planned behavior

TPB (1989)

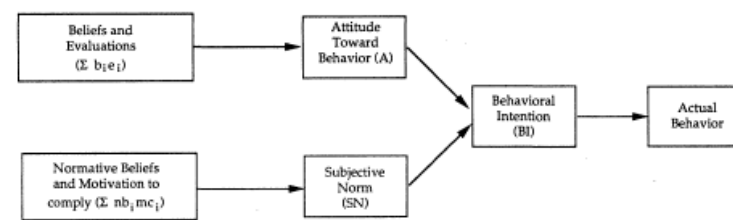


FIGURE 1. Theory of Reasoned Action (TRA).

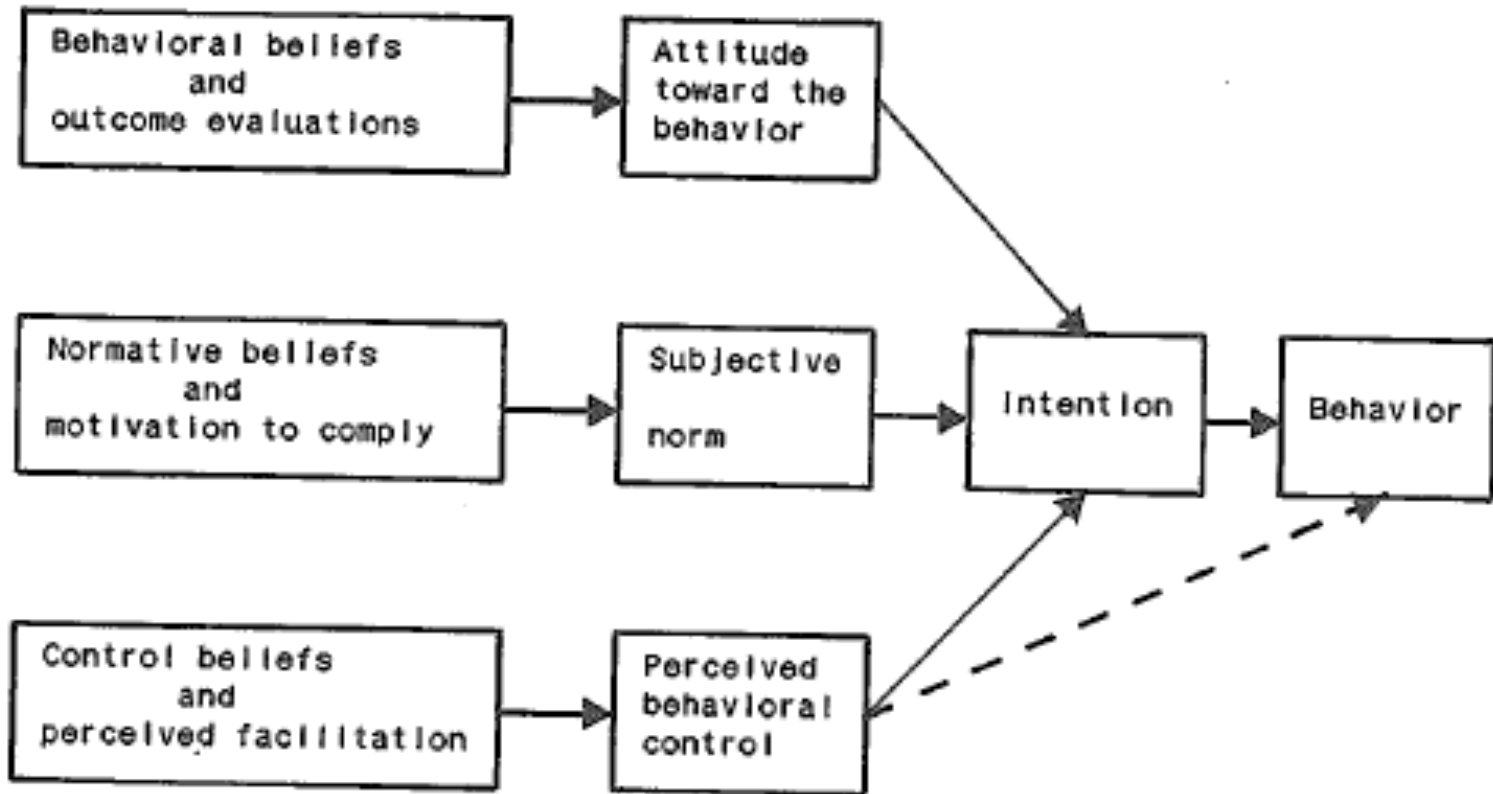


FIG. 10.2. Theory of planned behavior.

TPB (1991)

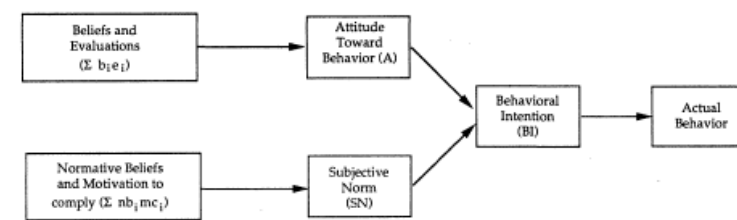


FIGURE 1. Theory of Reasoned Action (TRA).

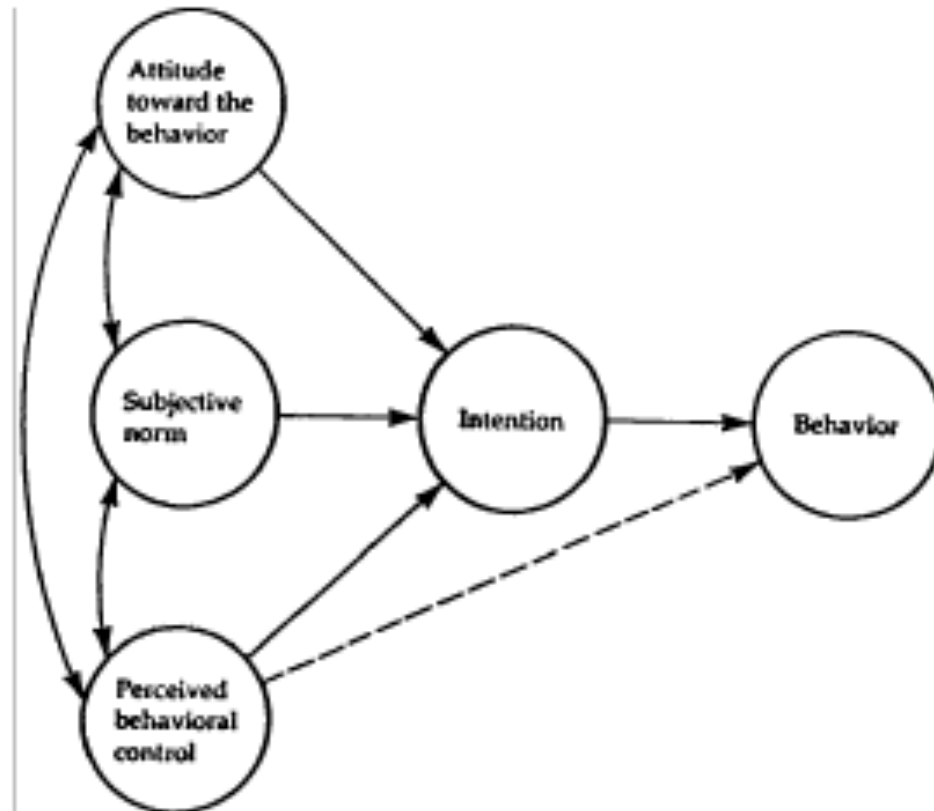
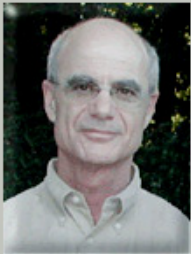


FIG. 1. Theory of planned behavior

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.

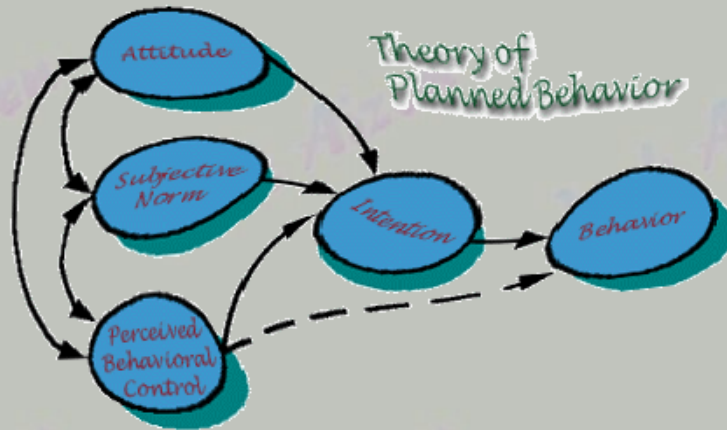


Icek Aizen (Ajzen)

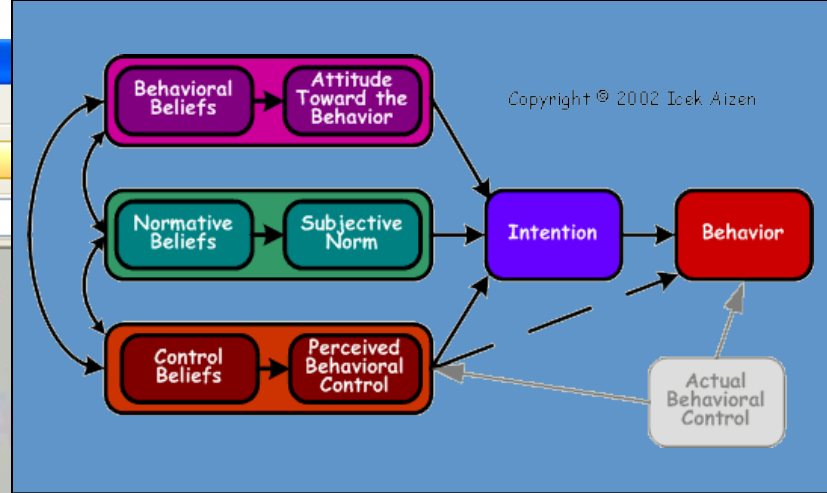
Professor of Psychology
 University of Massachusetts

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Last modified: April 13, 2005



TAM (1989)

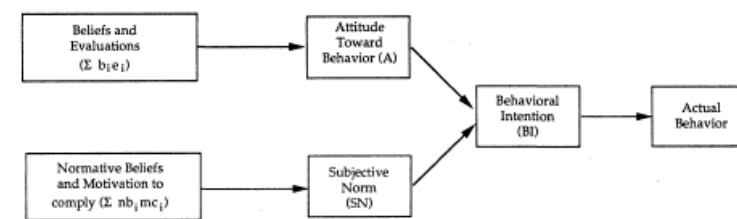


FIGURE 1. Theory of Reasoned Action (TRA).

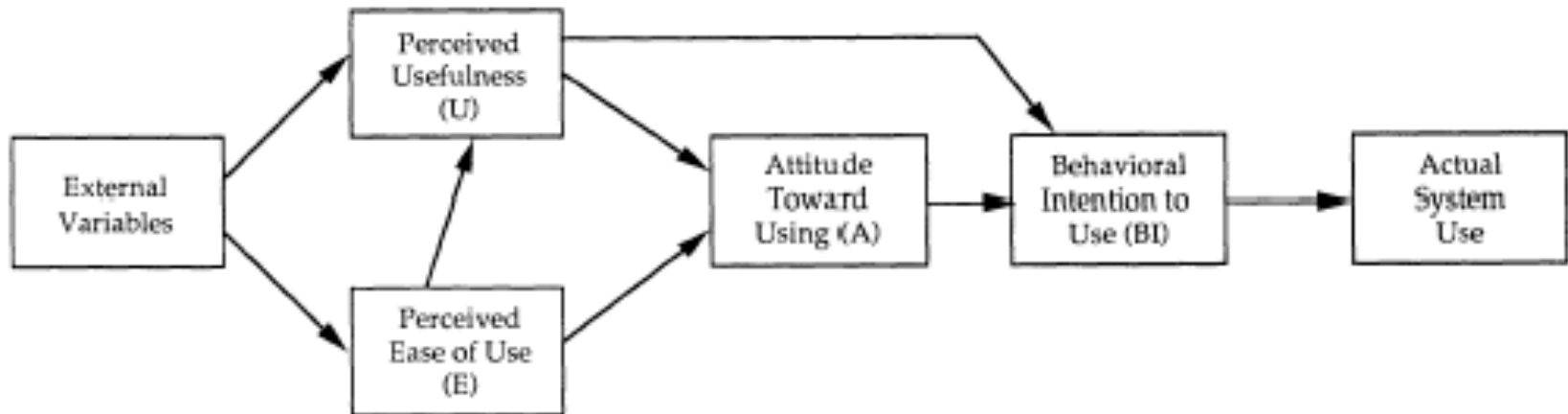


FIGURE 2. Technology Acceptance Model (TAM).

TAM2 (2000)

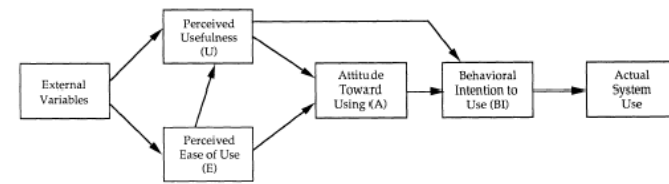
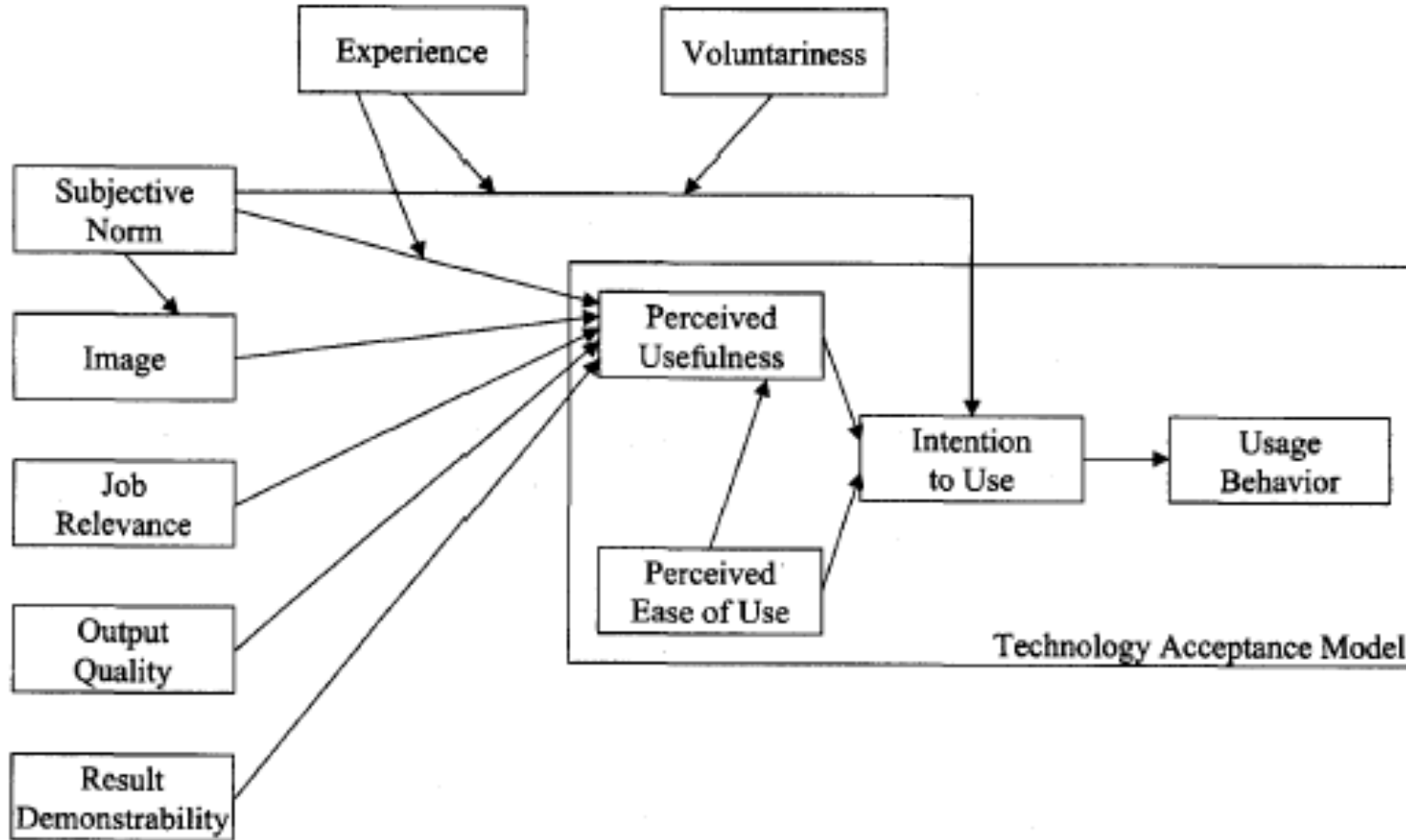


FIGURE 2. Technology Acceptance Model (TAM).

Figure 1 Proposed TAM2—Extension of the Technology Acceptance Model



Venkatesh, V., & Davis, F. D. (2000) "A theoretical extension of the technology acceptance model: Four longitudinal field studies", *Management Science*, 46(2), pp. 186-204.

UTAUT (2003)

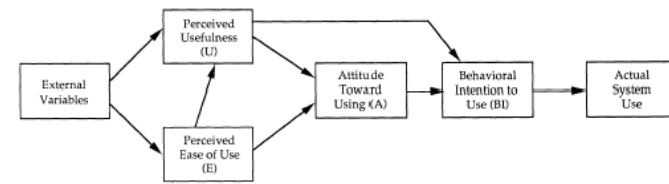
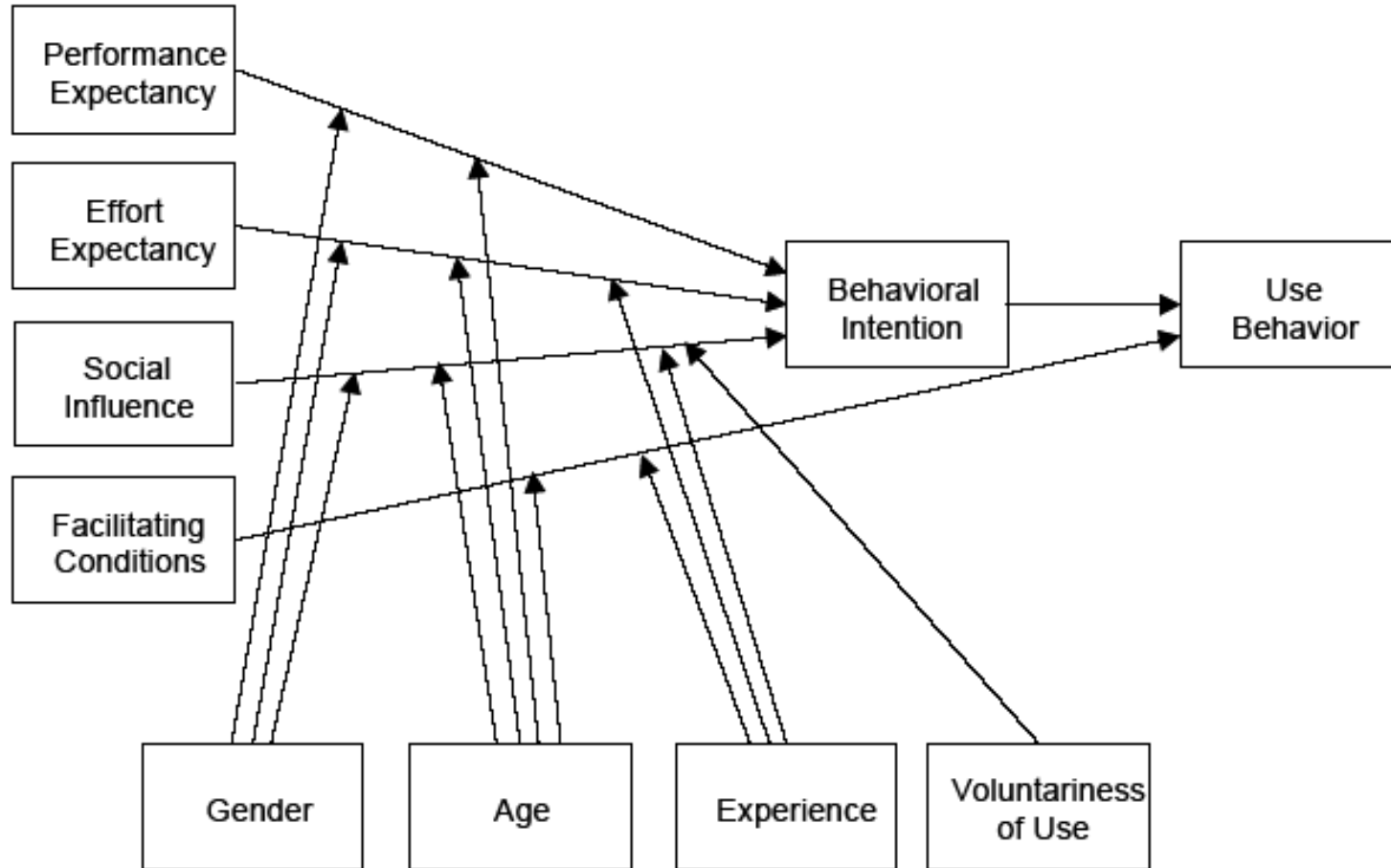


FIGURE 2. Technology Acceptance Model (TAM).



Unified Theory of Acceptance and Use of Technology (UTAUT)



Social Cognitive Theory
(SCT)
(Compeau and Higgins 1995)

Theory of Reasoned Action
(TRA)
(Fishbein and Ajzen 1975)

Technology Acceptance Model
(TAM)
(Davis 1989)

Innovation Diffusion Theory
(IDT)
(Moore and Benbasat 1991)

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

Motivation Model
(MM)
(Davis et al. 1992)

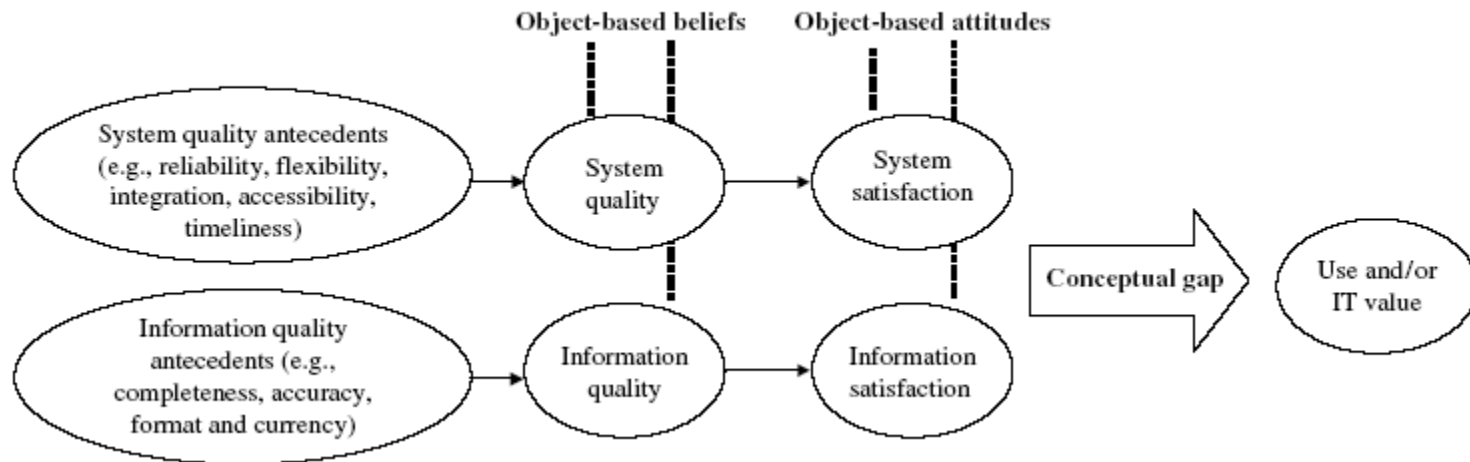
Model of PC Utilization
(MPCU)
(Tompson et al. 1991)

Combined TAM and TPB
(C-TAM-TPB)
(Taylor and Todd 1995)

Theory of Planned Behavior
(TPB)
(Ajzen 1991)

US (User Satisfaction)

Figure 2 The User Satisfaction Research Stream Approach



IUSTA (2005)

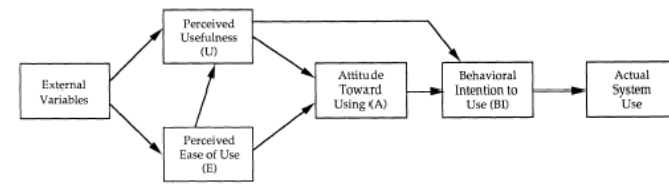
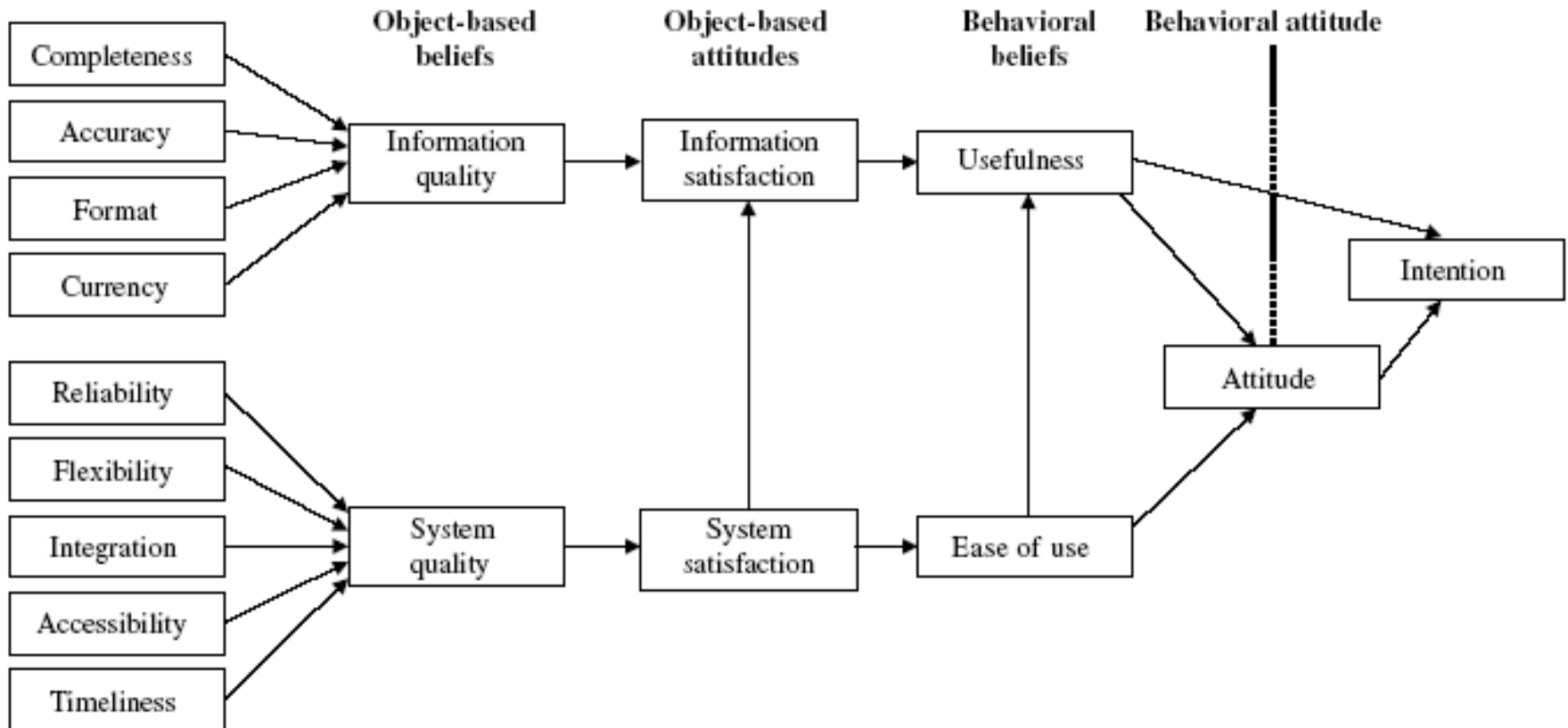


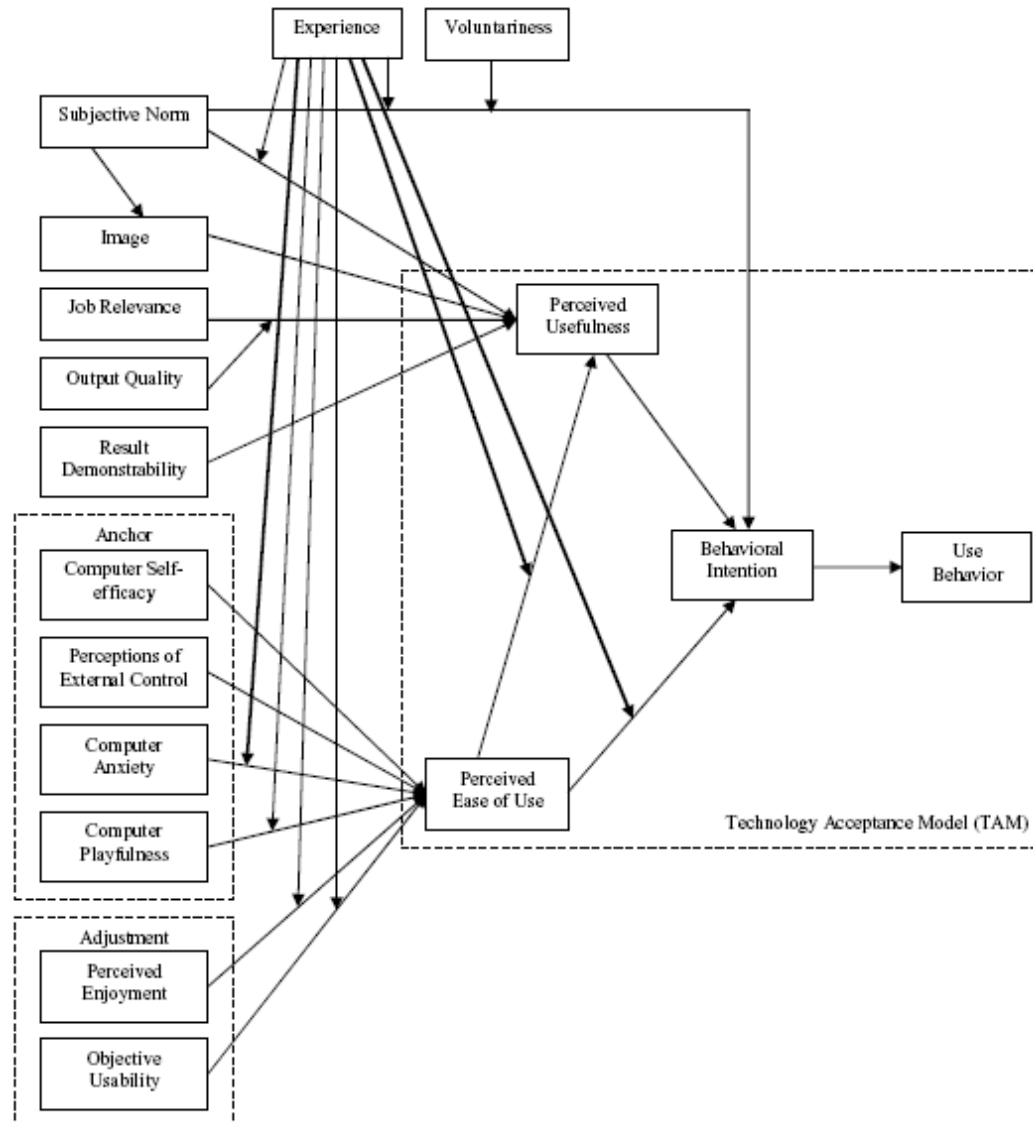
FIGURE 2. Technology Acceptance Model (TAM).



IUSTA (integration of user satisfaction and technology acceptance)

Wixom, B.H., and Todd, P.A. "A theoretical integration of user satisfaction and technology acceptance," Information Systems Research (16:1), Mar 2005, pp 85-102.

TAM 3 (2008)



^aThick lines indicate new relationships proposed in TAM3.

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
- Lon Safko, The Social Media Bible: Tactics, Tools, and Strategies for Business Success, 3rd ed., Wiley, 2012